



寶寶樹集團

BABYTREE GROUP

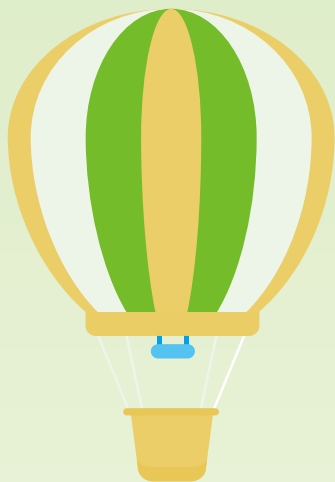
(Incorporated in the Cayman Islands with limited liability)  
(於開曼群島註冊成立的有限公司)

Stock Code 股份代號 : 1761

2020

Environmental, Social and  
Governance Report

環境、社會及管治報告



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# Environmental, Social and Governance Report

## 環境、社會及管治報告



### §1 REPORT ON ESG

This report is the third Environmental, Social and Governance (“ESG”) Report released by BabyTree Group. This report focuses on the Company’s efforts and contributions to the environment, society and governance, as well as our outlook for the future.

The board of directors and all directors of the Company warrant that there are no false representations, misleading statements or material omissions in this report, and they severally and jointly accept responsibility for the authenticity, accuracy and completeness of the information contained herein.

#### Business Description

Found in 2007, BabyTree (1761.HK) has become the leading Maternity and Child (“M&C”)-focused community platform in China committed to connecting and serving young families, our mission is to “let young families enjoy a wonderful life journey”. Powerful social networking function as well as rich and high-quality contents are the two pillars of BabyTree’s social platform, on which we provide comprehensive products and services to meet the four core needs of young families in China: knowledge acquisition, communication and make friends, growth record and shopping. We have two main platforms: (i) BabyTree Parenting, our flagship platform, it consists the BabyTree Parenting app on mobile and babytree.com on PC and WAP, which are the main portal of our user traffic; (ii) WeTime, the second platform on mobile, it focuses on child development, and is designed to serve as a online platform for social recording medium with rich images and early education content and tools. We take WeTime as a natural extension of our flagship platform BabyTree Parenting, with a aim to extend the life cycle of our platforms and to expand our user base. Besides, we also operate Meitun Mama, a M&C product e-commerce platform, the function of which has deeply integrated with our BabyTree Parenting platform.

#### Reference Remarks

In order to facilitate the presentation and be easy to read, “BabyTree Group” in this report is referred to as “BabyTree”, “the Company” and “We”.

### § 1 關於環境、社會及管治報告

本報告為寶寶樹集團第三次發佈的《環境、社會及管治報告》。本報告主要介紹公司在環境、社會及管治方面做出的努力與貢獻和對未來的展望，我們希望通過發佈此報告，加強與各利益相關方的溝通和聯繫。

公司董事會及全體董事保證本報告內容不存在任何虛假記載、誤導性陳述或重大遺漏，並對內容的真實性、準確性和完整性承擔個別及連帶責任。

#### 業務說明

寶寶樹(1761.HK)創立於2007年，作為中國母嬰類社區頭部平台，致力於連接及服務年輕家庭，並以「讓年輕家庭享受美好的生命旅程」為使命。強大的社交功能和優質豐富的內容是寶寶樹社區平台的兩大支柱，寶寶樹在該平台上提供全面的產品和服務，以滿足中國年輕家庭知識獲取、交流交友、記錄成長和消費購物的四大核心需求。我們的兩個主要平台為(i)寶寶樹孕育，該平台是我們的旗艦平台，由我們的寶寶樹孕育手機App和PC及WAP端babytree.com組成，是我們用戶流量的主要門戶；(ii)小時光，僅供手機使用的第二個平台，專注於兒童發展，為達致圖像豐富的社交記錄媒介及早教內容及工具在線平台兩個目的而設。我們將小時光視為旗艦寶寶樹孕育平台的自然延伸，延長用戶的生命周期及進一步擴大用戶群。此外，我們亦擁有母嬰產品類電商平台美國媽媽，其功能深深嵌入寶寶樹孕育平台。

#### 名稱說明

為了便於表述和方便閱讀，「寶寶樹集團」在本報告中以「寶寶樹」、「公司」和「我們」表示。

# Environmental, Social and Governance Report

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### Reporting Period

The Company's "Environmental, Social and Governance Report" is an annual report for the period from 1 January 2020 to 31 December 2020.

### Basis of Preparation

The contents of this report are prepared in the light of the requirements of Environmental, Social and Governance Reporting Guide (the "ESG Reporting Guide") set out in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

### Access to this Report

You can download the Chinese and English version of this report on the website of the Stock Exchange at <http://www.hkexnews.hk>. This report is published in both Chinese and English, in case of any discrepancies among the different versions, the Chinese version shall prevail.

## §2 ENVIRONMENTAL AND SOCIAL RESPONSIBILITY CONCEPTS AND MANAGEMENT

The Company mainly engages in the operation of M&C community platforms, committed to connecting and serving young families, and let young families enjoy a wonderful life journey. "Kind-hearted, Honest, Economical and Joyful Win (善愛信行，眾省趣贏)" are the Company's core values. The Company strives to build an internet-based platform but not rigidly sticking to the internet for the satisfaction of needs for learning, sharing, recording and shopping of young Chinese families. It is the Company's basic social responsibility to enable young Chinese parents to cultivate healthy, friendly, intelligent and brave next generation through sharing and communication.

### 時間範圍

公司《環境、社會及管治報告》為年度報告，報告期間為2020年1月1日至2020年12月31日。

### 編製依據

本報告的內容是參照香港聯合交易所有限公司（「聯交所」）附錄二十七《環境、社會及管治報告指引》（「ESG報告指引」）的要求編製而成。

### 報告獲取

您可以在聯交所的網站<http://www.hkexnews.hk>下載本報告的中英文版本。本報告以中英文兩種文字出版，在對兩種文本理解發生歧義時，請以中文文本為準。

## §2 環境及社會責任理念和管理

公司的主要業務是母嬰社區平台運營，致力於連接及服務年輕家庭，讓年輕家庭享受美好的生命旅程。「善愛信行，眾省趣贏」是公司的核心價值觀，公司努力構建一個以互聯網為基礎，但不拘泥於互聯網的愛的平台，滿足中國年輕家庭學習、分享、記錄、購物的需求。讓全中國的年輕父母在分享和交流中培養健康、友愛、智慧、勇敢的下一代是公司基本的社會責任。

# Environmental, Social and Governance Report

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While paying attention to economic benefits, the Company identifies environmental and social impacts in the operation process, respects the interests of internal and external stakeholders, and adopts positive response measures in these processes in order to achieve harmonious coexistence between Company operations and society and the environment. The strategic goal of the Company's ESG development: To keep a close eye on external environmental protection; to make forward-looking judgment; to take up social responsibility amid our development; to promote charity activities.

In order to enhance our ESG governance, the Company has amend the function of the audit committee of the board of directors to include sustainable development and ESG report, which include review, formulate and approve the framework, standard, priority and goals for the Company's sustainable development, and report to the board of directors the relevant tasks carried out for sustainable development; identify the relevant issues that have a significant impact on the operation of the Company and/or the interests of other important stakeholders; supervise the development and implementation of the strategies, policies and measures for sustainable development at company level; review the major trend, risks and opportunities of sustainable development all round the globe and (if applicable) report to the board of directors; evaluate and review the adequacy and effectiveness of the Company's policies and practices regarding sustainable development, as well as our performance with appropriate international or national standard (if applicable), and report to the board of directors; against annually or when necessary; and report to the board of directors the Company's performance regarding sustainable development and recommendation strategies to improve our performance. The functions in respect of the ESG report include the publication compliance of the ESG report. In the future, the Company will gradually implement the relevant functions with an aim to enhance our ESG ability.

公司在關注經濟效益的同時，識別運營過程中對環境和社會的影響，尊重內外部利益相關方的利益，並在這些過程中採取積極應對措施，以期達到公司運營與社會和環境的和諧共處。公司ESG發展戰略目標是：對外部環境保持關注，進行前瞻性判斷，在發展中兼顧社會責任，推行公益活動。

公司不斷加強ESG治理能力，本年度公司修訂了董事會審核委員會的職能，審核委員會職能增加了可持續發展和ESG報告內容，包括審視、制訂及通過公司的可持續發展架構、標準、優次排序和目標，並就相關可持續發展工作向董事會彙報；識別重大影響公司運作及／或其他重要持份者權益的相關事宜；監督公司層面的可持續發展策略、政策及措施的發展及執行；審視及(如適用)向董事會彙報國際上針對可持續發展的主要趨勢及可持續發展的風險和機遇；每年一次或當有需要時，就公司可持續發展的政策及慣例的足夠性及有效性，及以適當的國際或國家標準(如適用)作為指標所取得的表現，進行評核及檢討，並向董事會彙報；及就公司的可持續發展表現向董事會彙報及建議改善策略。ESG報告內容的職能包括ESG報告發佈的合規性等。未來，公司將逐步推動相關職能的實施，不斷加強ESG管治能力。

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### §3 MATERIALITY ASSESSMENT

#### §3.1 Materiality Assessment Procedures

- 1) ESG issues related to the Company are identified by analysing the HKEx ESG Reporting Guide and peer disclosure issues;
- 2) Key stakeholders are invited to assess the materiality of the identified issues. Internal stakeholders mainly consider the Company's long-term development strategy, management improvement, investment urgency and competitive advantage. External stakeholders mainly consider the degree of influence on the Company's evaluation and decision-making and the impact on the external stakeholders' interests. The evaluation of internal and external stakeholders will be integrated to form the first draft of the materiality matrix;
- 3) Materiality of the issues to be reviewed by the Company's management is prioritized;
- 4) After the reporting period, the Company will organize internal and external stakeholders to give feedback on the contents of this report to prepare for the next report.

### § 3 重要性議題評估

#### § 3.1 重要性評估流程

- 1) 通過分析香港交易所ESG報告指引和同業披露的議題，識別出與公司相關的ESG議題；
- 2) 邀請重要利益相關方對所識別出的議題重要性進行評估，其中內部利益相關方主要從公司長遠發展戰略角度、管理提升角度、投入急迫性角度以及競爭優勢角度進行考慮，外部利益相關方主要從對公司評價和決策的影響程度以及對外部利益相關方自身利益影響的角度進行考慮；整合內、外部利益相關方的評估情況，形成重要性矩陣初稿；
- 3) 公司管理層審批議題重要性排序；
- 4) 報告期後，公司將組織內外部利益相關方對本期報告內容進行反饋，為下一期報告做準備。

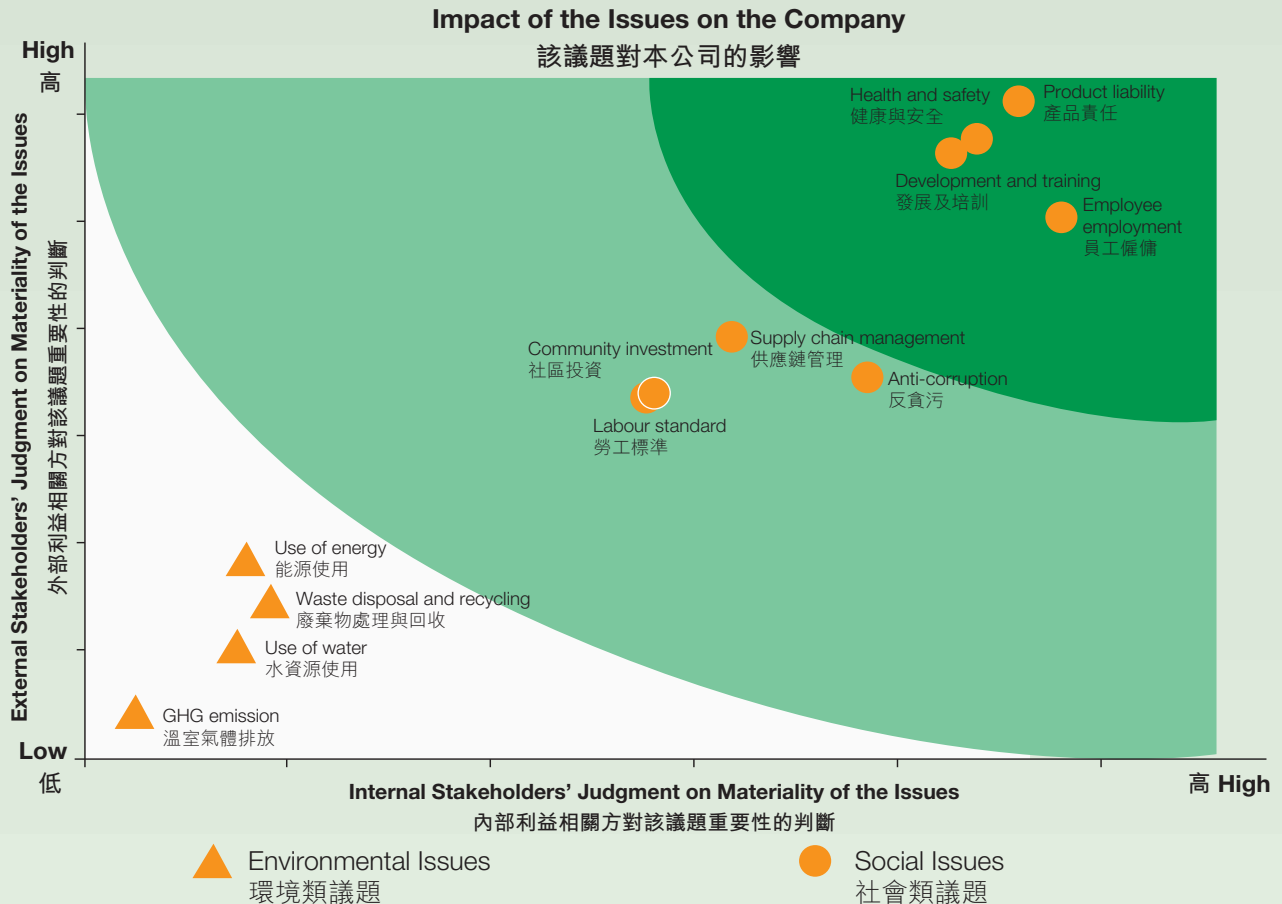
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### §3.2 Issues Materiality Matrix

### § 3.2 議題重要性矩陣



## §4 PRODUCTS FOR LOVE, PREGNANCY AND PARENTING

## § 4 愛產品 孕育放心

### §4.1 Building an Outstanding M&C Community

### § 4.1 構建卓越母嬰社區

As a leading brand in China's M&C community, BabyTree is committed to connecting and serving young families, taking "let young families enjoy a beautiful journey greeting new life – pregnancy, parenting and teaching" as its development mission. Based on channels including BabyTree Parenting APP, WeTime APP, and WeChat official account and BabyTree official website, BabyTree has built a BabyTree community platform with strong social networking functions and high-quality contents. BabyTree provides comprehensive products and services on this community platform to meet the seven core needs of young families before and after birth of babies: knowledge acquisition, sharing and communication, companion growth, shopping, early education, health services and financial services. The aim is to cultivate a healthy, friendly, intelligent and brave new generation.

