



# **CHESHI HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1490)**

## **2020 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT**

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## ABOUT THIS REPORT

### Overview

Cheshi Holdings Limited (stock code: 1490, the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, collectively the “**Group**” or “**we**”) hereby issues its first Environmental, Social and Governance Report (the “**Report**”). The Report should be read in conjunction with our 2020 annual report which was published on the websites of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) at <http://www.hkexnews.hk> and the Company at <http://ir.cheshi.com/> on 27 April 2021.

### Reporting Scope

The Report provides the Group’s environmental, social and governance (“**ESG**”) information for the period from 1 January 2020 to 31 December 2020 (the “**Reporting Period**”). The environmental key performance indicators (“**KPIs**”) disclosed in the Report relates to our offices in Beijing, Shanghai, Chengdu and Guangzhou during the Reporting Period.

### Reporting Principles

The Report is prepared in accordance with the Environmental, Social and Governance Reporting Guide (the “**Guide**”) as set out in Appendix 27 to the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”), and is presented in compliance with the disclosure requirements of “comply or explain” in the Guide.

The Report is prepared and presented based on the following reporting principles:

- **Materiality:** Key ESG issues of the Group were identified through materiality assessment and stakeholder engagement, which has been disclosed in the Report.
- **Quantitative:** Information on the standards, methodologies, assumptions and/or calculation tools used, and source of conversion factors used, for the reporting of emissions/energy consumption (where applicable) has been disclosed in the Report.
- **Balanced:** The Report has provided an unbiased picture of the Group’s performance and has not avoided any selections, omissions or presentation formats that may inappropriately influence a decision or judgment by the readers.
- **Consistency:** This is the first Report of the Group. The Group will disclose if there are any changes to the methods or KPIs used, or any other relevant factors affecting a meaning comparison in its subsequent Report.

**Approval**

To the best of knowledge, belief and information of the board of directors of the Company (the “**Board**”), the Report addresses all relevant material issues and fairly presents the ESG performance of the Group. The Board confirms that it has reviewed and approved the Report.

**ESG Governance Structure/Vision**

While the Group is not subject to significant ESG risks as we do not operate any automobile manufacturing, warehousing, displaying and maintenance and repair facilities, the Board is mindful that operating its businesses in an environmentally and socially responsible way will create long-term value for its business development.

The Board plays a primary role in overseeing the Group’s ESG endeavours by overseeing the implementation of the Group’s ESG strategy and issues, so that the Group’s business will have a positive impact on the sustainable development of the environment and the community. Further, the Group has set up an ESG Working Group, who is responsible for evaluating, prioritizing and managing material ESG-related issues (including risks to the Group’s businesses).

The structure of the ESG Working Group is as follow:-

<b>Role</b>	<b>Responsibilities</b>
The Board	<ul style="list-style-type: none"> <li>➤ set up ESG targets;</li> <li>➤ evaluate ESG strategies, plans and results;</li> <li>➤ ensure the effectiveness of the execution plan of ESG policies;</li> <li>➤ review ESG-related issues regularly; and</li> <li>➤ review annual report and the Report.</li> </ul>
Senior Management	<ul style="list-style-type: none"> <li>➤ identify ESG material topics and major risks of the Group and report to the Board;</li> <li>➤ formulate ESG working plans and strategies;</li> <li>➤ coordinate among departments to implement ESG strategies;</li> <li>➤ provide recommendation to the Board to improve the Group’s ESG performances;</li> <li>➤ provide updates on the internal ESG policies;</li> <li>➤ collect quantitative ESG data of the Group;</li> <li>➤ execute ESG policies and strategies; and</li> <li>➤ monitor daily operations in relation to the ESG aspects of the Group.</li> </ul>

