



易居企业集团

E-House (China) Enterprise Holdings Limited

易居(中國)企業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

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2020

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

中國創新的、
基於房地產數據的
房地產交易服務商

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關於本報告

編寫標準

本《環境、社會及管治報告》(下簡稱「ESG報告」或「本報告」)的編寫參照了香港聯合交易所有限公司(下簡稱「聯交所」)2015年12月頒佈的第二版《環境、社會及管治報告指引》(《主板規則》附錄27:「ESG」或「指引」)的諮詢總結文件。同時,我們也參考了聯交所2019年12月披露的第三版《環境、社會及管治報告指引》諮詢總結,為2020年7月1日之後的財政年度做準備。

時間範圍

本報告描述2020年1月1日至2020年12月31日有關易居(中國)企業控股有限公司(以下簡稱「本公司」、「易居」或「我們」)的環境、社會及管治方法和表現。

組織範圍

除非另有說明,否則本報告涵蓋易居在(i)一手房代理業務;(ii)房地產經紀網絡服務業務;及(iii)房地產數據及諮詢服務三大板塊業務。易居於2020年11月完成收購的樂居控股有限公司未被納入本報告範圍。

數據來源

本報告是易居所開展環境、社會及管治活動的真實反映。本報告採納正式文件和統計報告的資料及數據。數據未經易居的獨立核數師審核。

ABOUT THIS REPORT

Preparation Standard

This Environmental, Social and Governance Report (hereinafter referred to as “ESG Report” or “this Report”) has been prepared in accordance with the second edition of the consultation conclusions on the Environmental, Social, and Governance Reporting Guide (Appendix 27 of the Main Board Listing Rules: “ESG” or the “Guide”) published in December 2015 by the Stock Exchange of Hong Kong Limited (hereinafter referred to as the “Stock Exchange”). At the same time, we also make preparations for financial years subsequent to 1 July 2020 with reference to the third edition of the ESG Reporting Guide Consultation Conclusions published by the Stock Exchange in December 2019.

Reporting Period

This Report describes the ESG approach and performance of E-House (China) Enterprise Holdings Limited (hereinafter referred to as the “Company”, “E-House”, “we” or “us”) from 1 January 2020 to 31 December 2020.

Reporting Scope

Unless otherwise indicated, this Report covers the three main business operations of E-House, being (i) real estate agency services in the primary market; (ii) real estate brokerage network services; and (iii) real estate data and consulting services. Leju Holdings Limited (“Leju”), which was acquired by E-House in November 2020, is not included in this Report.

Data Sources

This Report accurately reflects the environmental, social and governance activities carried out by E-House. This Report adopts the information and data in the official documents and statistics reports. The data has not been audited by the independent auditor of E-House.

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披露事項

本報告在內容選擇方面遵循了《環境、社會及管治報告指引》關於ESG報告編製的重要性原則，以確定《ESG報告》所披露的內容既是易居（中國）企業控股有限公司戰略發展的重點，又能充分反應易居（中國）企業控股有限公司的主要權益者（投資者、政府／監管機構、員工、客戶、供應商、社區等）的關注。

獲取方式

本報告可以從本公司網站(www.ehousechina.com)或聯交所網站(www.hkexnews.hk)下載。

Disclosures

This Report discloses information which is in compliance with the materiality principle for the preparation of the ESG Report in the ESG Reporting Guide to ensure the content disclosed can both reflect the strategic priorities of E-House and the concerns of our key stakeholders (investors, government/regulatory authorities, employees, customers, suppliers and communities, etc.).

Way of Access

This Report is available for download at the website of the Company (www.ehousechina.com) or the website of the Stock Exchange (www.hkexnews.hk).



社會責任管理

本公司致力於實現經濟、社會及環境的可持續發展，在市場服務、員工發展、抗擊疫情、社會公益、及低碳運營方面不斷優化管理，積極與各權益者溝通，認真做好企業公民，贏得社會尊重。

權益者參與

我們重視權益者的期望和意見，信任是我們和權益者保持良好及長遠關係的基石。我們持續完善與各權益者的溝通機制，充分考慮各權益者包括投資者、政府／監管機構、員工、客戶、供應商、社區等的訴求，共同謀求可持續發展之道。

本報告向權益者提供了其在環境、社會及管治方面的活動和表現的最新信息，傳達其為權益者創造最優價值的意願。

SOCIAL RESPONSIBILITY MANAGEMENT

The Company is committed to achieving sustainable development in respect of economic, social and environmental aspects, continuously optimizing management in terms of market services, employee development, fighting against the COVID-19 pandemic, social public welfare and low carbon operation, actively communicating with each stakeholder, and earnestly being a corporate citizen so as to earn social respect.