寶寶樹作為中國母嬰社區中的領先品牌，致力於連接及服務年輕家庭，以「讓年輕家庭享受美好的新生命孕、育、教的旅程」作為發展使命，以寶寶樹孕育App、小時光App、微信公眾號和寶寶樹官網等渠道為基礎，構建具有強大社交功能和優質內容的寶寶樹社區平台。寶寶樹在該社區平台上提供全面的產品和服務，以滿足圍繞寶寶出生前後的年輕家庭知識獲取、分享交流、陪伴成長、消費購物、早教任務、健康服務、金融服務等七個核心需求。從而培養健康、友愛、智慧、勇敢的新一代。

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Knowledge acquisition is mothers' important need. BabyTree provides full support to mothers with knowledge contents and content acquisition methods. In 2020, BabyTree upgraded its product strategy: a series of product revisions were carried out around the concept of "My Parenting Life": The knowledge available in the Parenting (homepage) channel is more comprehensive and scientific, and answers to the questions are more professional and promptly provided. We accurately predict the time available for answering questions before they are raised by users through real-time calculation supported by big data, and the questions are accurately distributed to suitable answerers through matching algorithm. Also, a livestreaming feature is added for experts to answer questions, whereby users are offered the chance to ask experts questions online. These knowledge and Q&A features realize full coverage of parenting supporting tools with enhanced sociability and interaction and therefore provided mothers with a more supreme experience. We have reorganized and updated the knowledge contents in the weekly parenting newsletters to establish a systematic and scientific structured knowledge system on a week-to-week basis, and also produced videos for key knowledge contents. Together with special columns such as The World in the Eyes of Babies, we provide professional and interesting weekly parenting newsletters to pregnant users and postpartum users. BabyTree provides users with knowledge covering the entire life cycle in the form of "Daily Knowledge". It provides universal knowledge of health care and child development through M&C featured topics and research institutes; provide targeted professional knowledge for mothers through community forums, replies from experts. Via the open platform and KOL system, more professional production contents are presented on the BabyTree platform, making our platform a content community for discovery and set a high standard for other content sharing community to follow, and is now leading the trend of mother's baby parenting life.

知識獲取是媽媽們的重要需求，寶寶樹從知識內容及內容獲取途徑方面給予媽媽們全方位的支持。2020年寶寶樹進行了產品戰略升級：圍繞「我的育兒生活」這一理念進行了一系列的產品改版：孕育(首頁)頻道提供的知識更加完備和科學，問答的回覆更加及時和專業，我們通過大數據實時計算，在用戶提問前準確預測獲得回答的時間，並且通過算法匹配的方式精確地將問題分發給適合的回答者，同時推出專家直播回答功能，給用戶提供在線向專家提問的機會。這些知識和問答增強了社交性和互動性，實現了育兒輔助工具的全覆蓋，提供給媽媽們更加極致的體驗。我們重新梳理和更新了孕育周刊的知識內容，以周為時間維度建立了系統科學的結構化知識體系，並將重點知識內容進行視頻化，輔以寶寶眼裏的世界等特色欄目，為孕期和產後用戶提供了專業生動有趣的孕育周刊。寶寶樹通過「每日知識」的形式，為用戶提供覆蓋孕育全生命周期的知識；通過母嬰專題和研究院的方式，提供健康醫療和兒童發展的普適性的知識；通過社區論壇交流、專家答疑等，有針對性的為媽媽們提供專業的知識；通過開放平台和達人體系，使得有更多的專業生產內容呈現在寶寶樹的平台上，打造了發現型內容社區，營造出「向上看」的標杆內容分享場所，成為媽媽們育兒生活的風向標。



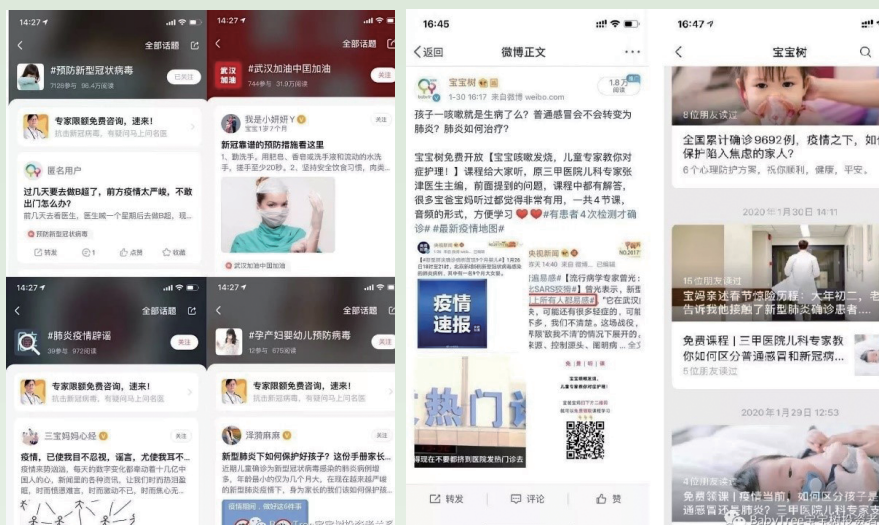
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Upon the COVID-19 outbreak in early 2020, BabyTree consistently kept abreast of the situations and provided effective assistance in the anti-pandemic work nationwide during those critical times when all people joined hands to overcome the difficulties. By fully mobilizing the resources, BabyTree mustered KOC and creators to conduct on-page and off-page synergistic promotion, introduced knowledge and protection work related to the novel coronavirus, and paid attention to the psychological needs of users during the epidemic to help them alleviate anxiety. BabyTree invited well-known experts to explain the novel coronavirus in a scientific manner, organized various thematic livestreaming sessions, such as “What should pregnant women pay attention to”, “How to take care of my children” and “Being the security guard of the whole family”, and delivered free sterilized wet wipes to families through lucky draws.

2020年初新冠疫情爆發後，在眾志成城共渡難關的關鍵時期，寶寶樹持續保持高度關注，為全民抗擊疫情工作提供切實的幫助。寶寶樹充分調動資源，組織KOC及創作者進行站內&站外聯動宣傳，普及新型冠狀病毒有關知識及防護工作，關注疫情下用戶的心理訴求，幫助用戶緩解焦慮。寶寶樹邀請知名專家，對新型冠狀病毒進行科普講解，同時策劃多種話題直播，如「孕婦該注意什麼」、「如何呵護我的孩子」、「做全家的安全衛士」等，並結合抽獎為家庭免費派送消毒濕紙巾。



On-page and off-page synergistic promotion  
站內及站外聯動宣傳



Free medical consultations by experts  
專家義診

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For sharing and idea exchange, the Company provides mothers with communication platforms featuring KOLs, same-age group, same-city group, interest topics, etc., so as to build a communication channel for mothers. In 2020, we has updated our communication channel, mothers can create their own group and set it as a private or public group, which made our channel more flexible, and has also enriched the content and enhanced its timeliness. In addition, mothers can discuss in the group and on common topics which help to maintain good communication. Besides, our content publisher has been upgraded to production tool to facilitate the discussion among mothers. Helping to capture the interesting moments of parenting, the Company provides recording tools for photo albums and videos to record every moment of baby's growth, and with the send flowers, photo album, games and other other functions designed for promoting interaction, more relatives and friends are encouraged to participate and interact, thus enhancing their relationship. With respect to shopping, the Company has multiple shopping platform to cater mother's various needs for shopping. We select e-Commerce merchants based on the needs of BabyTree's members, provide mothers with quality parenting related services + interests within the city, we also join hands with thousands of experts to provide consultation service to BabyTree's members. Regarding early education, the Company cooperates with postdoctoral teams from Harvard University and Hong Kong University to establish assessment, task, and learning mechanisms for baby's growth, and to popularize early education so that babies from families of less favourable economic conditions can also access to the professional system for early education. In terms of health services, the Company provides accurate Internet-based matching of M&C groups for users, and has launched the Internet health consulting platform "Stardoctor" to provide young families with friendly and caring health consulting services. In terms of financial services, the Company makes good use of data to analyse the financial scenarios and needs of young families, while matching, optimizing and innovating financial products for the promotion of health and education.

In addition, with the use of high quality 2.5D interactive prototypes on our App's homepage, we vividly demonstrate the mothers their baby's growth and ability development from 1 week pregnant to one year after birth in details, with an aim to use visual aids to recall their joy in parenting and have a thorough understanding about their baby's growth. We newly designed and developed "Bao Bao Ting" (寶寶聽), a early education tool that features nursery rhyme and story, it offers massive amount of audio content resources for mothers by collaborating with Himalaya Media Inc.. We provide same city maternity related services for mothers, such as infant caregiver, postnatal care center, postnatal recovery, babysitter, prolactinist and other services institution. We also select quality partners to provide maternity care and related services to BabyTree users.

在分享交流上，公司為媽媽們提供達人、同齡圈、同城圈、話題等交流平台，為媽媽架起溝通的橋樑。2020年我們對交流頻道進行了產品升級，媽媽們可以自主創建圈子，可設置為私密或公開，靈活性更高，話題頻道的內容豐富度進一步提升，時效性更強。同時，媽媽們可以通過圈子和話題互通內容，形成良好的互動，並且內容發佈器升級為生產工具，以供媽媽們便捷參與討論。在陪伴成長上，公司提供相冊、視頻等記錄工具，記錄寶寶成長的每個瞬間，並借助送花、相冊、遊戲等提升互動，記錄每一個互動瞬間的同時鼓勵更多親朋好友參與互動，提升彼此的關注度。在消費購物上，公司有多個購物平台，全方位滿足媽媽購物需求，我們提供基於寶寶樹會員的嚴選電商，為寶媽臻選同城的育兒相關服務+權益，並聯合數千位知名專家為寶寶樹會員提供諮詢服務。在早教任務上，公司與哈佛大學和香港大學博士後團隊開展合作，建立寶寶成長的評測、任務、學習機制，更普及早教，讓家庭經濟水平並不太高家庭的寶寶也能接受到專業系統的早教。在健康服務上，公司以互聯網為基礎，精準連接母嬰人群，推出互聯網健康諮詢平台「小星醫生」，為年輕家庭提供親切的、有溫度的健康諮詢服務。在金融服務上，公司以數據為核心，分析年輕家庭的金融場景和需求，從健康和教育切入，匹配、優化、創新金融產品。

此外，我們在App首頁以高品質2.5D可交互動圖的形式，客觀生動細膩地向媽媽們展示了寶寶從懷孕第一周到產後一歲的生長發育變化和能力成長，讓寶媽在愉悅地視覺體驗基礎上全方位瞭解寶寶發育狀況。我們全新打造了名為「寶寶聽」的早教兒歌故事工具，與喜馬拉雅合作，提供海量的音頻內容資源供媽媽們選擇。我們為媽媽們提供同城孕產相關服務，通過賦能月嫂、月子中心、產後康復、育兒嫂、催乳師等服務機構，同時為寶寶樹用戶甄選優質合作夥伴，提供孕產護理及相關服務。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



In 2020, the Company was awarded the “Corporate Social Responsibility Pioneer Award” by China Times; “2020 China Top 100 Economic Innovative Enterprise” and “2020 Most Trusted Brand of China Consumers” by China Business Herald; “Best Service Platform of the Year” by the China Baby and Children Industry Original Aspiration Award Organizing Committee; “Excel Product Innovation Enterprise” award by The Economic Observer; “Outstanding Investment Value Internet Enterprise 2020” by Quamnet. BabyTree has also received many honors, it was accredited as the “Listed Technology Company with Most Growth Potential”, and was one of the “2020 WISE – Most Influential Enterprise” selected by 36Kr.

2020年，公司分別獲得由華夏時報頒發的「企業社會責任先鋒獎」，由中國商報頒發的「2020中國經濟創新企業100強」及「2020中國消費者信賴品牌」，由中國嬰童產業原點獎組委會頒發的「年度最佳服務平台獎」，由經濟觀察報頒發的「卓越產品創新企業」大獎，由華富財經頒發的「傑出投資價值互聯網企業2020」，在每日經濟新聞主辦的第九屆中國上市公司高峰論壇上，寶寶樹被評為「最具成長科技類上市公司」以及入選36氪「2020年中國新經濟之王最具影響力企業」榜單等榮譽稱號。



### Quamnet Outstanding Enterprise Awards 2020 華富財經傑出企業大獎2020

In the future, the Company plans to upgrade our Apps to meet the demand from couples planning for pregnancy, the upgraded version will provide our users with a customized pregnancy planning solution that come with contents, tools, services and community function. For targeted new fathers, we will rebuild the contents, tools and community for them, so as to provide a dedicated parenting guideline for new fathers. In the meantime, the Company continue to set up its maternity service platform and attract more online and offline service institution and service staff to provide service in BabyTree. We will connect our users and service staff to build a community for sharing and exchange, and use it to provide matching service and quality service.

未來，公司計劃針對備孕人群的需求，進行版本升級，向用戶提供集內容，工具，服務，社區的一攬子個性化備孕解決方案。針對寶爸人群，在內容，工具，社區上進行全新重建，打造完全屬於寶爸的孕育指南。同時，公司繼續打造孕產服務生態平台，吸引更多線上線下服務機構和服務人員入駐寶寶樹，連接用戶及服務人員，在構建交流社區的基礎上，提供撮合服務和優選服務。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### §4.2 Customer Service and Complaints

Adhering to the service philosophy of “to empower young families to enjoy the beautiful journey of life”, BabyTree has formulated management systems such as Service Standards (《服務標準》), Service Slogan (《服務話術》) and Quality Inspection Standards (《質檢標準》), which are uniformly managed by the Customer Service Department. The Company’s customer service includes the processes of consultation and reception as well as complaint handling. Users can send their feedback and the issues encountered by them in respect of products and services through various channels including the customer service window of BabyTree Parenting APP and WeTime APP, the Company’s official hotline, chat page on the Company’s website and WeChat official account. Upon receipt of the feedback from the users, the Company’s customer service staff will respond within 30 seconds and resolve the issues within 48 hours. If users have any complaints, they can also contact customer service through the aforementioned channels, or contact the customer service staff through the window of complaint & suggestion on the official website. The Company’s customer service staff will handle user complaints received prior to 4:00 p.m. on the same day and timely communicate with the users by phone in respect of the relevant details of the complaints; and will handle user complaints received after 4:00 p.m. before 12:00 a.m. on the next day and get in touch with users.

The Company highly values the demand from each user, dealing with all demands under the principle of consensus with the user and offering more than two proposals for the option of users. During the reporting period, the Company cumulatively dealt with more than 2,200 complaints, with more than 85% of the complaints being settled within 3 days, and the results thereof were recognized and praised by users.

In response to customer needs for return and exchange, the Company has set up self-service return and exchange service functions on various commodity sales platforms. When users have a request for return or exchange after purchasing a product, they can initiate an application on the APP page or official account by themselves or seek help by contacting customer service staff through various channels and the Company’s customer service staff will review it on the same day. After passing the review and receiving the product returned by the customer, the refund and replacement will be processed.

During the reporting period, the Company was not aware of any material violation of regulations on product and service liability.