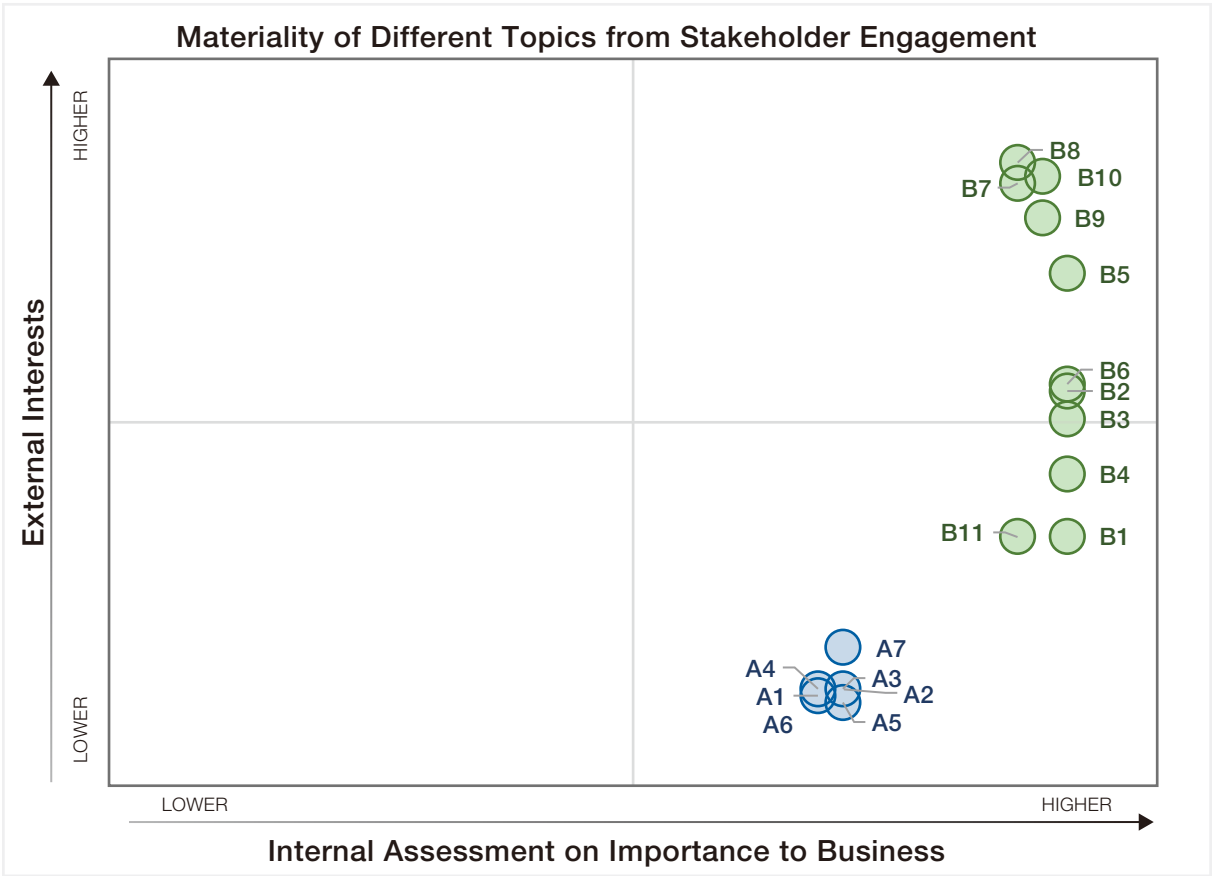
**Stakeholder Engagement**

Through different communication mechanisms, we established close relationship with key stakeholders of the Group including the Board, shareholders, senior management, frontline staff, clients and suppliers.

**Materiality Matrix**

We have invited internal and external stakeholders to complete a survey to understand their views, expectations and requirements on the ESG performance of the Group. With reference to the Guide, 18 material topics were listed in the survey for internal and external stakeholders to rate the importance, and 18 material topics were summarized to plot the materiality matrix (as below).

**Materiality Matrix**



Environmental		Social	
A1	Energy	B1	Employment
A2	Water	B2	Occupational Health and Safety
A3	Air Emission	B3	Development and Training
A4	Waste and Effluent	B4	Labour Standards
A5	Other Raw Materials Consumption	B5	Supply Chain Management

Environmental		Social	
A6	Environmental Protection Measures	B6	Intellectual Property Rights
A7	Climate Change	B7	Data Protection
		B8	Customer Service
		B9	Product/Service Quality
		B10	Anti-corruption
		B11	Community Investment

## PRODUCT RESPONSIBILITY

The Company operates online automobile vertical media platforms in China that offers comprehensive and high-quality automobile content produced by our in-house content team and distributed across our proprietary, comprising our PC websites, mobile websites and mobile applications, and over 1,000 business partner platforms.