Stakeholder Engagement

We value the expectations and opinions of our stakeholders. Trust is the cornerstone for us to maintain good and long-term relationship with stakeholders. We continue to improve the communication mechanism with each stakeholder, and fully consider the demands of each stakeholder, including investors, government/regulatory authorities, employees, customers, suppliers, and communities in order to jointly seek for sustainable development.

This Report provides our stakeholders with the latest information about the Company's activities and performance in environmental, social and governance aspects, conveying the Company's willingness to create the best value for its stakeholders.

權益者 Stakeholders	對本公司期望 Expectations on the Company	反饋方法 Channels of feedback
投資者 Investors	保障股東權利及權益 Protection of shareholders' rights and interests	股東大會 General meetings
	及時準確披露相關信息 Timely and accurate disclosure of relevant information	財務報告 Financial reports
	完善公司治理 Improvement of corporate governance	投資者報告 Investor reports
	合規經營 Compliance operation	公司新聞 Company news
政府／監管機構 Government/Regulatory Authorities	合規經營 Compliance operation	合規報告 Compliance report
	平等僱傭 Equal employment	監督檢查 Supervision and inspection
	健康與安全 Health and safety	參與會議／研討會 Participate in conferences/seminars
	環境責任 Environmental responsibility	許可文件申請 Application for licensing documents
	回饋社會 Giving back to society	

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權益者 Stakeholders	對本公司期望 Expectations on the Company	反饋方法 Channels of feedback
員工 Employees	有競爭力的薪酬和福利 Competitive remuneration and benefits	郵件與訪談 Email and interview
	培訓和能力建設 Training and capacity building	培訓和職業發展 Training and career development
	職業發展 Career development	投訴機制 Complaint mechanism
	健康與安全 Health and safety	
客戶 Customers	客戶滿意度 Customer satisfaction	客戶滿意度調查 Customer satisfaction survey
	服務質量 Service quality	日常運營／互動 Daily operation/interaction
	隱私保障 Privacy protection	客戶服務中心／熱線 Customer service center/hotline
供應商 Suppliers	供應商准入管理 Admittance management of suppliers	招標、研討會 Tendering, seminars
	供應商評估 Evaluation of suppliers	供應商准入與評估 Admittance and evaluation of suppliers
	供應商權益保障 Protection of suppliers' interests	實地考察 On-site inspections
	供應商合作 Cooperation with suppliers	日常交流 Daily interaction
社區 Communities	當地發展 Local development	召開社區會議 Convening community meetings
	推動就業 Promoting employment	招聘啟事 Recruitment notices
	熱心社區服務 Devoting to community services	公益活動 Charitable activities
	保護自然環境 Protection of natural environment	社區服務 Community services