### § 4.2 客戶服務及投訴

寶寶樹秉承「讓年輕的家庭享受美好的生命旅程」的服務理念，制定了《服務標準》、《服務話術》、《質檢標準》等管理制度，並由客戶服務部統一管理。公司客戶服務包括諮詢接待流程和投訴處理流程。用戶可以通過寶寶樹孕育App和小時光App客服窗口、官方熱線電話、官網頁面聊天、微信公眾號等多種渠道反饋訴求及所遇到產品和服務問題。公司客戶服務人員接到用戶反饋後，會在30秒內響應，並在48小時內將問題處理完畢。若用戶有投訴需求，也可以通過前述渠道聯繫客服，或通過官網投訴建議窗口與客服人員聯繫。公司客服人員會對當日處理16:00前收到的用戶投訴，並及時與用戶電話溝通相關細節；於次日上午12:00前處理前次16:00以後的用戶投訴，並與用戶取得聯繫。

公司高度重視每位用戶的訴求，並本著與用戶協商一致的原則處理每個訴求，並提供2種以上方案供用戶選擇。在報告期內，公司累計受理用戶投訴共2,200餘件，85%以上的用戶投訴都能在3天內解決，並得到了用戶的認可和表揚。

針對客戶退、換貨需求，公司在各商品銷售平台設置了自助式退、換貨服務功能。用戶在購買商品後有退、換貨訴求時，可自行在App頁面或公眾號發起申請，也可以通過各渠道聯繫客服尋求幫助，公司客服人員會在當日進行審核。審核通過並收到客戶寄回商品後進行退款、換貨處理。

本報告期內，公司未發生任何有重大影響的產品和服務責任違規事項。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### §4.3 User Satisfaction Improvement

The Company strictly abides by the Network Security Law of the People's Republic of China (《中華人民共和國網絡安全法》), the Interim Provisions on the Administration of Internet Culture (《互聯網文化管理暫行規定》), the Internet Forum Community Services Management Provisions (《互聯網論壇社區服務管理規定》) and other relevant laws and regulations. In terms of user satisfaction improvement, the Company centred on users' needs and set up the BabyTree Research Institutes for its users to continuously tap users' needs and improve defected products through online and offline combination. In respect of online, the Company pushes product satisfaction questionnaire to users on a monthly basis, conducts customer services telephone follow-up and provides a platform where users' feedback is taken by the APP; and for offline, the Company organizes an internal survey with parents and conducts an interview with users, including home visit, pregnancy test accompanying, focus group and return visit of targeting groups.

The Company improves its e-commerce platform and content monetization on an ongoing basis. Firstly, the Company collects user's needs mainly through the questionnaire mentioned above, user's feedback, the points consulted by users in content monetization, as well as its strong community big data analysis. The system will carry out layered analysis based on the aforesaid data, and improve conversion rate by user's visit path, to provide users with accurate contents and goods in line with their needs. For healthcare products, the Company has a strict quality review criteria, seeking cooperation with physicians from Class III Grade A hospitals and Level II or above dieticians in general.

In providing quality services to corporate customers, the Company is in strict compliance with the Advertisement Law of the People's Republic of China (《中華人民共和國廣告法》). We updated our advertisement sample in each civil year, covering resource types, locations, names, KPI, prices and corresponding screenshot. In addition, the Company developed feasible and effective promotion plans and conducted regular meetings for customers to talk over problems at each stage, giving feedback on team service satisfaction. At the Golden Tree Award event held by BabyTree Parenting APP, the Company underwent an in-depth communication with its partners in respect of industry outlook and shared industry experience with each other.

### § 4.3提升用戶滿意度

公司嚴格遵守《中華人民共和國網絡安全法》、《互聯網文化管理暫行規定》、《互聯網論壇社區服務管理規定》等相關法律法規。在提升用戶滿意度方面，公司以用戶需求為中心，設立了寶寶樹用戶研究院，通過線上線下相結合的方式，不斷挖掘用戶需求並改善產品缺陷。線上方面，公司每月向用戶推送產品滿意度調研問卷，客服電話回訪，並在App上提供用戶反饋的入口等方式；線下方面，公司組織內部寶媽寶爸調研、用戶訪談會等方式，包括入戶家訪、醫院陪檢、焦點小組，定向人群回訪等方式。

在電商平台、知識付費上公司不斷進行完善。首先，在收集用戶需求上，公司主要通過前文所述的問卷信息收集和用戶反饋，以及知識付費中用戶諮詢的關注點，和強大的社區大數據分析進行收集。系統會根據上述數據進行分層分析，通過用戶訪問路徑提升轉化率，從而為用戶提供精準的知識內容和符合需求的商品。對醫療類產品，公司有嚴格的資質審核標準，合作醫師一般為三甲醫院醫師，營養師一般為二級以上。

在為企業客戶提供優質服務方面，公司嚴格遵守《中華人民共和國廣告法》，於每一個自然年度發佈更新刊例，刊例內容包括資源類型，位置，名稱，KPI，價格以及對應截圖。此外，公司為客戶定制可行有效的推廣方案及固定例會溝通每個階段的問題及對團隊服務的滿意度反饋。在寶寶樹孕育App舉辦的金樹獎中，公司與合作夥伴進行深度行業交流，分享行業經驗。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### “Lucky Car” jointly offered by BabyTree and DiDi Premier for Mother’s Day

On the Mother’s Day on May 10, 2020, BabyTree joined hands with DiDi Premier to launch a heart-warming campaign called “Happy first Mother’s Day – Take care of yourself and take good care of your baby”. Based on the competitive edges and resources owned by the BabyTree and DiDi in M&C and travel, respectively, the two parties publish short videos made by KOLs and scientific knowledge provided by experts online in order to guide the care for M&C and learning of self-protection, launched a surprising “Lucky Car” for Mother’s Day offline, and cooperated with a number of M&C brands to produce and offer Babyboxes for free, helping pregnant mothers travel safely and relieve anxiety by multiple means.

### §4.4 System Stability Assurance

The provision of continuous and reliable services to users is based on a sound system stability. In order to improve the stability and safety of system operation, the Company has issued the “BabyTree Business Sustainability Plan”, “BabyTree Information System Backup Management Measures”, “BabyTree Corporate Information Security Management System” and other management system, which are implemented under the supervision of the Technology Center. The above policies are mainly used to maintain the security and stability of system operation, including the following:

- operation and maintenance of the systems and servers may only be carried out through a bastion host, which allocates accounts and access authorization to users, and audits operation logs and screen recordings of users;
- detection and repair of system security vulnerabilities are regulated, including scanning and repairing security vulnerabilities, and managing accounts and passwords;
- there are standardized operation steps for services launched online, which are realized through a dedicated system;
- There is a review mechanism for the service structure, and operation and maintenance is responsible for ensuring implementation. There is no single point of business.

### 寶寶樹攜手滴滴禮橙專車打造母親節「彩蛋車」

2020年5月10日母親節之際，寶寶樹攜手禮橙專車發起了一場名為「第一個母親節快樂—照顧好自己，才能照顧好寶寶」的暖心活動。寶寶樹與滴滴基於雙方在母嬰與出行領域的優勢與資源，線上發佈達人短視頻、專家科普知識引導母嬰的關注與學習自我保護，線下推出母親節驚喜「彩蛋車」，並聯合一眾母嬰品牌製作並派贈Babybox幸孕禮盒，多維度助力孕媽安心出行，紓解焦慮。

### § 4.4保證系統穩定性

良好的系統穩定性可以為用戶提供持續可靠的服務。為了提升系統運行的穩定和安全性，公司出台了《寶寶樹業務持續性計劃》、《寶寶樹信息系統備份管理辦法》、《寶寶樹公司信息安全管理制度》等管理制度，並由技術中心監督執行。以上制度主要用於維護系統運行的安全性與穩定性，包括以下內容：

- 系統和服務器的運行維護只能通過堡壘機進行，堡壘機為用戶提供賬號、權限分配，並對用戶操作日誌審計、錄屏視頻審計；
- 系統安全漏洞的檢測與修復規定，包括安全漏洞掃描與修復以及賬號密碼管理；
- 服務上線有規範化的操作步驟，通過專用系統實現；
- 對服務架構有評審機制，運維負責保障實施，業務無單點。

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In order to improve the experience of using the APP and WeChat official account, the Company has adopted the following technological improvements, mainly including three aspects, namely accelerating loading rate, optimizing video functions, and improving user experience:

As for accelerating loading rate, the core API of Parenting App has gradually transferred from PHP to Go. Currently, more than 50% of the API is enabled through Go. The core API response time p99 is reduced from 300ms to 100ms, which accelerates the loading rate of user information. Performance optimization of the core H5 tools was completed for Parenting App, and the transfer from Ulwebview to Wkwebview for iOS was completed, which accelerates the loading rate of H5 page and increases the loading rate of core pages to 1s. Parenting iOS App newly includes the support of universal link, which enables users to directly open the corresponding page of Parenting App on a WeChat H5 page, without having to open a browser and then jump to the App.

As for optimizing video functions, Parenting App supports the form of video advertising, which provides users with more friendly experience in obtaining commercial information. We completed the unified encapsulation for video players in Parenting App to improve user experience in playing multimedia contents. At the same time, we completed the support of double-column waterfall streaming of videos and swipe-to-switch videos in parenting App to improve user experiences in browsing videos.

As for improving user experience, we have added a one-click registration and login function. We cooperated with mobile operators to enable one-click fast registration and login with the mobile phone number of users who are no longer required to go through the lengthy registration and login procedures such as entering the mobile phone number and SMS verification code. Parenting App has improved the monitoring of core business user logs and it is able to immediately locate the functional problems encountered by users or the reasons for abnormal APP exits. We have made in-depth improvement to the back-end operation activity system to enhance configuration efficiency and reduce response time, which allows us to greatly improve user experience.

為了提升App使用體驗及微信公眾號體驗，公司採取了以下技術提升工作，主要包括提高加載速度、視頻功能完善和提升用戶體驗三方面：

在提高加載速度方面，孕育App核心API逐漸從PHP遷移至Go，目前50%以上的API通過Go實現。核心API響應時間p99從300ms降至100ms，提升了用戶信息加載速度；孕育App完成了對核心H5工具的性能優化，並在iOS端完成了Ulwebview到Wkwebview的遷移，提升了H5頁面的加載速度，核心頁面加載速度提升至1s；孕育iOS App增加了對universal link的支持，使得用戶可以在微信H5頁面中直接打開孕育App對應頁面，而無需選擇通過瀏覽器打開再跳轉至App。

在視頻功能完善方面，孕育App支持了視頻廣告的形態，對用戶獲取商業信息的體驗更友好；我們在孕育App中完成了音視頻播放器的統一封裝，提升了用戶多媒體內容播放體驗；同時，我們在孕育APP完成了對雙瀑布視頻流和視頻上下滑動切換的支持，提高了用戶瀏覽視頻的體驗。

在提升用戶體驗方面，我們增加了一鍵註冊登錄功能，與移動運營商合作，實現用戶手機號一鍵快捷註冊登錄，不再需要用戶輸入手機號，填寫短信驗證碼等繁瑣的註冊登錄流程；孕育App完善了核心業務用戶日誌監控，能夠第一時間定位用戶遇到的功能問題或App異常退出的原因；我們對後端運營活動系統進行架構深層次優化，提升了配置效率，降低了查詢響應時間，極大的改善了用戶體驗。

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Furthermore, we strive to improve the stability of our systems and put all the online business service systems on the cloud. Currently, our community and e-commerce online service systems are entirely put on the cloud with a view to guaranteeing the infrastructure stability by capitalizing on the stability of the cloud. We have constructed a disaster-tolerant high-availability architecture for the community cloud to realize a same-city disaster tolerance environment for the community business on the cloud. It has the ability to develop same-city high availability and guarantees 99.95% annual business availability, thus providing a robust support for rapid business development.

Going forward, we plan to maintain system stability in the following three aspects: (1) cloud-based remote disaster tolerance: the current high-availability architecture does not have the remote disaster tolerance capability, and remote disaster tolerance has a higher level of resistance to disasters, notwithstanding the higher corresponding costs and technological requirements. With rapid business development and the gradual evolution of the architecture, we will consider developing remote disaster tolerance in the future; (2) containerization of services: the current containerization technology is becoming more mature. Leveraging the features of containerization, i.e. flexibility and fast deployment, we may achieve fast deployment to enable smooth release in minutes for the application in order to ensure continuous, stable and reliable business; (3) construction of fast and flexible expansion capacity: we utilize the dynamic expansion and contraction function of cloud services to develop a fast and flexible expansion capacity for the overall architecture in connection with the business, which allows us to quickly resolve hidden risks arising from insufficient capacity and ensure the overall stability of the architecture.

除此之外，我們努力提升系統穩定性，將線上業務服務系統全面上雲，目前社區和電商線上服務系統已經全面上雲，利用雲的穩定性保障基礎設施的穩定性；我們進行了社區雲容災高可用架構建設，將社區業務在雲上建設了同城容災環境，具備架構同城高可用能力，保障全年業務可用性達99.95%，為業務高速發展提供了強有力的支撐。

未來，我們計劃在以下三方面維護系統穩定性：(1)雲上異地容災建設：當前高可用架構不具備異地容災能力，異地容災對抵抗災難的等級更高，但相應的對成本技術要求更高，隨著業務高速發展和架構的逐步演進，未來我們將考慮異地容災建設；(2)服務容器化改造：當前容器化生態技術發展逐漸成熟，借助容器化靈活性和快速部署的特點，可以快速部署，使應用可以達到分鐘級平滑發佈的效果，保障業務的連續穩定可靠；(3)快速彈性伸縮能力建設：利用雲上服務動態擴縮容的功能，結合業務構建整體架構快速彈性伸縮能力，快速解決因容量不足出現的隱患，保障架構整體的穩定性。



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### §4.5 Protection of Intellectual Property Rights

The Company is in strict compliance with the Tort Law of the People's Republic of China (《中華人民共和國侵權責任法》), the Patent Law of the People's Republic of China (《中華人民共和國專利法》), the Trademark Law of the People's Republic of China (《中華人民共和國商標法》), the Copyright Law of the People's Republic of China (《中華人民共和國著作權法》) and other relevant laws and regulations. The Company has formulated the Management System for the Use of Third-party Intellectual Property Rights to emphasize the use of genuine software and materials and set up management departments and accountability methods in order to manage the use of third-party intellectual property rights throughout the process, which covers receipt of complaints, internal verification, procurement of genuine products, removal of counterfeit products and defence against infringement. We reduce the infringement risk of the Company through strictly following requirements of the systems, utilize existing third-party intellectual property right resources, regulate the use of copyrights by employees and strengthen compliance management of intellectual property rights in order to avoid infringement of the intellectual property rights of others. Currently, the Company owns the intellectual property rights including trademarks, software copyrights, works copyrights, domain names, which are mainly under the systematic management of the Company's legal department covering application for all types of intellectual property rights, integration and update of the list of intellectual property rights, and daily management of intellectual property rights qualification certificates.

The terms on protection of intellectual property rights are included in all of the cooperation agreements and user's agreements entered into between the Company and its suppliers, customers, registered merchants and other partners, to protect the intellectual property rights of BabyTree and our partners or third parties involved in the business operations and clarify the ownership of intellectual property rights and protection duties on each party. In case of complaints or reports relating to infringement of intellectual property rights of third parties received during our daily website management, the Company has a special team for handling such complaints or reports by deleting, blocking, disconnecting, terminating transactions or services in connection with the possible infringement of intellectual property rights of third parties to the extent permissible by the laws and regulations.