### Data Protection

Data protection is of paramount importance to our business, as we collect device-specific data, such as device IDs and IP addresses, and some limited amount of users' personal information, such as their legal names and personal ID numbers with their consents. Our data analytics are technically device-based and are not associated with any real individual who can be an actual user of such device. We have data protection measures in place to ensure the data that we collect are not misappropriated or misused as follows:

**Network protection.** Our IT network is configured with two main layers of protection, consisting of the database layer and the data entry layer, to secure our databases and servers. The database layer provides for user identification and authentication and user access rights control while the data entry layer applies a web application firewall to prevent attacks, filter data and other data intrusion incidents.

**Access restriction.** We have implemented internal policy to safeguard against any unauthorized access to data which sets out, among others, the obligations and job duties of the system administrator and the implementation of passwords, back-up and security measures against hackers, viruses and network attacks to ensure data security. Only our key employees have access to the data we collected, and authorization from senior management is required if access to the data is requested from other employees.

**Data encryption.** Confidential data is encrypted into a format that cannot be directly identifiable (ciphertext) and the data is stored and transmitted in the form of ciphertext to prevent access of data through unauthorized channels.

**Compliance policies.** We have implemented measures to comply with laws and regulations on data protection and privacy in China. We have implemented internal user personal data usage and maintenance policy to safeguard against the misuse of personal information, requiring our employees to use authorized password and login to access our computer systems and use user data only for the specific purpose and scope previously agreed by relevant users and not to use such data for other uses without prior written consent from relevant users.

***Defense against computer virus and hacking of systems.*** We have implemented protection and security measures against computer virus and hacking of systems and continue to strengthen such measures, including firewall, data encryption technology, access restriction, data backup and other automatic software protection measures.

***Privacy policies.*** We continuously update our user privacy policy on our official website to ensure compliance with relevant laws and regulations. We generally include user data and privacy clause in our contracts to require our contractual counterparties to comply with our privacy policies and relevant laws and regulations on data protection and privacy.

We are in compliance with the applicable laws and regulations in all material aspects in China relating to the collection, use, disclosure and security of personal information during the Reporting Period.

### **Intellectual Property Protection**

We have obtained key intellectual property and proprietary rights in relation to the operation of our business. Our intellectual property includes trademarks and trademark applications related to our brands, services and software copyrights. We seek to protect our intellectual property assets and brands through a combination of trademark, patent, copyright and trade secret protection laws in the People's Republic of China ("PRC") and other jurisdictions, as well as through confidentiality agreements and other measures. The Group strictly follows the Copyright Law of the PRC (《中華人民共和國著作權法》), Computer Software Protection Regulations (《計算機軟件保護條例》), Computer Software Copyright Registration Procedures (《計算機軟件著作權登記辦法》) and PRC Trademark Law (《中華人民共和國商標法》) as well as the Implementation Regulation of the PRC Trademark Law (《中華人民共和國商標法實施條例》) to protect our assets. We register trademarks and software copyrights as soon after evaluating the needs of the same. We also pay attention to the specific valid date and make sure to extend their validity in time before their expire. Our legal team and related operating colleagues are responsible for the daily management of legal matters involving domain names, trademarks, software copyrights.

### **Advertising**

We ensure our operation to comply with the PRC Advertising Law (《中華人民共和國廣告法》) and the Interim Measures for Administration of Internet Advertising (《互聯網廣告管理暫行辦法》) for our online advertising business. We create our automobile content in a user-oriented perspective with a strong focus on assisting our users in their search (as to pricing and vehicle comparison) and selection to purchase process. Our key editors guide the quality control process of our automobile content as we only publish our automobile content that complies with our internal guidelines and requirements. Our key editors work closely with our content team to carry out independent verification on the data and information collected, using their expertise and experience and in accordance with our standardized checking procedure. Our standardized checking procedures primarily include: (i) carrying out direct verification with staff of the automaker, (ii) conducting a cross-check against public information in relation to vehicle model configurations from the official website of the Ministry of Industry and Information Technology of the PRC (中華人民共和國工業和信息化部), and (iii) carrying out test-

drives. The key personnel who is in charge of the verification process is our editor-in-chief who has over 12 years of editorial experience. They strive to ensure the accuracy, consistency, timeliness of such data and information and compliance with legal requirements. We have adopted internal guidelines which set out standards and requirements on various aspects of our content creation and publication.