重要性原則

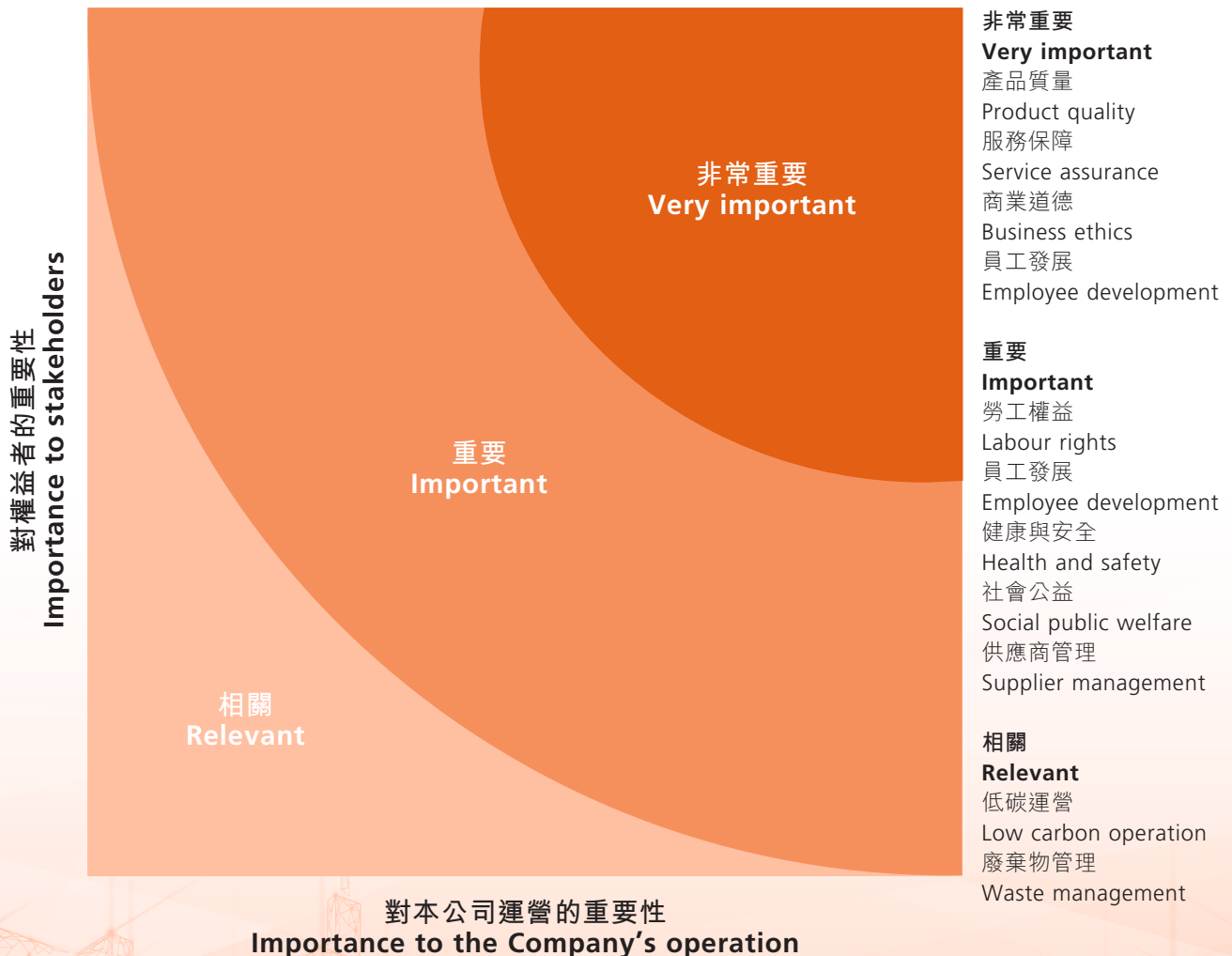
我們對本公司內部和外部的權益者進行了溝通與調查，收到多項建議，從對本公司業務影響及對權益者的影響兩個維度出發，對本公司的社會責任議題進行了評分與排序，以反映我們對環境、社會的重大影響，並更好地回應權益者的期望與訴求。

我們的重大議題矩陣如下：

Materiality Principle

Having communicated and conducted survey with internal and external stakeholders of the Company, we have collected many suggestions. From the dimensions of both the impact on the Company's operations and the impact on our stakeholders, we have scored and ranked the social responsibility issues of the Company to reflect our material impacts on the environment and society and better respond to the expectations and demands from stakeholders.

Set out below is a matrix of our key issues:



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市場責任

我們旨在成為中國房地產行業航母級交易綜合服務平台，服務於開發商、中介機構和資產所有人，擁有全直營管轄的業務版圖。易居旗下一手房代理業務、房地產經紀網絡服務業務、房地產數據及諮詢服務三大特色業務，全面覆蓋從新房代理服務、房地產經紀共享服務到房地產大數據應用服務，打造交易服務和賦能服務兩大服務平台。服務100%中國百強開發商，實力股東背書，合力探索和打造後房地產時代新高地。

行業標桿

易居是中國領先的、創新的、基於大數據的房地產全產業鏈服務商，旗下一手房代理業務、房地產經紀網絡服務業務、房地產數據及諮詢服務三大特色業務板塊，圍繞房地產產品端和消費端的需求，依托現代信息技術，實現了房產交易服務產業鏈的全覆蓋，致力於做房地產業的優秀服務生。