### § 4.5 保護知識產權

本公司嚴格遵守《中華人民共和國侵權責任法》、《中華人民共和國專利法》、《中華人民共和國商標法》及《中華人民共和國著作權法》等相關法律法規。公司制定了《第三方知識產權使用管理制度》，強調使用正版軟件及素材，並設置管理部門、追責辦法，對使用第三方知識產權進行流程化管理，包含投訴接收、內部核實、正版採購、盜版下架、侵權應訴等流程環節。通過嚴格執行制度要求來降低公司的侵權風險，有效利用存量第三方知識產權資源，規範員工使用版權行為，加強知識產權合規化管理，防止侵犯他人的知識產權。目前公司擁有的知識產權類別包括商標、軟件著作權、作品著作權、域名，主要由公司法務部進行系統管理，包括各類知識產權的申請、知識產權清單的整合更新、知識產權資質證書的日常管理。

公司在與供應商、客戶、入駐商家等合作群體的合作業務協議文件及用戶協議中均包含有知識產權保護條款，用以保護在業務開展過程中涉及的寶寶樹及合作方或第三方的知識產權，明確各方知識產權歸屬及保護責任的劃分。在網站日常管理中，如收到關於第三方知識產權侵犯的投訴或舉報時，公司有專門的團隊對投訴或舉報進行處理，依法對可能侵權第三方知識產權的內容在法律法規允許的範圍內採取刪除、屏蔽、斷開鏈接、終止交易或服務等措施。

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The Company independently developed a copyright database management platform to uniformly manage the original and introduced copyright ownership and distribution. While actively registering trademarks, the Company also conducts inspections of all trademarks and domain names on the website, and regularly monitors counterfeit products. Timely preservation of electronic ledger is made for products involved in cases of unfair competition and copyright infringement. Products accused of infringement are also removed in a timely manner. More than 100 Apps and official accounts involving trademark infringement were successfully removed last year. We have demonstrated and enhanced its copyright value and market position through multi-dimensional methods such as monitoring infringement and rights protection actions.

The Company has prepared semi-monthly internal newsletters to promptly introduce much-discussed provisions of intellectual property right laws, regulatory policies and typical cases to relevant business segments of the Company and to enhance compliance awareness on copyrights. The Company clearly specifies the ownership of employees' works produced during the performance of their duties in agreements.

In the future, the Company will be committed to the implementation, promotion and consultation of the third-party intellectual property management system. Relying on the copyright database management platform, the Company collects and organizes intellectual property rights, regulates the use and license management, reduces the risk of infringement, gives full play to the value of existing intellectual property rights, completes the registration of copyrights for original contents in advance, standardizes and manages the content pipeline distribution management and registration, proactively takes piracy monitoring measures, promptly carries out rights protection measures such as warning offline, infringement evidence collection, and lawsuits, and always be prepared for infringement protection and active initiates. The Company will continue to provide training on protection of intellectual property rights, and illustrate relevant typical cases at the same time.

公司自主研發建立了版權庫管理平台，對原創和引進的版權持權情況、分發情況進行統一管理。公司在積極進行商標註冊的同時，進行商標、域名進行全網巡查，並定期進行盜版監測，對涉及不正當競爭、著作權侵權等案件及時進行電子存證保全，對於侵權及時投訴下架，全年成功下架100餘起商標侵權App、公眾號等。我們通過監測侵權和維權行動等多維度方式去體現和提升公司的版權價值和市場地位。

公司製作了網絡法內參半月刊，及時向公司相關業務版塊反饋熱點知識產權法律規定、監管政策以及典型案例，提供版權合規意識。公司對員工產生的職務作品進行明確權屬約定。

未來，公司將做好第三方知識產權管理制度的執行和宣傳、諮詢工作；依托版權庫管理平台，收集整理知識產權，規範使用和授權管理，降低侵權風險，發揮存量知識產權的價值，提前做好原創內容的版權權證登記，規範管理內容渠道分發管理登記，主動採取盜版監測措施，及時開展警示下線、侵權取證、訴訟等維權措施，時刻做好侵權防禦與主動出擊的準備。公司將繼續開展知識產權保護方面的培訓，並同步展示相關典型案例。

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### §4.6 User Privacy Protection

The Company strictly abides by the Network Security Law (《網絡安全法》), the Decision on Strengthening the Protection of Network Information (《關於加強網絡信息保護的決定》), the Telecommunications Regulations (《電信條例》), the Regulations on the Protection of Children's Personal Information Network (《兒童個人信息網絡保護規定》), Information Security Technology – Personal Information Security Specification 2020 (《信息安全技術個人信息安全規範2020》), the Measures for Determining the Illegal Collection and Use of Personal Information by Apps (《APP違法違規收集使用個人信息行為認定方法》) and other laws and regulations to update the user service agreement and privacy policy. In addition, the Company has formulated the Company Information Security Management System (《公司信息安全管理系統》) to establish a data compliance approval process, pursuant to which process control is performed over collection, use and output of business data, financial data and user data, so as to maximize protection of the legitimate rights and interests of individuals.

For information security, the Company strengthened measures to prevent external attacks, deployed Internet exits, Web application firewalls and network intrusion detection systems to ensure the safety of user accounts and prevent external attacks which stole data of users and orders.

For data collection, the Company attaches importance to protection of information rights and interests of users, such as the right to know and the right to modify, legally collects user information, and adjusts the authorization setting for collecting user information. The Company specifically informs users what data will be collected through the user agreement. Under certain special circumstance where user's personal privacy is subject to collection. Under certain special circumstance where user's personal privacy is subject to collection, the Company will remind and notify our users of their information to be collected or used by us, and seek authorization from them.

### § 4.6維護用戶隱私

本公司嚴格遵守《網絡安全法》、《關於加強網絡信息保護的決定》、《電信條例》、《兒童個人信息網絡保護規定》、《信息安全技術個人信息安全規範2020》、《APP違法違規收集使用個人信息行為認定方法》等法律法規，更新用戶服務協議及隱私政策。此外，公司制定了《公司信息安全管理系統》，建立數據合規審批流程，對業務數據、財務數據、用戶數據的收集、使用和輸出進行流程控制，最大程度地保障個人的合法權益和利益。

在信息安全層面，公司加強防止外部攻擊措施，部署互聯網出口、部署有Web應用防火牆、網絡入侵檢測系統，保障用戶賬號安全，防止外部攻擊竊取用戶和訂單數據。

在數據採集層面，公司注重保護用戶知情權、修改權等信息權益，合法收集用戶信息，調整用戶信息收集權限設置。公司通過用戶協議明確告知用戶將會採集哪些數據。在部分涉及收集用戶個人隱私的特殊場景下，公司會提醒並告知用戶公司將收集或使用的信息內容，並要求用戶進行授權同意。

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For data encryption, RSA2048 asymmetric encryption algorithm is used for all fields related to user privacy information in the database to store private data (mobile phone number, name, order, etc.) of customers upon encryption, and Https is used to transmit encrypted data. The encrypted information includes: user name, registered mobile phone number, name of consignees, mobile phone number of consignees, delivery address, email address, ID number, etc.

For information desensitization, users' privacy information will be displayed on the platform after desensitization and censorship.

For data export and flow, when the private information of users is required to be submitted to a third party (order information to a third-party merchant for product delivery), we use online system connection, where our order system connects with the merchant's ERP for direct transmission. Encrypted documents are submitted to the third-party merchant offline for product delivery in order to reduce the possibility of data leakage during the transmission process. In addition, to prevent internal data leakage, the Company conducts security audits of data security.

In the future, the Company will update user agreements and privacy policies, complete system integration, release, illustration and training, ensuring that the system is implemented so as to prevent and control data security risks, forming an institutional barrier to data security and privacy protection. In addition, the Company will conduct self-inspection and rectification of the security of personal information, and provide trainings to employees on protection of the Company's trade secret and user information compliance in specific occasions.

在數據加密層面，數據庫中對涉及用戶隱私信息的字段全部採用RSA2048非對稱加密算法，加密存儲客戶的隱私數據(手機號、姓名、訂單等)；使用Https加密傳輸數據。加密內容包括：用戶姓名、註冊手機號、收貨人姓名、收貨人手機號、收貨地址、郵箱、身份證號等。

在信息脫敏層面，顯示用戶隱私信息時，平台採用脫敏打碼處理。

在數據導出和流轉層面，在需要將用戶隱私數據提交第三方(給第三方商家訂單信息，用於發貨)時，我們採用線上系統對接，訂單系統對接商家ERP直接傳輸。線下提交採用加密的文件提交給第三方商家用於發貨，以減少數據在流轉過程中泄漏的可能。此外，為防止內部數據泄漏，公司對數據安全進行安全審計。

未來，公司將更新用戶協議和隱私政策，做好制度整合、發佈、圖解和培訓，確保制度落地執行，實現數據安全風險的防控，形成數據安全和隱私保護的制度屏障。此外，公司將對個人信息安全開展自查和整改，對員工進行公司商業秘密保護和具體場景下的用戶信息合規方面的培訓。

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### §5 EMPLOYEE CARE, HAPPY WORK

#### §5.1 Employee Employment

Employees are the most important resource of an enterprise, the cornerstone of its development and foundation of its core competitiveness. The ultimate objectives of the Company's human resource management are to build a sound platform for its employees' career development, encourage them to maximize their potential, achieve a virtuous circle of their personal value enhancement as well as the Company's development, and become the most trusted partners while helping the Company achieve its strategies.

In order to enhance the cohesion and centripetal force of the Company and encourage employees to innovate and develop vigour, the Company refined, summarized and upgraded its values in 2020. The upgraded six major values are: 1+1=∞; user safety is our spring; a small step forward every day; innovation is in everyone everywhere; think like a CEO; free, inclusive, simple and reliable. While preserving the cultural heritage of BabyTree, the upgraded new values are interpreted in a way that is closer to the perspective of employees, easy to convey, and more youthful, thus laying a solid foundation for the subsequent use of culture to unite people.

### § 5 愛員工 工作順心

#### § 5.1 員工僱傭

員工是企業最重要的資源，是企業發展的基石，是企業核心競爭力之所在。公司的人力資源管理的最終目標是為員工搭建良好的職業發展平台，鼓勵員工發揮最大潛能，實現個人價值提升與企業發展的良性循環，在幫助公司實現戰略落地的同時成為大家最信賴的合作夥伴。

為增強企業凝聚力、向心力，激勵員工開拓創新、建立鬥志，2020年公司針對價值觀進行提煉總結和升級。升級版六大價值觀為：1+1=∞；用戶安好，才是春天；每天進步一小步；創新無處不在，人皆可為；像CEO一樣思考；自由包容，簡單可依賴。升級後的新版價值觀在保留寶寶樹文化傳承的同時，採用更加貼近員工視角、易於傳播且貼近年輕人的形式進行演繹，為接下來用文化凝聚人打下堅實的基礎。



The upgraded six major values of BabyTree  
寶寶樹升級版六大價值觀

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In strict compliance with the applicable laws and regulations such as the Labour Law of the People's Republic of China (《中華人民共和國勞動法》), Labour Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), Social Insurance Law of the People's Republic of China (《中華人民共和國社會保險法》), Law of the People's Republic of China on the Protection of Women's Rights and Interests (《中華人民共和國婦女權益保障法》), Provisions on Labour Protection for Female Employees (《女職工勞動保護規定》), Scheme for National Holidays and Festivals (《全國年節及紀念日放假辦法》), Regulations on the Labour Security Supervision (《勞動保障監察條例》), Regulations on Paid Annual Leave for Employees (《職工帶薪年休假條例》), Implementation Measures for Paid Annual Leave for Employees (《企業職工帶薪年休假實施辦法》), the Company has formulated Key Position Management System (《關鍵崗位管理制度》), Promotion Management System (《晉升管理制度》), Resignation Management Measures (excluding Senior Management) (《離職管理辦法(不含高管)》), Administrative Measures for Resignation of Senior Management (《高管離職管理辦法》), Personnel Employment and Dismissal Management System (《人事僱傭與終止管理制度》), and Compensation and Welfare Management Measures (《薪酬福利管理辦法》) in light of the actual circumstances of the Company, and optimized and introduced a number of human resource-related regulatory systems in 2020, such as Staff Attendance and Vacation Management System (under amendment) (《員工考勤休假管理制度(修訂中)》) and the Internal Recommendation System.

公司嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《中華人民共和國社會保險法》、《中華人民共和國婦女權益保障法》、《女職工勞動保護規定》、《全國年節及紀念日放假辦法》、《勞動保障監察條例》、《職工帶薪年休假條例》、《企業職工帶薪年休假實施辦法》等法律法規，在結合公司實際情況的基礎上，制定了公司的《關鍵崗位管理制度》、《晉升管理制度》、《離職管理辦法(不含高管)》、《高管離職管理辦法》、《人事僱傭與終止管理制度》、《薪酬福利管理辦法》，並在2020年度完善並推行了《員工考勤休假管理制度》和《內部推薦制度》等人力資源相關制度。

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### §5.1.1 Equal Employment

The Company's employment policy and codes have been established in compliance with the laws and regulations of PRC such as the Labour Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), Labour Law of the People's Republic of China (《中華人民共和國勞動法》) and Social Insurance Law of the People's Republic of China (《中華人民共和國社會保險法》), and its basic principles of employment are open recruitment, fair competition, strict assessment, and merit-based admission. Job applicants are treated with equal rights. The Company treats recruiters equally in terms of ethnicity, race, social class, gender, geographical region, political affiliation, etc., provides candidates equal employment opportunities, and creates an equal and diversified employment environment for employees. The Company practises gender equality, provides equal pay for equal work and does not refrain from employing women or set up higher recruitment standards for women. Currently, there are no jobs or positions not suitable for women. Qualified employees with disability are all hired after passing the recruitment process such as physical examinations and interviews. The Company embraces religious freedom. It does not enforce any religious belief upon employees or discriminate employees for believing or not believing in any religion, and protects normal religious activities. If treated unfairly, employees may file a complaint through [hrSSC@babytree-inc.com](mailto:hrSSC@babytree-inc.com).

In order to further enhance the introduction of outstanding talents, comply with the principles of open recruitment and stimulate the enthusiasm of employees, the Company has optimized the BabyTree Internal Recommendation System (《寶寶樹內部推薦制度》) during the year to specify the requirements of internal recommendation and reward mechanism. It is hoped that each BabyTree staff will become a "talent magnet" and be able to continuously discover, explore and invite outstanding partners to join the team and grow into a better individuals together.

### § 5.1.1 平等僱傭

公司的招聘政策和守則依照國家的《中華人民共和國勞動合同法》、《中華人民共和國勞動法》、《中華人民共和國社會保險法》等法律法規定制，聘用員工的基本原則是公開招聘、平等競爭、嚴格考核、擇優錄取。應聘員工權利平等，公司平等對待招聘人員的民族、種族、社會階層、性別、區域、政治歸屬等，給予候選人平等的就業機會，為員工創造平等和多元化的就業環境。公司實行男女平等，同工同酬，不拒絕錄用或提高女性的錄用標準，目前公司沒有不適合女性的工種和崗位，殘疾員工在經過體檢、面試等招聘流程後，合格者均已被錄用，公司宗教信仰自由，不強制也不歧視員工的信仰宗教或不信仰宗教，保護正常的宗教活動。如發生受歧視事件，員工可通過 [hrSSC@babytree-inc.com](mailto:hrSSC@babytree-inc.com) 郵箱進行申訴。

為進一步提高優秀人才的引進力度，既遵從公開招聘的原則又激發員工內推熱情，本年度公司完善了《寶寶樹內部推薦制度》，明確了內部推薦的要求及獎勵機制，希望每個寶樹人都是「人才吸鐵石」，能不斷發現、挖掘、邀請優秀的夥伴加入團隊，一起成為更好的自己。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

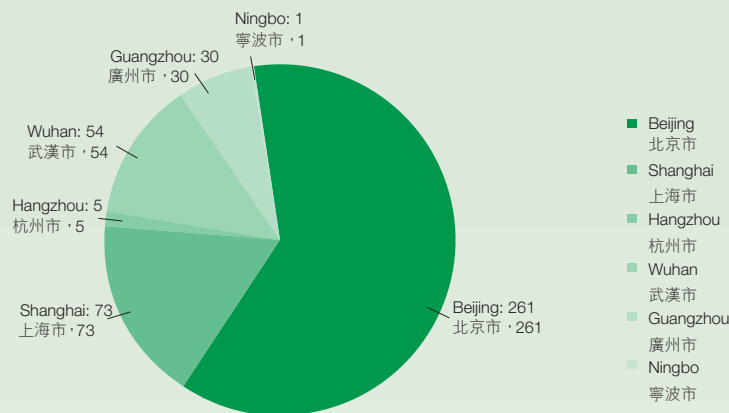
The Company's in-service staff includes formal employees, contract workers and interns, all of which have entered into labour contracts, labour agreements or internship agreements with the Company within the specified time. In order to prevent child labour, our new employees are required to carry their personal identification documents when they join the Company, and must be at the statutory age for working.