### **Communicating with Customers**

We value our customers' feedback on the advertising services provided by us and we have implemented measures to handle complaints effectively. Our sales team handles customers' complaints promptly upon receipt. If the complaint involves quality problems or defects found in advertisements placed by us, our sales team escalates such complaints to our management for investigation and rectification. We believe the above measures can reinforce our quality control standards to our customers and instill our customers' confidence in our advertising services. During the Reporting Period, we did not experience any products or service related complaint from our customers or any regulatory bodies in respect of advertisements placed by us which had a material adverse effect on our business or results of operations. Furthermore, no products sold or shipped were recalled due to safety and health reasons as this is irrelevant to the Group's business nature.



## **EMPLOYEE CARE**

### **Fair Recruitment**

While the Group's employees are all based in the PRC, we accept talents from worldwide and strive to promote employees diversity to attract and retain talents. Equal opportunities are provided to all employees regardless the gender, race, religion, physical characteristics and nationality.

### **Employment Practice**

In respect of the Group's employment matters, it complies with all relevant laws and regulations, including but not limited to the Labor Law of the PRC (《中華人民共和國勞動法》), the Labor Contract Law (《勞動合同法》), the Law on the Protection of Minors (《未成年人保護法》) and the Prohibition of the Use of Child Labor (《禁止使用童工規定》). During the Reporting Period, there is no material non-compliance with the relevant laws and regulations in relation to the Group's employment matters.

Every job applicant is required to provide information on his/her educational background, qualification and job experience, which is reviewed by the human resources department. This allows the Group to hire suitable candidates in accordance with the job requirements and, to avoid hiring children and forced labour. The Group also routinely reviews its employment practices to avoid child and forced labour. During the Reporting Period, no material non-compliance with the laws and regulations related to the prevention of child and forced labour has been found by the Group.

### **Workforce Information**

As of 31 December 2020, the Group had a total of 211 employees, all of them were from the PRC. See Figures 1–4 below for the detail composition of the Group's workforce.