一手房代理業務

2020年3月，在中國房地產開發企業500強首選服務品牌測評成果發佈會上，易居以17%的品牌首選率榮獲「中國房地產開發企業500強首選服務品牌·營銷代理類」榜首，實現榜首六連冠。中國房地產開發企業500強首選服務品牌測評從房地產開發企業500強調研、測評企業申報數據、行業專家意見及消費者品牌感知等四個層面對候選企業進行測評，其測評成果為百強房企戰略合作提供直接參考。我們獲得「中國房地產開發企業500強首選服務品牌·營銷代理類」第一名，體現了客戶的認可，對我們是極大的鼓勵，更是一種鞭策。

MARKET RESPONSIBILITY

We are committed to becoming a comprehensive service platform for giant-level transactions in China's real estate industry, serving a number of developers, intermediaries and asset owners, with the full business coverage of direct sales. The three unique businesses under E-house, such as real estate agency services in the primary market, real estate brokerage network services, and real estate data and consulting services cover a wide range of services, from new home agency services, real estate brokerage services, to real estate big data application services to create the two major service platforms of trading services and empowerment services. It is a combined powerhouse, serving 100% of China's top 100 developers, to jointly explore and reach a new highpoint in the post-real estate era.

Industry Benchmark

E-House is a leading, innovative, big data-based real estate industry chain service provider in China. Our three unique businesses: real estate agency services in the primary market, real estate brokerage network services, and real estate data and consulting services focus on the demand for real estate product side and consumer side. We rely on modern information technology for achieving full coverage of the real estate transaction service industry chain and strive to be an excellent server in the real estate industry.

Real Estate Agency Services in the Primary Market

In March 2020, E-House won the first place in the "Top 500 Service Brands of Real Estate Development Enterprises in China: Marketing Agency Category" for the sixth consecutive year with a 17% brand preference rate at the Conference on Evaluation of China's Top 500 Service Brands of Real Estate Development Enterprises. Evaluation of China's Top 500 Service Brands of Real Estate Development Enterprises is conducted on four levels: the survey of the top 500 real estate development enterprises, the evaluation of the enterprises' reported data, the opinions of industry experts and consumer brand perception, and the evaluation results provide direct reference for the strategic cooperation between the top 100 real estate enterprises. Winning the first place in the "Top 500 Service Brands of Real Estate Development Enterprises in China: Marketing Agency Category" reflects the recognition by our customers, which is an encouragement to the Group and also serves as a drive for us.



房地產經紀網絡服務業務

自2016年1月成立以來，易居房地產經紀網絡服務業務以「共建、共生、共贏」為理念，以易居龐大資源體系，為全國中小微經紀公司提供綜合賦能服務。

2020年，易居房地產經紀網絡服務業務板塊出台「百億千盤萬店」業務舉措，承諾「百億墊佣」政策，以激發中小微經紀公司活力，為行業蓬勃發展注入更強信心。該「百億墊佣」政策借助易居強大資金實力打造擁有高效閉環成交鏈的新房分銷平台，保障三方共贏，為業務注入新動力。此外，通過易居20年來的累積、合作的全國百強優質開發商資源，讓渠道商能拿到多達3,000餘個流量盤或獨家盤，通過高流量的優質項目，來提升成交率並增加收入，提振市場信心。

Real Estate Brokerage Network Services

Since its establishment in January 2016, the real estate brokerage network service of E-House has been adhering to the concepts of “co-construction, co-development and win-win”. The vast resources of E-House has provided a comprehensive system for small and medium-sized micro-brokers in the country.

In 2020, the real estate brokerage network services sector of E-House introduced the “Ten Billion and Thousands of Stores” business initiative, and promised the “Ten Billion Commission” policy to stimulate the vitality of small, medium and micro brokerage companies and inject greater confidence in the vigorous development of the industry. The “Ten Billion Commission” policy leverages the strong financial strength of E-House to create a new home distribution platform with an efficient closed-loop transaction chain, ensuring a win-win situation for the three parties and injecting new impetus into the business. In addition, through E-House’s 20 years of accumulation and cooperation, the resources of the top 100 national high-quality developers have allowed pipeline companies to obtain more than 3,000 traffic disks or exclusive disks. Through high-volume and high-quality projects, the transaction rate and income can be increased to boost market confidence.