公司目前在職人員包含正式員工、勞務人員及實習生，所有人員均在規定時間內簽訂勞動合同、勞務協議和實習協議等。為了防止發生僱傭童工，員工入職時需要攜帶個人的身份證明材料，且需滿足法定工作年齡。

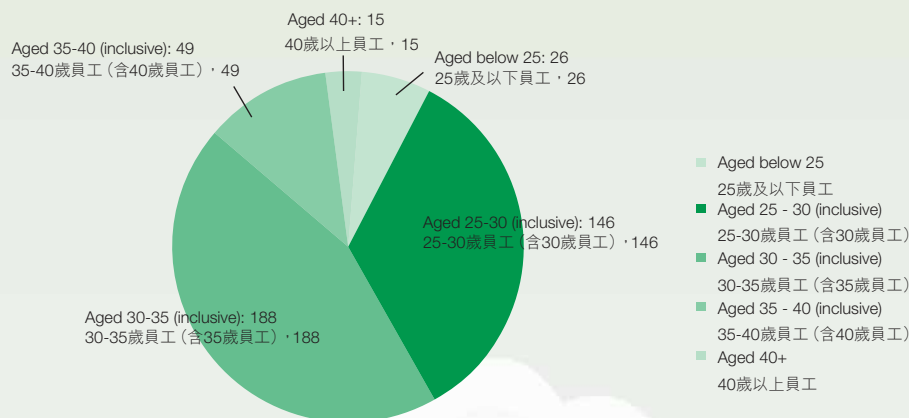
The Company has a total of 424 employees at present, including 397 labour contract employees and 27 service contract workers. There are 151 male employees and 273 female employees, accounting for 35.61% and 64.39% of the total, respectively.

目前公司員工總數為424人，其中簽訂勞動合同員工397人，簽訂勞務合同27人。男性員工為151人，佔總人數的35.61%；女性員工273人，佔總人數的64.39%。

**Total number of employees by region (person)**  
按地區劃分員工總數 (人)



**Total number of employees by age (person)**  
按年齡組別劃分員工總數 (人)





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During the reporting period, there were no work-related fatality and work-related death ratio was nil. In 2020, the Company did not have any violations of employment and labour laws and regulations that have a significant impact on the Company.

### §5.1.2 Compensation and Welfare

The Company has established a diversified salary system including basic salary, performance salary, floating salary and annual salary according to different positions and business types.

The Human Resources Centre organizes all the departments of the Company to conduct regular evaluations of the compensation for different positions, while the Company assesses the salary standards for our staff at different positions based on their skill level, work experience, education background, comprehensive quality, rights and responsibilities, labour intensity and work environment, and offers them different packages accordingly. Meanwhile, the Company will adjust the compensation each year based on the conditions of the industry, prices and market so as to catch up with the industry standards and achieve fairness and competitiveness of its compensation system.

In terms of welfare, the Company cares about the health and safety of its employees by purchasing supplementary medical insurance and accident insurance for them, while for their children, the Company offers supplementary medical insurance. For families with new-born babies, the Company will prepare a big gift package for each of them, which contains stuff for the baby and his/her mother. The Company will prepare solatium and visit gifts for sick employees and their immediate family members. In order to further alleviate the work pressure of employees, the Company keeps pets in the workplace, aiming to create an enjoyable working atmosphere.

本公司於報告期內因公死亡員工人數為0，因公死亡員工比率為0。2020年度，公司未發生對公司有重大影響的違反僱傭和勞工相關法律法規的情況。

### § 5.1.2 薪酬福利

公司根據不同崗位及業務類型，建立了包括基本工資、績效工資、浮動工資、年薪制等多樣化的薪酬體系。

人力資源中心牽頭、各部門，定期評估各崗位薪資情況。公司依據員工工作內容、技能水平、實際工作經驗、教育背景、綜合素質、權利責任、勞動強度以及工作環境等因素對不同崗位員工的薪酬標準進行評定，給付不同的薪資待遇。同時公司也會依據每年行業、物價、市場等情況進行薪酬的行業對標及調整，實現內部外部的薪酬公平和競爭力。

在福利方面，公司關心員工身體健康與人身安全保障，為員工添置補充醫療保險及意外險。同時公司關愛員工子女，為員工子女添置補充醫療保險。對於擁有新生兒的家庭，公司會為每一個新生家庭準備一個大禮包，主要包含一些寶寶和產婦用的物品。公司會為患病的員工及員工直系親屬準備慰問金及探望禮。為了減緩員工的工作壓力，公司在職場喂養了寵物貓和寵物狗，營造了輕鬆的工作氛圍。

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As for vacation, our Company complies strictly with the relevant national regulations, pursuant to which our employees are entitled to annual leave, legal holidays, personal leave, sick leave, wedding leave, prenatal check-up leave, maternity leave, paternity leave, breastfeeding leave, and bereavement leave, etc. Annual leave is calculated based on the combination of an employee's working age and the time he/she spends with the Company. For pregnant female employees who need to take some time for prenatal check, their leave will be treated as normal attendance at work. In addition to the ordinary holidays, the Company offer birthday leave for its employees, i.e. if a child's birthday falls on a working day of his/her parents, they are entitled to take 4 hours of paid leave so that they can celebrate it with their children. In 2020, the Company further standardized management of employee attendance and leave to create a punctual, orderly, efficient and expeditious working atmosphere so as to fully and effectively improve the enthusiasm and creativity of employees. Highlighted optimizations include: for the safety of employees and to reduce the risk of contact, the original form of attendance check-in was switched from the use of fingerprint or facial recognition to non-contact DING attendance (釘釘考勤); in order to care for female employees, "menstrual leave" was added as part of our benefits. For female employees who cannot go to work due to dysmenorrhea, they can apply for a maximum of 2 days to work from home per month; in order to let our employees spend the most important years of children's life, the Company adjusted the length of child's birthday leave from 0.5 day to 1 day.

### §5.1.3 Legal Dismissal

The Company aims to maintain long-term cooperative relationships with its employees, and makes every effort to avoid dismissing any employee, so that they can constantly improve their potential for career development. If an employee voluntarily resigns, we will discuss adequately with him/her the reasons for the resignation. In the event of dismissal, the Company will follow the procedures that strictly comply with the requirements of relevant laws and regulations such as the Labour Law of the People's Republic of China (《中華人民共和國勞動法》), the Labour Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》) and the Contract Management Measures (《合同管理辦法》).

假期方面，公司嚴格按照國家相關規定執行，員工正常享有年假、法定節假日、事假、病假、婚假、產檢假、產假、陪產假、哺乳假、喪假等。年假按照員工司齡及工齡相結合的方式進行計算。女員工的孕期內的產前檢查，請假時間按照正常出勤處理。此外，公司在節假日標準上增加了子女生日假。工作日當天如遇子女生日，可享有4個小時的帶薪假。2020年，公司進一步規範了員工考勤休假管理，營造守時、有序、高效、快捷的工作氛圍，充分有效提高員工的積極性和創造性。突出優化的部分如：出於員工的安全考慮及降低接觸性風險，將原來的考勤打卡形式由指紋或面部識別，調整為無接觸式的釘釘考勤；出於對女性員工的關愛，福利中增加了「生理期假」，對於痛經期不能正常上班的女員工，每月最多可申請2天在家辦公；為切實滿足對孩子成長重要時刻的陪伴，將子女生日假的時長由原來的0.5天調整為1天。

### § 5.1.3 合法解僱

公司注重與員工長期合作關係，持續提升員工發展能力，盡力避免辭退員工。如員工主動提出辭職的，我們將與員工充分溝通離職原因。如發生需解聘的情況，公司在流程上嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《合同管理辦法》等相關法律法規的要求。

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### §5.1.4 Working Hours

In terms of working hours, the Company implements the standard working hours system in strict accordance with the requirements of the Labour Law of the People's Republic of China (《中華人民共和國勞動法》). Besides, employees are offered flexibility within a certain period of time, i.e. if an employee works overtime on a working day, he/she may come to work later the next day. For those employees working overtime, he/she will be entitled to overtime pay or take compensatory leave at some other time so as to avoid forced labour.

### §5.1.5 Employee Communication

Communication is inseparable when it comes to enterprise management and employee communication is the top priority within the enterprise. While organizing new employee induction communication meetings to help new employees quickly adopt the corporate culture and adapt to the working environment, the Company also organizes CEO lunches and business dinners under the theme of business innovation and cultural communication on a regular basis. It also regularly carries out various types of team building and communication activities to provide employees with effective communication channels and allow employees to speak freely. Such activities enable our employees to not only understand managers' thinking, but also to give full play to their subjective initiatives. In the 1V1 communication between HR and employee, for conversations that are involved in putting employees on a permanent payroll, contract renewal, or resignation, it is necessary to comprehensively understand the work situation of such employees, the organization and team situation, the perception of culture, suggestions for improvement, etc.

### § 5.1.4 工作時數

公司在工作時數的規定上，嚴格按照《中華人民共和國勞動法》的要求，實行標準工時制，同時，公司對於上班時間，予以一定時間內的彈性，即如果工作日當天加班時間較長，可以於第二個工作日晚到。對於加班給予加班費或者加班調休，避免強制勞動現象的發生。

### § 5.1.5 員工溝通

任何企業的管理都離不開溝通，員工溝通是企業內部的重中之重。在組織新員工入職溝通會以幫助新員工快速融入企業文化適應工作環境的同時，公司還定期開展以業務創新、文化傳達為主題CEO午餐會、業務晚餐會，以及各種類型的團建、交流活動，為員工提供了有效的交流通道，讓員工暢所欲言，既能理解管理者的思維又能很好的發揮主觀能動性。在HR與員工1V1的溝通中，涉及轉正、續約或者離職，都需要全面瞭解員工的工作情況、組織與團隊情況、對文化的感知及提升建議等內容。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### §5.2 Employee Health and Safety

The Company provides a safe and healthy workplace for all employees, and has established the Employee Health and Safety Management System (《員工健康與安全管理制度》) in accordance with the Safety Production Law of the People's Republic of China (《中華人民共和國安全生產法》) and in consideration of the actual situation of the Company to ensure the personal safety and health of employees. In addition, the Company has formulated the Emergency Management System and the Emergency Prevention Proposal of BabyTree Group (《寶寶樹集團應急管理制度及應急預防方案》) to deal with emergencies.

In 2020, in response to the sudden COVID-19 epidemic, the Company organized effective epidemic prevention work and mainly adopted the following countermeasures:

- To persist in disinfection every day, and spray disinfectant thrice in the office area;
- To persist in daily temperature monitoring of personnel who enters the Company;
- During the epidemic, employees were given masks, and they were required to wear masks in the office area;
- To persistently open windows for ventilation before 9a.m., at 1p.m. and at 4p.m. to guarantee air circulation;
- To organize employees to voluntarily conduct nucleic acid testing;
- During the epidemic, employees were arranged to work dispersedly and work from home;
- To provide epidemic prevention reminders in the office area, and provide disinfecting supplies in key areas (front desk, toilet, pantry, etc.);
- Real-time notification of the epidemic.

### § 5.2員工健康與安全

公司為所有員工提供安全和健康的工作場所，並依據《中國人民共和國安全生產法》，並結合公司實際情況制定了《員工健康與安全管理制度》以保證員工人身安全及健康。此外，公司制定了《寶寶樹集團應急管理制度及應急預防方案》以處理遇到的緊急情況。

2020年，公司針對突發的新冠肺炎疫情，組織進行了有效的防疫工作，主要採取了以下應對措施：

- 每日堅持消毒，辦公區域全面噴灑消毒液3次；
- 每日堅持對進入公司人員進行體溫監測；
- 疫情期間給員工發放口罩，並要求員工在辦公區佩戴口罩；
- 堅持每日9點前，13點，16點定時開窗通風，保證空氣流通；
- 組織員工自願進行核酸檢測；
- 疫情期間安排員工分散辦公，在家辦公；
- 在辦公區進行防疫提示，關鍵區域(前台、衛生間、茶水間等)提供免洗消毒物品；
- 疫情情況實時通報。

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Employees are provided with anti-epidemic supplies  
為員工提供防疫物資



Disinfecting supplies are provided in the office area  
辦公區提供免洗消毒用品

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Employees may face potential occupational hazards during their work, including dry eye syndrome, cervical spondylosis, lumbar spondylosis, chronic fatigue syndrome and so on. To ensure the employees' health, the Company has adopted the following specific measures:

- 1) The Company offers physical examination for employees once every year, and the medical examination package, which involves healthy life, increased immunity and traditional cancer screening, can be selected by the employee according to his or her own situation;
- 2) The Company has a small medicine box in the office area, including non-prescription drugs such as cold medicine, antipyretic medicine, band-aids, electronic thermometer, etc., to facilitate treatment and relief when employees are unwell;
- 3) The Company regularly holds Chinese medicine consultation activities. The Chinese medicine consultation includes physical therapy and electrotherapy, scraping, skin care, shoulder and neck massage, etc.;
- 4) The Company regularly invites ophthalmologists provide free on-site medical treatment for employees;
- 5) The Company regularly organizes yoga courses and other activities. The entertainment also aims to enhance the cohesion of employees and improve their physical fitness.

The Company plans to continuously improve its welfare programmes and increase investment in employees' health in the future. For example, the Company will regularly engage traditional Chinese medicine practitioners or community doctors to conduct regular health consultations on employees, organize seminars on employee health and employee psychological care, organize outdoor activities on a regular basis, such as hiking, dog walking, running, etc., to improve the physical fitness of employees, so as to ensure a healthy life and a happy work life for employees.

During the reporting period, the Company had no non-compliance incident relating to providing a safe work environment and protecting employees from occupational hazards.

員工工作過程中可能遇到的潛在職業病危害，包括乾眼症、頸椎病、腰椎病、慢性疲勞綜合征等。公司為保證員工健康，採取了以下具體措施：

- 1) 公司每年組織一次員工體檢，體檢套餐可由員工依據自身情況自行選擇，包括健康生活、增加免疫和傳統癌篩三個方面；
- 2) 公司在辦公區安置有小藥箱，內附感冒藥、退燒藥、創可貼等非處方藥、電子體溫計等，方便員工身體不適時得到治療和緩解；
- 3) 公司定期舉行中醫問診活動，中醫問診包括理療和電療、刮痧、皮膚護理、肩頸按摩等；
- 4) 公司定期邀請眼科專家上門服務為員工免費診治；
- 5) 公司定期組織瑜伽課程等活動，娛樂大家、增強凝聚力的同時，增強了員工體質。

在未來，公司計劃不斷提升福利方案，加大力度在員工健康方向的投資建設，例如定期聘用中醫或社區醫生對員工進行定期的健康問詢，組織開展員工健康和員工心理關愛的知識講座，定期開展組織戶外活動，例如爬山、遛狗、跑步等，提高員工身體素質，從而保障員工健康生活，快樂工作。

報告期內，公司沒有發生相關提供安全工作環境及保障僱員避免職業病危害的違規事件。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### §5.3 Employee Development and Training

#### §5.3.1 Employee Promotion

With great importance attached to the direction of employees' career development, the Company has built a rank system and designated two promotion channels including M model (managerial talents) and P model (professional talents) for employees' development path by considering their merits, strengths and preference. The managerial channel consists of M1 to M17, and the professional channel consists of P1 to P12. Managerial talents are able to make proper plans and influence, supervise, lead and organize their team members to achieve the targets under the circumstance of asymmetric information, and they are accountable to team management and the operating results; professional talents can well collect and analyze information, cases and experience and explore the regularity, and summarize corresponding theory to give play to their high-end knowledge system in a particular professional sector within the corporate organization.