Figure 1 Total Workforce by Employee Type

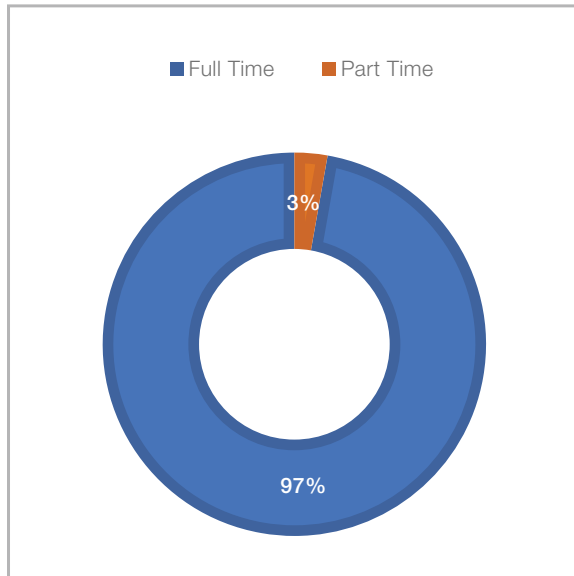


Figure 2 Total Workforce by Job Grade

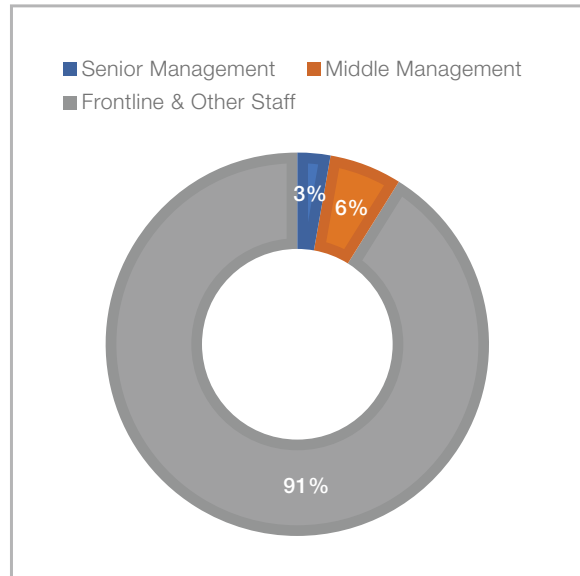


Figure 3 Total Workforce by Age Group

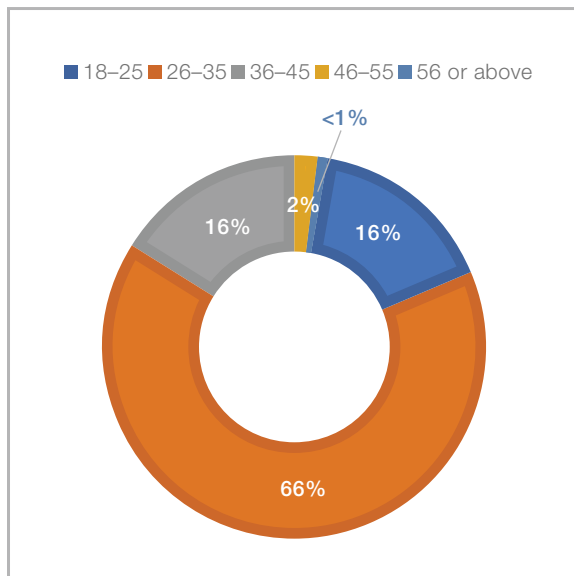
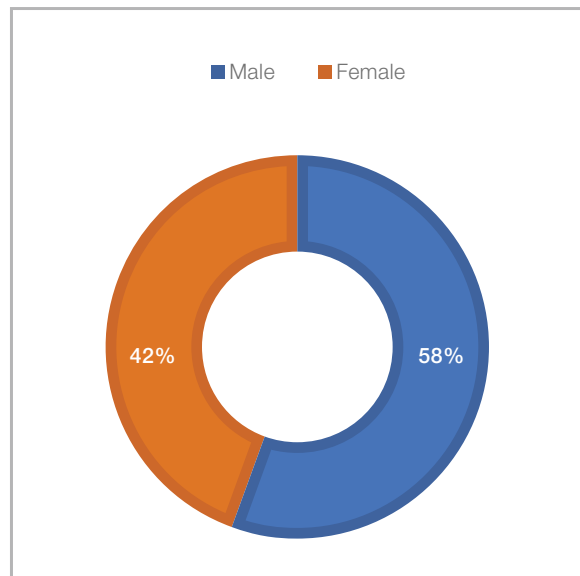