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除了強大的新房聯動資源，易居房地產經紀網絡服務業務板塊圍繞新房、二手房兩大領域，以品牌、系統、技術、服務多個維度賦能，向開發商、渠道、經紀門店提供十款實用產品，產品涵蓋：友房通2.0、分享家、公盤鏈、易居房友管理系統2.0、墊佣寶、簡單美房、房友學院、房友直聘等10款實用產品，功能覆蓋新房聯動、公盤、系統、營銷工具、佣金產品、培訓、招聘等門店管理和業務發展的方方面面。隨着開發商與經紀公司的深入合作，易居將為雙方打開更廣闊的藍海空間。

In addition to powerful new home linkage resources, the real estate brokerage network services sector of E-House focuses on two major areas of new home and secondary real estate. It is empowered through various dimensions such as by brands, systems, technologies, and services, and provides ten types of practical products to developers, channels, and brokerage stores. The ten practical products include: You Fang Primary Market Platform 2.0 (友房通2.0), Fen Xiang Jia (分享家), Multiple Listing Chain (公盤鏈), Fangyou Management System 2.0 (易居房友管理系統2.0), Dian Yong Bao (墊佣寶), Jian Dan Mei Fang (簡單美房), Fangyou College (房友學院) and Fangyou Direct Recruitment (房友直聘) etc. Their functions cover new home linkage, multiple listings, systems, marketing tools, commission products, trainings, recruitment and other aspects of store management and business development. With the in-depth cooperation between developers and brokerage companies, E-House will open up a broader blue ocean space for both parties.



2020年6月，房地產經紀網絡服務業務板塊「百億千盤萬店」2020業務合作發佈會在上海成功舉辦。
In June 2020, the real estate brokerage network services sector “Ten Billion and Thousands of Stores” 2020 business cooperation conference was successfully held in Shanghai.



房地產數據及諮詢服務

易居從2006年開展房地產數據及諮詢服務開始，一直在數據領域深耕不輟，擁有業內領先的、覆蓋度最廣、顆粒度最細、多元異構的不動產數據採集能力；其次，數據治理、大數據算力和AI機器學習等智能敏捷的技術能力多年來不斷增強；從數據到大數據，從單一數據庫產品到多領域的數據場景應用，易居始終引領着不動產行業的數字化方向，賦能企業創造更多價值。

引領數字化發展

本公司未來將秉持「科技賦能、智慧服務」的發展志向，把握行業機遇，積極投身數字化發展，以房地產行業的奮鬥者、整合者和領導者之姿態，致力於服務開發商、中介機構和資產所有人等。本公司的戰略目標是打造全不動產領域的「新基建」，引領不動產領域交易與運營的數字化與智能化升級；並構建不動產領域數據資產平台生態圈，推動全行業數據資產共享與應用。

房地產數字化營銷

數字化營銷將成為易居重點業務推進。本公司認為，在新冠疫情期間，房地產業加速數字化發展態勢，市場已逐步接納並認可數字化營銷。易居將構建房地產數字化營銷全鏈條平台，在智慧拓客、智慧服務、智慧案場等全場景下，實現房地產營銷全鏈條線上化、互聯網、數字化升級。

Real Estate Data and Consulting Services

Since the launch of the real estate data and consulting services in 2006, E-House has been intensively engaged in the field of data. It has the industry-leading, widest coverage, finest, and diverse and heterogeneous real estate data acquisition capabilities; secondly, its data governance, smart and agile technical capabilities such as big data computing power and AI machine learning have been continuously enhanced over the years; from data to big data, from single database products to multi-field data scenario applications, E-House has always been leading the digitalization direction of the real estate industry, empowering enterprises to create more value.

Leading Digital Development

In the future, the Company will adhere to the “technology-enabled and smart services-based” development ambition, seize industry opportunities, and actively participate in digital development. As a striver, integrator and leader in the real estate industry, the Company strives to serve a number of developers, intermediaries and asset owners. The Company’s strategic objective is to create a “new infrastructure” in the real estate sector, leading the digital and intelligent upgrade of transactions and operations across the sector. The Company will also build a data asset platform ecosystem in the real estate sector to promote the sharing and application of all data assets in the industry.