The Company adopts a promotion mechanism which integrates level-by-level promotion with frog-leaping promotion, and vertical promotion with cross-department promotion. The assessment includes consideration of basic conditions, professional competence and reference items.

- 1) Basic conditions: education background, work seniority, experience, performance, etc.
- 2) Professional competence: the requisite knowledge, skills and performance required by the corresponding rank.
- 3) Reference items: morality, quality and corporate culture values.

In 2020, the Company initially completed the construction of the competency model, and divided ranks according to the competence level of employees. In the future, the Company will continue to sort out and review positions and ranks based on market and industry conditions; and import professional managerial courses to help talents with their improvement and development.

### § 5.3員工發展與培訓

#### § 5.3.1員工晉升

公司充分重視員工的職業發展方向的選擇，並綜合員工的優勢、特長、喜好，搭建了職級體系，為員工的發展路徑設計了M型(管理型人才)和P型(專家型人才)兩個晉升通道，管理通道M1-M17，專業通道P1-P12。管理型人才在信息不對稱的情況下，善於計劃並影響、監督、率領和組織成員達成目標，負責管理團隊，對經營結果負責；專家型人才善於收集與分析信息、案例、經驗和探尋規律，並能總結提升到理論層面，使自身掌握的專業領域高端知識體系在企業組織內發揮價值。

公司的晉升機制為逐級晉升和越級晉升相結合，直線晉升與跨線條晉升相結合。評估的內容包括對基本條件，專業能力和參考項的考量。

- 1) 基本條件：學歷、工作年限、經驗、績效等。
- 2) 專業能力：本職級需要的必備知識、技能及行為表現。
- 3) 參考項：品德、素質、企業文化價值觀。

2020年公司初步完成了勝任力模型的搭建，並對照員工能力水平進行職級劃分。在未來，根據市場特點及行業情況，還會持續對崗位和職級進行梳理和複盤；也同時將引入專業及管理類課程，幫助人才進行提升和發展。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### §5.3.2 Employee Training

In respect of employee training management, the Company aims to achieve sharing of resources in knowledge, skills and best solutions to problems, overall improvement in skills and establishment of a learning-type corporate organization.

The Company has developed the Training Management Policy (《培訓管理制度》), which specified the implementing rules for training at system level, empowered different departments and the management with training responsibilities and obligations, and standardized external training standards and procedures. The Company has established its internal exclusive corporate university, Xiaoshu University (小樹大學), whose training system is rooted in the corporate culture, values and systems, and is directed by the corporate mission, vision and strategy. It mainly includes four parts: training operation system, training course system, trainer system and training support system.

The training course system set up by the Company includes new employee induction training, general capability training, professional skills training and management capability training. Management capability training is held 2-3 times a year, and external courses are introduced to improve leadership of the management team. During the year, “Monday Morning Management Class” (《周一清晨管理課》) for new management members was launched; General capability training is held 3-4 times a year, which focuses on internal sharing to improve the overall quality of employees. During the year, “Office Software Skills Training” for all employees was launched, covering 97 persons/time in total; Professional skills training is held 1-2 times a quarter, which involves both interaction with external visitors and sharing of internal personnel to promote the improvement of employees’ professional capabilities. During the year, “Industry Expert Sharing” for professional and technical personnel was launched, covering 91 persons/time in total; New employee induction training is arranged irregularly according to the frequency of induction, through which our internal lecturers give lessons to help newcomers become familiar with our business, culture and institutional processes, and master working methods. During the year, two sessions of new employee induction training were carried out, covering 109 persons/time. During the year, the Company’s training focused on the establishment of talent team, the cultivation of talents for organizational development and the creation of cultural atmosphere. For the first half of the year, training focused on online general training, and the second half of the year, training focused on the training of high potential personnel and backup personnel.

### § 5.3.2 員工培訓

公司關於員工培訓的管理目標為：實現知識、技能、問題最優解決方式的資源共享，實現技能水平的整體提升，以及實現企業學習型組織的構建。

公司建立《培訓管理制度》，從制度上明確培訓實施細則，賦予各部門及管理層培訓職責及義務，同時規範外派培訓標準及流程。公司內部設立專屬企業大學—小樹大學，培訓體系以企業文化、價值觀及制度為根基，以企業使命、願景及戰略為方向，主要包括培訓運營體系、培訓課程體系、培訓師體系及培訓支持體系四部分內容。

公司設置的培訓課程體系，包括新人入職培訓、通用能力培訓、專業技能培訓和管理能力培訓。管理能力培訓每年2-3次，通過引入外部課程，提升管理團隊領導能力，本年度開展了針對新晉管理層的《周一清晨的管理課》；通用能力培訓每年3-4次，以內部分享為主，提高員工綜合素質，本年度開展了針對全員的《辦公軟件技能培訓》等，共覆蓋97人/次；專業技能培訓每季度1-2次，外部打卡來訪交流及內部人員分享兼顧，促進員工專業能力提升，本年度開展了針對專業技術人員的《行業大咖分享》等，共覆蓋91人/次；新人入職培訓根據入職頻率不定期安排，通過內部講師授課幫助新人熟悉公司業務、文化、制度流程，掌握工作方法，本年度公司進行兩次新人入職培訓，覆蓋109人/次。本年度公司培訓重點在支持公司人才梯隊建設，培養組織發展需要的人才與營造文化氛圍。上半年側重在線上通用培訓，下半年側重在高潛、後備人員的培訓。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



Monday Morning Management Class  
周一清晨的管理課

For training plans in the future, the Company will continue to promote the “elite training camp” plan for high-potential talents, and continue to improve its courses and systems.

在未來的培訓計劃上，公司會持續推進高潛人才的「精英訓練營」計劃，不斷完善培訓課程和體系。

### §5.4 Labour Standards

### § 5.4 勞工準則

The Company actively abides by various national laws and regulations and promotes a good social public management order. In accordance with labour security laws and regulations such as the Labour Contract Law, the Labour Law, the Social Insurance Law, etc., we regulate corporate management behaviour and employees' legal rights and interests, build a legal and harmonious labour-management relationship, enhance work efficiency, and facilitate and promote the continuous development of the enterprise.

公司積極遵守國家各項法律法規的規定，促進良好的社會公共管理秩序，我們依據《勞動合同法》《勞動法》《社會保險法》等勞動保障的法律法規的規定，規範企業管理行為和員工合法權益，構建合法和諧的勞資關係，提高工作效率，促進和推動企業的不斷發展。

After employees are formally hired, they then sign a labour contract with the Company. Such employees enjoy the rights and obligations as stipulated under the Labour Law of the People's Republic of China. Employees are not discriminated against due to their gender, ethnicity, race, or religion. Employees have the right to be remunerated according to their work. Remuneration shall not be lower than the national minimum wage standard in the region. Wages are paid to employees on a monthly basis in currency, and are not deducted or delayed. Employees who participate in social activities on statutory holidays shall have the right to receive wages. Employees have the rights to enjoy social insurance and benefits, and participate in the democratic management of the enterprise.

員工被正式錄用之後，與公司簽訂勞動合同，員工享有《中華人民共和國勞動法》規定的各項權利和義務。員工不因性別、民族、種族、宗教不同受歧視。員工有權按照按勞取酬，不得低於國家規定的本地區的最低工資標準，工資以貨幣形式按月支付給員工本人，不克扣和拖欠員工工資。員工有在法定節假日參加社會活動的取得工資報酬的權利。員工有享有社會保險和福利的權利，員工有參與企業的民主管理的權利等。

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The Company's in-service staff includes formal employees, contract workers and interns, all of which have entered into labour contracts, labour agreements or internship agreements with the Company within the specified time. New employees are required to carry their personal identification documents when they join the Company, and must be at the statutory age for working.

During the reporting period, the Company did not employ child labour or forced labour.

### §6 SELF-DISCIPLINE AND INCORRUPTIBLE

The Company absolutely rejects corrupt or bribery behaviors. We prohibit corrupt or bribery behaviors committed by our employees in accordance with the Anti-corruption Policy of BabyTree Group (《寶寶樹集團反腐敗制度》), the Code of Conduct on Integrity and Self-discipline for Employees (《員工廉潔自律守則》), the Gift Registration Management System (《禮品禮金上繳管理制度》) and other policies to make sure they are honest and self-disciplined and firmly reject corrupt behaviours.

The Company regularly conducts anti-fraud propaganda. It explains to all employees its strict prohibition of fraud and disciplinary behaviours through staff emails and DING (釘釘社區) at a company level, and conducts anti-fraud and internal control training for key departments. During the year, relevant publicity and training were carried out on matters such as not accepting gifts from suppliers during Mid-Autumn Festival, and not allowing false travel reimbursement.

The Company carries out appraisals and evaluations on the important processes in the Company's operation and business through daily internal audit tasks, find and mark down abnormal information. It conducts fraud investigation in the event that the clues leading to the fraud are found through investigation on the abnormal information. During the year, the Company has conducted routine internal audit and internal control projects for procurement, substantial administrative expenses, e-commerce, advertisement, sales and other departments, and sorted out related business processes.

公司目前在職人員包含正式員工、勞務人員及實習生，員工在規定時間內簽訂勞動合同、勞務協議、實習協議等。員工入職時需要攜帶個人的身份證明材料，需滿足法定工作年齡。

報告期內，公司未發生僱傭童工和強制勞動的情況。

### §6 愛廉潔 公私不二心

公司對於貪污腐敗、行賄受賄等行為持堅決反對的態度，在杜絕員工貪污、受賄等行為上，公司一直以《寶寶樹集團反腐敗制度》、《員工廉潔自律守則》、《禮品禮金上繳管理制度》等制度文件為基準，要求公司員工廉潔、自律、堅決抵制腐敗行為。

公司定期進行反舞弊宣傳，在公司層面通過全員郵件和釘釘社區，向全員講解公司嚴厲禁止的舞弊違紀行為，對重點部門進行反舞弊、內控培訓。本年度進行了不可收受供應商借端午之由贈送的禮品，差旅業務不可虛假報銷等相關宣傳和培訓。

公司通過日常內部審計工作，對經營過程中的重要流程、業務進行審計評價，發現、標記異常信息，對異常情況調查取證，若發現舞弊線索，進入舞弊調查程序。本年度公司對採購、大額行政支出、電商、廣告銷售等部門進行例行的內審內控項目，梳理了相關業務流程。



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The Company has established a sound whistle-blowing channel, including telephone, email as well as the encouragement of whistle-blowers to report by real-name. We have publicly announced telephone: 021-80180493-1008; email: jubao@babytree-inc.com for reporting purposes.

In the process of employees onboarding and leaving, the Company's audit center conducts preliminary screening of prospective employees who are about to receive offers through information disclosure, consultation with the Sunshine Integrity Alliance, and the Anti-fraud Alliance to investigate whether the prospective employees have a fraud history or illegal behaviour. Employees who intend to resign are subject to approval by the person in charge of the audit center on the premise that there is no suspicion of fraud found for the time being before agreeing to such resignations.

In 2020, the number of concluded lawsuits relating to corruption filed against the Company and its employees was nil, and during the reporting period, the Company was not aware of any violation of anti-corruption laws and regulations which had a significant impact.

### §7 CARE FOR PARTNERS WITHOUT BIASED OPERATION

To regulate our supplier management and stabilize supplier team, the Company has developed the Supplier Management Policy (《供應商管理制度》), striving to forge a long-term and mutual-beneficial supply-demand relationship with suppliers and promote integrity and self-discipline. The Company pays attention to the safety and labour issues while receiving services from suppliers and requires the manufacturing factory suppliers to pass ISO9000 system certification. The Company had IT-hardware-type, office-type, service-type, employee-benefit-type, decoration-type and marketing-type suppliers.

公司建立了順暢的舉報渠道，包括電話、郵箱等形式，並鼓勵實名舉報。我們對外公佈舉報電話：021-80180493-1008；舉報郵箱：jubao@babytree-inc.com。

在員工入職及離職過程中，公司稽核中心對即將發送offer的擬入職員工通過執行信息公示、陽光誠信聯盟、反舞弊聯盟查詢，調查擬入職員工是有舞弊前科，或違法行為，從而進行初步篩選。擬離職員工需要經稽核中心負責人批准，確定暫未發現舞弊嫌疑，方可同意離職。

2020年度，對本公司及員工提出並已審結的貪污訴訟案件數為0，且報告期內公司未發生有重大影響的違反反貪污相關法律法規的事件。

### §7 愛夥伴 營運不偏心

為了規範公司供應商管理，穩定供應商隊伍，公司制定了《供應商管理制度》，力求與供應商建立長期互惠的供求關係，促進廉潔自律。公司關注供應商提供服務時的安全和勞務問題，且要求製造工廠供應商必須通過ISO9000體系認證。公司的供應商種類包括IT硬件類、辦公類，服務類，員工福利類，裝修類、市場活動類等。

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In terms of suppliers' admittance, firstly, suppliers should not be on the blacklists of the Sunshine Integrity Alliance and the Anti-Fraud Alliance. Then, according to the procurement category, top manufacturers in each industry are selected as the preliminarily screened suppliers. The Company will comprehensively inspect the supplier's corporate strength, service level, relevant qualification certificates, and make short-listing criteria for quality. Only suppliers that meet the standards can be shortlisted.

In terms of the number of suppliers allocated, the Company may adopt the principle of 1+2+N to select the number of suppliers of similar products. 1+2+N means that there should be one main supplier among the same type of suppliers, and about 50% of the procurement should be made with such company; 2 auxiliary suppliers, i.e. 2 auxiliary suppliers to provide about 30%-40% of the procurement; N inspected suppliers. The remaining amount can be procured from inspected suppliers. This supplier allocation principle ensures that once the main supplier encounters problem, other suppliers can immediately replace it. An unlimited number of inspected suppliers is not only a backup force for auxiliary suppliers, but also enables the Company to avoid situations where no supplier is available when procuring extremely special supplies.

For supplier appraisal, the Company pays a return visit to its suppliers and assesses them on a regular basis. In regular return visit, the Company's procurement personnel pays a visit to suppliers on a regular basis to check whether their office address is true, and whether they are qualified to render the service required; in regular assessment, the Company's procurement department organizes the appraisal group and the information security department to assess the suppliers on a quarterly basis in respect of contract performance progress, service quality during the contract period, rate of qualified goods procured and settlement term. Suppliers poorly recognized by each department will be included in the to-be-eliminated list, and may be replaced if there are other better-rated suppliers in the subsequent review. The Company appraises suppliers in terms of prices, delivery, quality, service, management, etc.