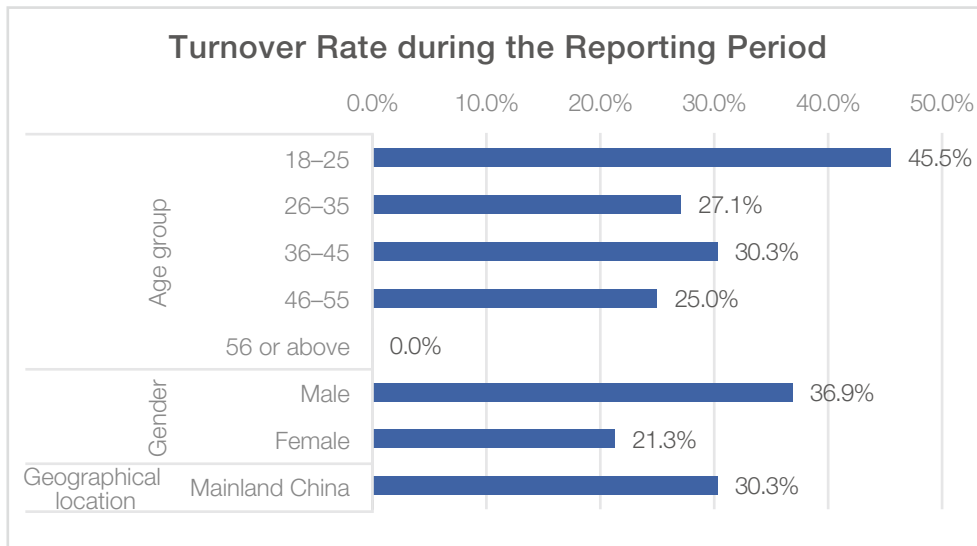
Figure 4 Total Workforce by Gender



The Group's employee turnover rate information during the Reporting Period is as follows:-

A total of 64 employees left the Group during the Reporting Period, leading to a turnover rate<sup>1</sup> of 30.3% for the Group.

<sup>1</sup> Turnover rate refers to total number of employee turnover in the specific group throughout the Reporting Period/total number of employees of the corresponding group as at the end of the Reporting Period\*100%.



### Development and Training

We allocate enough resources to our employees for maintaining their competitiveness and professionalism.

During the Reporting Period, a total of 1,530 hours of training was delivered to the Group’s employees. The average number of training hours that each employee received was 7.3 hours.

<p><b>Training percentage by gender</b></p> <p>Male: <b>60.7%</b>                      Female: <b>51.7%</b></p>	<p><b>Average training hours by gender</b></p> <p>Male: <b>8.5 hours</b>                      Female: <b>5.6 hours</b></p>
<p><b>Training percentage by employee category</b></p> <p>Frontline employees: <b>62.5%</b></p> <p>Middle management: <b>0.0%</b></p> <p>Senior management: <b>0.0%</b></p>	<p><b>Average training hours by employee category</b></p> <p>Frontline employees: <b>8.0 hours</b></p> <p>Middle management: <b>0.0 hour</b></p> <p>Senior management: <b>0.0 hour</b></p>

The Group arranges several training courses for its employees. The courses include new employee orientation, general training, professional training and management training. The training content is updated regularly in response to market and business needs. Employees can improve general and professional skills by participating in these training courses.

## **Occupational Health and Safety**

We strive to provide a safe work environment for our employees and care about the health of employees. Our insurance packages, include commercial insurance, which covers liabilities and losses for death and disability caused by accidents. We review our insurance policies from time to time for adequacy in the scope of coverage. We are not subject to significant health, work safety, social or environmental risks as we do not operate any automobile manufacturing, warehousing, displaying and maintenance and repair facilities. To ensure compliance with applicable laws and regulations in relation to providing a safe working environment and protecting employees from occupational hazards, from time to time, our human resources department would, if necessary and after consultation with our legal advisor, adjust our human resources policies to accommodate material changes to relevant labor and safety laws and regulations. During the Reporting Period, the Group did not have any case of workplace injuries, or work-related fatalities occurred in each of the past three years including the Reporting Period.

## **COMMUNITY INVESTMENT**

The Group understands that engaging the community in which it operates is an essential corporate responsibility. The Group therefore encourages its employees to participate in activities in a bid to give back to the community. For the upcoming year, the Group plans to engage its employees in a voluntary tree-planting activity. Planting trees expands the green area and helps reduce carbon dioxide in the air and will help raise the environmental awareness of its employees. The Group will contribute RMB50,000 to this activity. The Group also plans to conduct free health check-ups for the elderly such as measuring their blood pressure to give back to the community. The Group aims to contribute RMB10,000 to this activity. In the meantime, the Group will continue to seek opportunities to serve the community through a wider range of channels.

## ENVIRONMENTAL PROTECTION

Regarding the business nature of the Group, our consumption of natural resources and generation of waste has little impact towards the environment. Nevertheless, as one of the leading internet company in the industry, we recognise the importance of environmental protection and conservation of natural resources in our business operations. We have implemented a number of energy-saving measures in an effort to lower the greenhouse gas emissions. Environmental considerations are one of our key priorities.

### Air emissions

The business operations of the Group did not generate any significant direct emissions in relation to gaseous fuel consumption or vehicles, hence no such information related to air emissions is presented in the Report.