在供應商准入方面，供應商首先不可以在陽光誠信聯盟以及反舞弊聯盟的黑名單上，然後依據採購類別，選擇各行業的頭部廠家作為初篩供應商，公司會綜合考察供應商的企業實力、服務水平、相關資質證書、會對質量作出入圍標準，滿足條件的供應商，方可入圍。

在供應商數量配備方面，公司同類產品供應商的選擇配備數量可採用1+2+N原則，所謂1+2+N是指同一類型的供應商應配備1個主供應商，大約50%的需求從該公司進行採購；2個輔助供應商，2個輔助供應商提供大約30%-40%的採購量；N個考察供應商，剩餘採購量可從考察供應商中進行採購。此供應商配備原則保證了一旦主供應商出現問題能有其他供應商立即頂替。數量不限的考察供應商既是輔助供應商的後備力量，也能使公司在採購極其特殊物資時避免出現無供應商可選的情況。

在對供應商的評審方面，公司對供應商進行定期回訪和定期考核。在定期回訪過程中，公司採購人員定期對供應商進行上門拜訪，查看供應商辦公地點是否屬實，供應商是否具備所需服務能力等；在定期考核中，公司採購部分每季度都會組織評審小組及信息安全部對供應商的合同履行程度、合同期的服務品質、採購物品的合格率、結帳周期等進行評估，評估中各部門認可率較低的供應商列為待淘汰對象。進入考察階段後，若後續出現評級更優的其他供應商，可進行替代。公司通過價格、交付、質量、服務及管理等方面對供應商進行考核。

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In terms of inspecting suppliers' social responsibilities, the Company prohibits suppliers from employing child labour, and prohibits the use of panel labour or forced labour. Suppliers shall provide employees with a healthy and safe working environment in accordance with the relevant national regulations, comply with the relevant national regulations for time, and provide corresponding compensation and remuneration. At the same time, suppliers should abide by local laws and regulations and implement non-discrimination policies on gender, age, religion, skin color, physical fitness, and international aspects.

For inspection on the environmental protection aspect of suppliers, suppliers shall fully comply with local policies and regulations in terms of environmental protection, and handle all waste materials and production by-products in an environmentally responsible manner in accordance with the law. Suppliers shall establish and demonstrate the safety practices and standards for identifying and disposing of hazardous wastes, and master the pollutant emission indicators to promptly rectify excessive or abnormal emissions.

In the future, the Company plans to continuously expand the supplier resource pool and continuously optimize and update suppliers to meet the needs of various different categories, and strengthen inspections on suppliers' social responsibilities and environmental protection.

在考察供應商的社會責任方面，公司禁止供應商僱傭童工，禁止使用監獄或強迫性勞工。供應商應按國家相關規定為員工提供健康安全的工作環境，遵從國家相關法規作時間，並提供與之對應的薪資報酬。同時供應商應遵從當地的法律法規，對性別、年齡、宗教、膚色、體能，國際等方面實行不歧視政策。

在考察供應商的環境保護方面，供應商在環境保護方面應完全遵從當地的政策法規，以對環境負責的態度依法處理所有的廢棄材料和生產副產品。供應商應建立和展示認定和處理危險廢物的安全做法和標準。掌握污染物的排放指標，對超標或異常的排放及時整改。

未來，公司計劃不斷地擴大供應商資源池，不斷的優化更新供應商，以滿足各種不同類別的需求，並加強對供應商社會責任以及環境保護方面的考察。

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### §8 CARE FOR CHARITY TO FULFILL RESPONSIBILITY

In 2020, BabyTree continued to deepen its effort in corporate social responsibility, forge ahead on the road of public welfare, and develop towards a professional and systematic direction. Apart from constantly adhering to the development mission of “to empower young families to enjoy the beautiful journey of life” and providing quality products and services to over 100 million users across the country, BabyTree also actively participates in poverty alleviation, charity assistance and charitable services, and has established a firm base in the field of social responsibility, thereby gradually forming a “1+1+5” public welfare system, i.e. 1 charity base (Yongsheng County, Yunnan), 1 collaborative project (Health Poverty Alleviation for Rural Doctors) and 5 featured projects (Health Care +1, Rural BabyTree Program, Babytree’s Literary Creation for Charity Purpose and public welfare documentaries – the Guardians series), so as to push forward the in-depth development of social responsibility work.

The larger the enterprise, the greater the social responsibility. As the leading maternity and child platform in the PRC, BabyTree will always strive to fulfil its corporate social responsibility and never forget its original intention, and continue to give full play to its advantages in the maternity and child field. It will call on more social forces to participate in charitable and public welfare undertakings in order to continue to improve its public welfare system, and in turn strive to fulfil corporate social responsibility, as well as holding on to its charity and public welfare undertakings.

Partial charitable events data:

As of the end of 2020, BabyTree and the Rural Doctors Program jointly donated supplies and funds of RMB2.24 million to Yongsheng County, Yunnan.

As of the end of 2020, the “Health Care +1” has donated a total of RMB744,860 to rural doctors and mother-infant families in poverty regions.

### §8 愛公益 傳遞責任心

2020年，寶寶樹繼續在企業社會責任方面不斷深化，在公益之路上砥礪前行，並朝著專業化體系化方向發展。除了始終堅持「讓年輕家庭享受美好的生命旅程」的發展使命，向全國1億多用戶提供優質的產品和服務外，寶寶樹還積極參與到扶貧攻堅、慈善幫扶及公益服務中，扎實立足於社會責任領域，逐步形成了「1+1+5」的公益體系，即1個公益基地（雲南永勝縣），1個聯合項目（鄉村醫生健康扶貧項目）和5個特色項目（健康醫+1、鄉村寶寶樹計劃、冬日暖心計劃、寶寶樹公益文創和守望系列公益紀錄片），推進社會責任工作向縱深發展。

企業越大，社會責任越大。作為中國母嬰類社區頭部平台，寶寶樹將始終努力踐行企業社會責任，不忘初心，繼續充分發揮自身在母嬰領域的優勢，號召更多的社會力量參與到慈善公益事業中來，不斷完善寶寶樹公益體系，努力踐行企業社會責任，將慈善公益事業進行到底。

部分公益活動數據：

截至2020年底寶寶樹聯合鄉村醫生項目已向雲南永勝縣捐贈物資和資金達224萬元。

截至2020年底「健康醫+1」行動已累計向貧困地區鄉村醫生和母嬰家庭捐贈物資金額達744,860元。

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Through the Health Poverty Alleviation for Rural Doctors Project, rural doctors in Yongsheng County were provided with reward packages of RMB200,000 for family doctors who signed their contracts.

As of the end of 2020, BabyTree has provided 1,787 accident insurance and critical illness insurance for rural doctors in Yongsheng County, with a premium of RMB234,556.

Through the Health Poverty Alleviation for Rural Doctors Project, 25 rural doctors who have passed the rural practice assistant general practitioner examination have received RMB3,000 per person through the Longmen Dream Plan, with a funding amount of RMB75,000.

### BabyTree's Charity Base

Yongsheng County is one of the counties under the jurisdiction of Lijiang City, Yunnan Province. It is located in the north-western part of Yunnan Province. Yongsheng County is also a national-level key county for poverty alleviation and development, a restricted development zone in Yunnan Province, and a poor and ecologically fragile county. In recent years, under the guidance of the national precise poverty alleviation policy, with the counterpart assistance from Shanghai and the continuous targeted support from all sectors of society, Yongsheng County has undergone drastic changes.

In December 2018, WANG Huainan, the founder and CEO of BabyTree, went to Yongsheng County for investigation and research, and established the first charity base of BabyTree within the country in Yongsheng County under the witness of the People's Government and the Health Bureau of Yongsheng County. Since 2018, BabyTree has sent 4 employees to Yongsheng County for poverty alleviation for three consecutive years, and carried out charity programmes such as "Health Poverty Alleviation for Rural Doctors", "Health Care +1", "Rural BabyTree Program", "Literary Creation Gift Package", etc., which helped Yongsheng County successfully get rid of poverty in May 2020. Going forward, BabyTree will continue to make effort for contributing to the construction of a beautiful countryside in Yongsheng County.

通過鄉村醫生健康扶貧項目為永勝縣鄉村醫生提供200,000元的家庭醫生簽約獎勵包。

截至2020年底已為永勝縣鄉村醫生提供意外險和重疾險1,787份，保費金額達234,556元。

通過鄉村醫生健康扶貧項目，已有25名通過鄉村全科執業助理醫師考試的鄉村醫生獲得龍門夢想計劃每人3,000元的獎勵支持，資助金額達75,000元。

### 寶寶樹公益基地

永勝縣是雲南省麗江市下轄縣之一，位於雲南省西北部，永勝縣也是國家級扶貧開發重點縣、雲南省限制開發區和生態脆弱的貧困縣。近年來，在國家精準扶貧政策指引，上海市的對口幫扶，以及社會各界力量的持續性有針對性的支持下，永勝縣的面貌已經發生了翻天覆地的變化。

2018年12月，寶寶樹創始人兼CEO王懷南親赴永勝縣調研，並在永勝縣人民政府、永勝縣衛生健康局的見證下，在永勝縣建立了寶寶樹全國首個公益基地。從2018年起，寶寶樹連續三年派駐了4名企業員工到永勝縣駐點扶貧，開展「鄉村醫生健康扶貧」、「健康醫+1」、「鄉村寶寶樹計劃」、「公益文創禮包」等公益行動，助力永勝縣在2020年5月成功脫貧。未來，寶寶樹將繼續發力，為永勝的美麗鄉村建設貢獻力量。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Poverty Reduction through Healthcare by Rural Doctors

In March 2018, under the guidance of the Poverty Alleviation Office of the National Health and Health Commission, the “Health Journal”, the Fosun Foundation collaborated with companies and institutions such as BabyTree, etc., to launch the “Project on Health Poverty Alleviation for Rural Doctors”. BabyTree has been deeply involved in the “Project on Health Poverty Alleviation for Rural Doctors” since the beginning. From 2018 to the present, BabyTree has sent a total of 4 poverty alleviation team members to Yongsheng County, Lijiang City, and visited more than 440 rural doctors in 150 administrative villages in 15 townships in the county to create basic information files for rural doctors and rural clinics, and invite top-tier experts to conduct training and free consultations for rural doctors and villagers. BabyTree has provided rural doctors with free accidental injury insurance and critical illness insurance for three consecutive years, with a premium of RMB234,556 and 1,787 beneficiaries. In addition, BabyTree also awarded RMB3,000 to each rural doctor who passed the rural practice assistant general practitioner examination through the “Longmen Dream Plan”. From 2019 to 2020, a total of 23 rural doctors received funding, which greatly stimulated the enthusiasm of rural doctors to improve their professional capabilities. The implementation of the Longmen Dream Plan in Yongsheng County has also been approved and affirmed by leaders at all levels.

### 鄉村醫生健康扶貧

2018年3月，在國家衛生健康委扶貧辦的指導下，《健康報》社、復星基金會聯合寶寶樹等多家企業及機構推出「鄉村醫生健康扶貧項目」。寶寶樹從項目伊始便深度參與「鄉村醫生健康扶貧」項目，從2018年至今，寶寶樹共向麗江市永勝縣派駐了4名駐點扶貧隊員，深入實地走訪了全縣15個鄉鎮150個行政村的440餘名鄉村醫生，為村醫及村衛生室建立基本信息檔案，邀請一線專家為村醫及村民開展培訓及義診，並連續三年為村醫提供免費的意外傷害保險和重大疾病保險，保費金額達234,556元，受益人次為1,787人次。此外，還通過龍門夢想計劃為通過鄉村全科執業助理醫師考試的村醫進行每人3,000元的獎勵，2019至2020年累計有23名村醫獲得資助，極大地激發了村醫提升自我專業能力的積極性，永勝縣龍門夢想計劃的實施也得到了各級領導的批示和肯定。



Home follow-up by rural doctors  
鄉村醫生入戶隨訪



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## 環境、社會及管治報告



### Babytree's Literary Creation for Charity Purpose

In 2020, BabyTree launched the “Babytree's Literary Creation for Charity Purpose” (寶寶樹公益文創) project and continued to extend charity cooperation. Through the establishment of a literary creation platform for social participation, and innovative and in-depth cooperation with government agencies, poverty alleviation regions, non-profit organizations, corporate brands, successors of intangible cultural heritage, public welfare forces, etc., BabyTree launched unique literary creation collaborations for charity purpose. Through branding, large-scale, and ecological development, we actively coordinated the upgrade of BabyTree's charity sector. Currently, Babytree's Literary Creation for Charity Purpose has launched the “Babytree's Literary Creation for Charity Purpose X Shanghai-Yunnan Cooperation” (寶寶樹公益文創滬滇協作) Beautiful Countryside Gift Package and Niufanggou Village Charity Postcard to widely promote special agricultural products from Yunnan and cultural scenery of northern rural areas to the society for the purpose of constructing a beautiful new countryside.

### 寶寶樹公益文創

2020年寶寶樹推出「寶寶樹公益文創」項目不斷拓展公益合作外延，通過搭建社會參與的文創平台，與政府機構、幫扶地區、公益組織、企業品牌、非遺傳人、公益力量等展開創新深入合作，推出特色的聯名公益文創產品，通過品牌化、規模化、生態化發展，積極協同寶寶樹各公益板塊升級。目前，寶寶樹公益文創已推出「寶寶樹公益文創滬滇協作」美麗鄉村大禮包和牛坊溝村公益明信片，向社會廣泛推介雲南特色助農產品及北方農村自然人文風光，助力美麗新農村建設。



“Babytree's Literary Creation for Charity Purpose X Shanghai-Yunnan Cooperation”  
Beautiful Countryside Gift Package – Special agricultural products from Yunnan  
寶寶樹公益文創X滬滇協作「美麗鄉村大禮包」—雲南特色助農產品



Niufanggou Village Charity Postcard  
牛坊溝村公益明信片

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## 環境、社會及管治報告

### Winter Heart Warming Campaign

BabyTree proactively responded to the government's call to actively participate in the "Ten Thousand Enterprises Helping Ten Thousand Villages" (萬企幫萬村) project in Beijing, and carried out one-to-one team support in Niufanggou Village, Hebei. BabyTree has been sending charity teams to understand the living conditions of local villagers every year since 2018, and had donated living supplies, such as clothes for fall and winter, in line with the needs of disadvantaged families to solve their practical difficulties. In September 2020, BabyTree Charity launched the "Winter Heart Warming Campaign" (冬日暖心計劃). The charity team visited Niufanggou Village and donated 200 daily necessities, such as mooncakes and grain, to local villagers so that they can spend the winter warmly.

### 冬日暖心計劃

寶寶樹積極響應政府號召主動參與到北京市「萬企幫萬村」項目中，與河北牛坊溝村進行1對1結對幫扶。從2018年起寶寶樹每年派出公益團隊深入當地瞭解村民生活狀況，並結合困難家庭需求為他們捐贈秋冬衣物等生活物資，幫助他們解決實際困難。2020年9月，寶寶樹公益啟動「冬日暖心計劃」，公益團隊到牛坊溝村進行走訪調研，向當地村民捐贈月餅、糧食等200件生活物資，讓當地村民暖心過冬。



BabyTree's Winter Heart Warming Campaign – Visiting lonely elderly Niufanggou Village  
寶寶樹冬日暖心行動－牛坊溝村慰問孤寡老人

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### The Guardians III – a public welfare documentary

In order to let more people understand the actual conditions of impoverished mountainous areas, and advocate the community to pay attention to and participate in public welfare, BabyTree has been releasing a public welfare documentary, “The Guardians”, every year since 2018. In October 2020, “The Guardians III” was filmed in Lama Village, Songpingxiang, Yongsheng County. The documentary focuses on the younger generation of rural doctors, and demonstrates the changes in local medical and health conditions and the current issues that still need attention from their perspective by recording their work and living conditions.