### Climate Change

We understand the impacts and risks of extreme weather. Although this issue does not have much influence to our business, we also pay close attention to the progress of regional “2019 China’s Policies and Actions for Addressing Climate Change Report” (《中國應對氣候變化的政策與行動2019年度報告》) and international COP25 organized by the United Nations. The Group is willing to adopt practical and appropriate recommendations in contributing to improve the environment.

### Greenhouse Gas (“GHG”) Emissions

During the Reporting Period, the Group’s business activities contributed to the GHG emission of 140.29 tonnes of carbon dioxide equivalent (“tCO<sub>2</sub>eq”), mainly carbon dioxide, methane and nitrous oxide.

Scope of GHG emissions	Emission sources	GHG emission (in tCO <sub>2</sub> eq)	Total GHG emissions (in percentage)
<b>Scope 1</b>			
<b>Direct Emission</b>	Combustion of fuel	N/A	N/A
<b>Scope 2</b>			
<b>Energy Indirect Emission</b>	Purchased electricity	68.66	49%
<b>Scope 3</b>			
<b>Other Indirect Emission</b>	Paper waste disposal at landfills	3.47	
	Business air travel	68.16	51%
<b>Total</b>		<b>140.29</b>	<b>100%</b>
<b>GHG emission intensity (per m<sup>2</sup> of building area)</b>		0.04	
<b>GHG emission intensity (per employee)</b>		0.66	

#### Notes:

1. Emission factors were made reference to Appendix 27 of the Listing Rules and their referred documentation as set out by the Stock Exchange, unless stated otherwise.
2. CO<sub>2</sub> emissions from the Group’s business air travels were reported with accordance to the International Civil Aviation Organization (ICAO) Carbon Emission Calculator.

The Group clearly identifies that electricity consumption at the workplace and business air travel as the major sources of GHG emissions. We are committed to reduce our GHG emissions and encourage our employees to turn off the light and air conditioners when not in use, the use of public transport and the use of video conferences in replacement of business trips. If it is necessary for our employees to go on business trips, the choice of high speed rail is an alternative to replace the air travel within PRC regions.

During the Reporting Period, the Group was not aware of any non-compliance with the Environmental Protection Law of the PRC and the law of the PRC on Prevention and Control of Atmospheric Pollution and other relevant standards, rules and regulations that have a significant impact on the Group relating to air and GHG emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.

### **Waste Management**

The business operations of the Group did not involve generation of any significant hazardous waste. Hence, no such information is presented in this Report.

Although non-hazardous waste does not pose with high impact to the environment compared with hazardous waste, we try to reduce such generation. Please refer to the paragraph headed “Paper Usage” below for the measures adopted to reduce paper usage. During the Reporting Period, our Group’s operations generated approximately 77.74 tonnes of non-hazardous waste, which mainly included food waste, food packaging, and office wastepaper, contributing to an intensity of 0.02 tonne/m<sup>2</sup>, and 0.37 tonne/employee.

### **Conservation of Resources**

The Group, on an ongoing basis, identifies all possible sources of environmental pollution from the office operations and evaluates the extent of its environmental impacts. The Group executes target-driven and practical measures and set reduction targets to some important environmental indicators to demonstrate our commitment towards the environmental protection.

### **Energy Usage**

As we acknowledge that lighting, air-conditioning etc. are essential in maintaining our operation, the Group reminds its employees regularly to conserve energy resources. We ensure that all employees turn off lights before leaving the offices. Natural lighting is preferred during daytime. We use LED lights gradually and reduce the lighting devices from the areas that exceed the luminance level. We can conserve electricity efficiently in this source when employees have built up with the above good daily habits. Our employees generally follow our recommendations. During the Reporting Period, the offices of the Group consumed indirect energy of 74,583 kilowatt-hour (“kWh”) of electricity, with an intensity of 21.94 kWh/m<sup>2</sup>, and 353.47 kWh/employee.

### **Paper Usage**

Employees are encouraged not to print out unnecessary files. We remind our employees to save paper, use recycling paper and double side printing in order to help them build up a good environmental-friendly habit. Our employees generally follow our recommendations. The Group’s operations did not involve any regular use of packaging materials. Hence, no such information is presented in this Report.