### 《守·望3》公益紀錄片

為了讓更多人瞭解貧困山區的實際狀況，倡導社會共同關注並參與到公益事業中來，寶寶樹從2018年起每年推出一部《守望》公益紀錄片。2020年10月，《守·望3》在永勝縣松坪鄉下喇嘛村開機拍攝，紀錄片聚焦於年輕一代的鄉村醫生群體，通過紀錄他們的工作和生活情況，以他們的視角來展現當地醫療衛生條件發生的變化以及當前仍需關注的問題。



The Guardians III  
守望3

### Pray for China and fight the epidemic together! BabyTree teamed up with M&C brands to donate millions of supplies

Since the outbreak of the COVID-19 epidemic, countless medical personnel have been taking care of everyone unselfishly and actively participating in the fight against the epidemic. However, it was difficult for them to take care of the needs of their children and families as they were tied up with work. In order to help frontline medical staff be worry free and make them feel more at ease at the frontline, BabyTree has teamed up with Shanghai Fosun Foundation, and joined hands with 13 industry brands and tens of millions of mother users to “pray for China and fight the epidemic together”!

### 祈福中華，共同抗疫！寶寶樹聯合母嬰品牌捐贈數百萬物資

新冠疫情爆發以來，無數醫護工作者舍小家顧大家，積極投身到抗疫行動中，但也因為分身乏術無法很好兼顧孩子和家庭的需求。為了幫助一線醫護人員解除他們的後顧之憂，讓她們更加安心在前線工作，寶寶樹聯合了上海復星公益基金會，攜手13家行業品牌及千萬媽媽用戶共同攜手，「祈福中華，共同抗疫」！

## Environmental, Social and Governance Report 環境、社會及管治報告

Since the end of February 2020, we have successively donated adult and children living supplies of more than RMB8 million to frontline medical staff in 37 hospitals in 12 provinces. Such donations covered medical staff and their families of hospitals in Hubei, such as Wuhan Tongji Hospital (武漢同濟醫院), Hubei Hospital of Integrated Traditional Chinese and Western Medicine (湖北省中西醫結合醫院), Wuhan Union Hospital (武漢協和醫院), Central Hospital of Wuhan (武漢市中心醫院), Hubei No.3 People's Hospital (湖北省第三人民醫院), Hubei North Provincial Hospital of Traditional Chinese Medicine (湖北北省中醫醫院), Zhongnan Hospital of Wuhan University (武漢大學中南醫院), etc. The supplies jointly donated by BabyTree and other parties totalled 21 categories with 38 items, which included nutritional supplements for adults and children such as infant milk powder and goat milk powder, adult milk powder, mother milk powder, nutritional noodles, fruit puree, nutrients for pregnant women, calcium tablets for children, DHA, etc., toiletries such as sterilization wipes, cotton soft towels, facial masks, lip balm, shower gel, toothpaste, toothbrushes, moisturizers, stretch marks removal cream, etc., and essentials for infants and toddlers such as breast pump, children's toys, training pants, etc.

In addition to supplies donation offline, BabyTree has simultaneously launched events for users in areas hard hit by the epidemic, such as Wuhan, to apply for free children's masks and hand sanitizers. At the same time, through launching "Epidemic Development Trend" (疫情動態) tool to aggregate information and knowledge related to epidemic prevention, a series of live broadcasts of well-known experts and doctors in the respiratory, internal medicine, obstetrics and paediatrics fields of key hospitals was unfolded to connect experts to answer maternity and childbirth questions online in real time, organize online free consultations with experts and other activities to protect users in all directions.

As an M&C platform trusted by millions of families, we hope to give full play to the value of our platform, gather all efforts to protect medical personnel and their children, and work together to fulfil more social responsibilities.

我們從2020年2月底開始陸續向12個省37家醫院一線醫護人員捐贈價值超800萬元的成人和兒童生活物資。捐贈範圍覆蓋武漢同濟醫院、湖北省中西結合醫院、武漢協和醫院、武漢市中心醫院、湖北省第三人民醫院、湖北北省中醫醫院、武漢中南醫院等湖北醫院的醫護人員及其家庭。寶寶樹此次聯合捐贈的物資共計21個品類、38個單品，包括嬰幼兒奶粉和羊奶粉、成人奶粉、媽媽奶粉、營養麵條、果泥輔食、孕婦營養素、兒童鈣片、DHA等成人和兒童營養補充食品，殺菌濕巾、棉柔巾、面膜、潤唇膏、沐浴露、牙膏、牙刷、潤膚乳、去妊娠紋霜等洗護用品，及吸奶器、兒童玩具、成長褲等嬰幼兒養育必需品。

除了線下物資捐贈，寶寶樹同步還面向武漢等疫情重災區用戶開通了免費申領兒童口罩和洗手液的活動。同時，通過上線「疫情動態」小工具聚合防疫相關信息和知識，開展了重點醫院呼吸科、內科及婦產、兒科知名專家醫生系列直播，連線專家實時在線解答孕產疑問，組織專家在線義診等活動，全方位守護用戶。

作為千萬家庭信賴的母嬰平台，我們希望能夠充分發揮我們的平台價值，集多方之力守護白衣天使和她們的孩子，攜手踐行更多的社會責任。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



BabyTree teamed up with multiple M&C brands to fight the epidemic  
寶寶樹聯合多家母嬰品牌共同抗疫

In the future, BabyTree will continue to improve its own public welfare system while completing its existing projects under the policy guidance of the national rural revitalization strategy, focus on promoting upgrade of literary creation for charity purpose, and assist in the construction of a beautiful new countryside.

未來寶寶樹將在國家鄉村振興戰略的政策指導下，在做好現有項目的同時，繼續不斷完善自身公益體系，重點推進公益文創項目升級，助力美麗新農村建設。

## §9 CARE FOR ENVIRONMENT AND SAFEGUARD LIFE

## §9 愛環境 生命安心

### §9.1 Emission Management

### §9.1 排放物管理

The Company values good environmental management. The Company is an internet company, hence its operations have little impact on the environment. The Company strictly abides by the Environmental Protection Law of the People's Republic of China (《中華人民共和國環境保護法》), the Law of the People's Republic of China on the Prevention and Control of Atmospheric Pollution (《中華人民共和國大氣污染防治法》) and related laws and regulations to proactively protect the environment and safeguard our beautiful homes.

本公司重視良好的環境管理，由於本公司為互聯網企業，公司的營運對環境造成的影響相對較小。公司嚴格遵守《中華人民共和國環境保護法》、《中華人民共和國大氣污染防治法》及相關法律法規，主動保護環境，守護美麗家園。

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Type of emissions 排放物種類	Detail indicator (Unit) 明細指標(單位)	2020 2020年	2019 2019年
Waste gas emission 廢氣排放	Sulfur dioxide emissions (kg) 二氧化硫排放量(千克)	0.03	0.02
	NOx emissions (kg) 氮氧化物排放量(千克)	36.02	12.27
	Soot emissions (kg) 煙塵排放量(千克)	3.45	1.18
Greenhouse gas emission 溫室氣體排放	Total greenhouse gas emission (tCO <sub>2</sub> e) 溫室氣體排放總量(噸二氧化碳當量)	324.93	450.43
	<i>Direct greenhouse gas emission (tCO<sub>2</sub>e)</i> <i>直接溫室氣體排放量(噸二氧化碳當量)</i>	4.59	3.64
	<i>Indirect greenhouse gas emission (tCO<sub>2</sub>e)</i> <i>間接溫室氣體排放量(噸二氧化碳當量)</i>	320.34	446.79
	Intensity of greenhouse gas emission (tCO <sub>2</sub> e/person) 溫室氣體排放強度(噸二氧化碳當量/人)	0.77	0.62
Waste generation 廢棄物產生	Total hazardous waste generation (kg) 有害廢棄物產生總重量(千克)	43.87	471.89
	<i>Fluorescent tube (kg)</i> <i>熒光燈管(千克)</i>	23.74	451.88
	<i>Battery (kg)</i> <i>電池(千克)</i>	20.13	20.01
	Intensity of hazardous waste generation (kg/person) 有害廢棄物產生強度(千克/人)	0.10	0.65
	Total non-hazardous waste generation (kg) <sup>1</sup> 無害廢棄物產生總重量(千克) <sup>1</sup>	63,233	77,415
	Intensity of non-hazardous waste generation (kg/person) 無害廢棄物產生強度(千克/人)	149.13	106.05

<sup>1</sup> The non-hazardous waste generated by the Company are domestic wastes.

<sup>1</sup> 本公司產生的無害廢棄物為生活垃圾。

# Environmental, Social and Governance Report

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In 2020, the Company continued to improve its internal Green publicity and advocate green travel among its employees, so as to reduce waste gas and greenhouse gas emissions. BabyTree implemented garbage sorting work since 1 May. We publicized and fixed misclassification problem through the garbage sorting popularization week, consolidated knowledge of garbage sorting to its employees, so that hazardous garbage can be properly disposed of to avoid environmental pollution, and the value of recyclable garbage can be improved.

2020年，公司繼續加強內部綠色宣傳，提倡員工綠色出行，減少廢氣及溫室氣體的排放。寶寶樹自5月1日起執行垃圾分類工作，我們通過垃圾普及周宣傳、提煉錯誤分類問題，以電視長期輪播的形式鞏固垃圾分類的知識，向員工普及垃圾分類知識，讓有害垃圾可以得到正確處置以避免環境污染，讓可回收垃圾價值得到提升。

The Company's office printers are rendered by way of leases, and regularly maintained by specialized companies, so as to reduce the waste of paper, ink cartridges and toner cartridges caused by equipment failure, guarantee the subsequent recycling of ink cartridges and toner cartridges at the same time, and avoid environmental pollution caused by irregular processing. In addition, the Company advocates the separate storage of secondary paper, which can be recycled and reused for recording, reimbursement, etc, to enhance the utilization of paper.

本公司辦公室打印機採用租賃的形式，並由專業公司進行定期維修，減少因設備故障造成的紙張、墨盒及硒鼓的浪費，同時保障後續墨盒、硒鼓的回收處理，避免非正常渠道處理造成的環境污染。此外，公司提倡二次紙張單獨存放，可用於記錄、報銷等，提高紙張利用率。



Popularization of garbage classification knowledge  
垃圾分類知識普及

In 2020, the Company did not have any serious violations of environmental protection related standards, rules and regulations.

2020年，本公司未發生違反環保相關標準、規則及法規的重大違規事宜。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### §9.2 Use of Energy and Resources

The Company attaches great importance to the conservation and use of natural resources, and strictly abides by relevant laws and regulations such as the Water Law of the People's Republic of China (《中華人民共和國水法》) and the Energy Conservation Law of the People's Republic of China (《中華人民共和國節約能源法》). Due to the nature of the business, our operations consume less resources than other manufacturing companies. The main resources we consume are electricity and water.

Use of resources of the Company during the reporting period is as follows:

### § 9.2 能源及資源使用

本公司重視自然資源的節約使用，並嚴格遵守《中華人民共和國水法》、《中華人民共和國節約能源法》等相關法律法規。由於業務性質，公司的運營過程較其他製造類企業耗用較少資源。公司主要消耗的資源為電力和水資源。

報告期間內，本公司的資源使用情況如下：

Type of resources consumption 資源消耗種類	Detail indicator (Unit) 明細指標(單位)	2020 2020年	2019 2019年
Energy consumption 能源消耗	Total power consumption in the office area (kWh) 辦公區總耗電量(千瓦時)	525,058.19	732,322.4
	Intensity of power consumption in the office area (kWh/square meter) 辦公區耗電強度(千瓦時/平方米)	44.87	53.79
	Gasoline fuel consumption (ton) 汽油耗油量(噸)	1.50	1.19
	Comprehensive energy consumption (kWh) 綜合能源消耗量(千瓦時)	543,016.69	746,569.48
	Intensity of comprehensive energy consumption (kWh/person) 綜合能源消耗強度(千瓦時/人)	1,280.70	1,022.70



# Environmental, Social and Governance Report

## 環境、社會及管治報告



In terms of power conservation, the Company replaced all lightings in office areas with durable and energy-saving LED lights, and the lighting switches were set according to the minimum lighting area. When there is no visitor, the cabinet lamp and effect lamp will be turned off to reduce power consumption. The administrative personnel of the Company patrol and turn off all the electrical facilities before going off work, and remind the employees to close corresponding electrical equipment when leaving. The Company analyzes its power consumption data every week, and proposes a corresponding feasible energy-saving plan according to the differences of power consumption in each office area. In the future, we will continue to strengthen the promotion of electricity saving and electrical safety, and will enhance employees' awareness of energy conservation through posters, TV broadcast, slogans, etc., thus stimulating employees' enthusiasm and participation.

In terms of water conservation, the Company carries out water-saving publicity through induction training, e-mail and theme activities to cultivate employees' awareness of water conservation. The Company analyzes the consumption of drinking water on a monthly basis, and orders water in accordance with actual consumption without storing water. At the same time, the Company inspects water replacement by supplier and insists on replacing water bottle after finishing it to prevent water waste. Since the water consumption and wastewater discharged from the office of the Company are managed by the property management department of the office building, it is impossible to calculate separately the water consumption and sewage discharge of the Company, it is, therefore, impossible to calculate the wastewater discharge indicator. The Company included non-property management water consumption such as shower rooms and bottled water into the statistical scope during the year. The consumption in 2020 was 390.69 tons, and the consumption intensity was 0.03 ton/square meter. In 2020, the Company did not have any problems in obtaining the applicable water source. Due to the nature of the Company's business, the Company has no material impact on the environment and natural resources.

In the future, the Company will continue to carry out promotion on energy-saving and power-saving, give away energy-saving watches monthly as a reward, and organize two environmental protection-related activities in the areas of paper saving and green travel.

在節約用電方面，本公司已將全部工區更換為耐用節能的LED燈，照明開關按最小區域設置。在無訪客參觀的情況下，裝櫃燈、效果燈將被關閉以減少用電。公司行政人員下班前巡查關閉一切用電設施，並提示員工下班關閉相應的用電設備。公司每周會做用電量分析，根據各區域的用電量差異，提出相對應的可行性節能方案。未來我們會繼續加強節電和用電安全的宣傳，將通過海報、電視輪播、標語等形式提高員工節能意識，調動員工積極性和參與性。

在節約用水方面，公司通過入職培訓、郵件、主題活動進行節水宣傳，培養員工節水意識。公司每月進行飲用水的用水量分析，根據實際用量，預訂用水，不存水，同時公司檢查供應商換水情況，堅持喝完再換，杜絕浪費水資源。由於本公司辦公所在大樓水資源消耗及排放廢水為大樓物業統一管理，無法單獨拆分本公司耗水量及污水排放量，因此無法計算廢水排放量指標，本年度公司將淋浴間及桶裝水等非物業管理的水資源消耗量納入統計範圍，2020年消耗量為390.69噸，消耗強度為0.03噸/平方米。2020年，公司在求取適用水源上不存在任何問題。由於本公司業務性質，公司對環境及天然資源不會造成重大影響。

未來，公司將持續進行節能節電宣傳，每月進行節電能手表彰獎勵，計劃組織2次節約用紙、綠色出行方面的環境保護相關的活動。



有家的地方就有寶寶樹

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