## **Water Usage**

We understand that reducing waste at source is the best solution towards sustaining green business operations. During the Reporting Period, we execute the below measures for water management mainly in the washroom areas. Employees are educated and instructed to close faucet tightly before leaving. In order to raise the water conservation awareness of employees, relevant water saving tips are posted in the washroom area. The Group does not involve significant use of water resources in its business operation. Hence, no such information is presented in this Report.

## **SUPPLY CHAIN MANAGEMENT**

Our suppliers primarily include brand promotion, information technology, exhibition promotion and offline event promotion service providers. The services provided by our suppliers generally include promoting our Company's brand, promotion planning and set-up of exhibitions participated by us, promotion planning of offline events organized by us and Internet and technical support. All new suppliers are required to provide the relevant qualification and undergo the background check to mitigate the environmental and social risk. The factors affecting the selection of the suppliers include their reputation and qualifications, full compliance in operations (such as no bribery and corrupt), environmental friendly and socially responsible.

After the supplier is selected, we will sign services contracts with them. We also formulate the standardized procedures for services acceptance. Suppliers shall meet our required standards or they must rectify in time if acceptance is not qualified. We maintain regular communication with suppliers for effective management and construct good relationship so that they can continuously supply with qualified services for us.

During the Reporting Period, our Group engaged a total of 57 suppliers, all of which were from the PRC.

## **ANTI-CORRUPTION**

We are aware of the importance of protecting legal rights and interest as well as regulating misconduct business practices as for sustainable, stable and healthy development. Apart from strictly following, but not limited to the Criminal Law of the PRC (《中華人民共和國刑法》), the Law Against Unfair Competition of the PRC (《中華人民共和國反不正當競爭法》) and the Interim Provisions on Banning Commercial Bribery (《關於禁止商業賄賂行為的暫行規定》), we have formulated internal policies such as the "Anti-fraud and Reporting Mechanism Management Measures" (《反舞弊與舉報機制管理辦法》) to better monitor suspicious transactions and standardize reporting procedures. We have introduced a reporting mechanism and regular declarations of conflicts of interests for all staff including Directors, as well as provide regular training on corruption and bribery prevention. During the Reporting Period, the employees and the Group were not involved in any legal cases relating with extortion, bribery, fraud or money laundering.



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<b>B2.3</b>	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	11
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<b>B3.1</b>	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	10
<b>B3.2</b>	The average training hours completed per employee by gender and employee category.	10
<b>B4</b>	<p><b>Labour Standards</b></p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to preventing child and forced labour.</p>	8
<b>B4.1</b>	Description of measures to review employment practices to avoid child and forced labour.	8
<b>B4.2</b>	Description of steps taken to eliminate such practices when discovered.	8

Aspects	Descriptions	Page
<b>Operating Practices</b>		
<b>B5</b>	<p><b>Supply Chain Management</b></p> <p>Policies on managing environmental and social risks of the supply chain.</p>	15
<b>B5.1</b>	Number of suppliers by geographical region.	15
<b>B5.2</b>	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	15
<b>B5.3</b>	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	15
<b>B5.4</b>	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	15
<b>B6</b>	<p><b>Product Responsibility</b></p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.</p>	5-7
<b>B6.1</b>	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	7
<b>B6.2</b>	Number of products and service related complaints received and how they are dealt with.	7
<b>B6.3</b>	Description of practices relating to observing and protecting intellectual property rights.	6
<b>B6.4</b>	Description of quality assurance process and recall procedures.	6-7

<b>Aspects</b>	<b>Descriptions</b>	<b>Page</b>
<b>B6.5</b>	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	5-6
<b>B7</b>	<p><b>Anti-corruption</b></p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.</p>	15
<b>B7.1</b>	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the Reporting Period and the outcomes of the cases.	15
<b>B7.2</b>	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	15
<b>B7.3</b>	Description of anti-corruption training provided to directors and staff.	15
<b>Community</b>		
<b>B8</b>	<p><b>Community Investment</b></p> <p>Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.</p>	12
<b>B8.1</b>	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	12
<b>B8.2</b>	Resources contributed (e.g. money or time) to the focus area.	12