Real Estate Digital Marketing

Digital marketing will become the key business promotion of E-House. The Company believes that during the COVID-19 pandemic, the real estate industry has accelerated the development of digitalization, and the market has gradually accepted and recognized digital marketing. E-House will build a full-chain platform for real estate digital marketing in order to realize the online, internet and digital upgrade of full-chain real estate marketing in all scenarios such as smart customer development, smart services and smart showcase.

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2020年7月，本公司與阿里巴巴宣佈建立戰略合作關係，雙方展開包括線上線下房產交易、數字營銷和交易後相關服務等領域的深度合作。2020年11月，本公司完成對樂居控股有限公司控股權收購，樂居作為中國房地產互聯網媒體和線上數字化交易平台，將會進一步發揮媒體影響力，數字科技賦能，打造房產互聯交易新生態及完整鏈路在線營銷閉環。

2020年9月16日，杭州，2020中國房地產數字化峰會上，阿里巴巴集團與易居共同宣佈，將攜手推出「不動產交易協作機制」(ETC)。該機制將基於數字化、智能化的產品賦能，以區塊鏈技術為支撐，構建一套不動產交易主體多方參與、高效協作的機制，並以此實現不動產行業交易秩序的公平開放，促進行業各方交易主體互利共贏。同時，易居發佈全能新戰略、阿里天貓宣佈正式成立房產部門，推出「天貓好房」。

In July 2020, the Company and Alibaba announced the forming of a strategic partnership whereby both parties will engage in in-depth cooperation in areas including offline-online real estate transactions, digital marketing and post-transaction related services. In November 2020, the Company completed the acquisition of the control of Leju. As an internet media and online digital transaction platform for real estate in China, Leju will further exert its media influence, empower digital technology, and create a new ecosystem of real estate interconnected transactions and omnichannel online marketing closed-loop.

On 16 September 2020, at the 2020 China Real Estate Digitalization Summit in Hangzhou, Alibaba Group and E-House jointly announced that they will jointly launch the “Real Estate Transaction Coordination Mechanism” (ETC). The mechanism will be based on digital and intelligent product empowerment, supported by blockchain technology, to build a mechanism involving different real estate transaction parties in participation and efficient collaboration so as to achieve fair and open transaction order in the real estate industry and promote the mutual benefits and win-win of each transaction party in the industry. Meanwhile, E-House released a new all-round strategy, and Alibaba’s Tmall announced the formal establishment of a real estate department and launched “Tmall Haofang (天貓好房)”.



易居攜手阿里巴巴，推出天貓好房。

E-House and Alibaba jointly launched Tmall Haofang (天貓好房).

通過數字化營銷的積極實踐，本公司已獲取可觀的成績與經驗：與阿里攜手推出的「不動產交易協作機制」(ETC)已在全國多地啟動運作，公平、開放、高效、共贏的行業生態正逐步建立；2020年「雙11」期間，ETC協作機制實現了全國236個城市41,775累計成交套數和人民幣931億元交易總額。

The Company has obtained considerable achievements and experience through the proactive practice of digital marketing: the “Real Estate Transaction Coordination Mechanism” (ETC) jointly launched with Alibaba has been rolled-out across the country to gradually establish a fair, open, efficient, and win-win industry ecosystem; during the “Double 11” in 2020, the ETC Coordination Mechanism has achieved a total of 41,775 transactions in 236 cities across the country and a total gross transaction value of RMB93.1 billion.



房地產數字化服務

本公司將繼續發揮地產大數據優勢和科技優勢，強化房地產大數據服務，擴大市場份額。同時，將房地產大數據服務積極延伸應用領域，包括金融、商辦、物業小區、產業園區等，探索新型大數據應用，保持國內行業領先地位。

另一方面，本公司將在房地產數字化服務領域進行核心升級。在產業數字化轉型和升級的浪潮下，本公司將發揮聚焦泛不動產領域的行業優勢和技術經驗，通過系統產品與定制化手段，為客戶提供全領域、全鏈條、全環節的數字化解決方案，包含PAAS層中台技術、SaaS層業務應用、BI數據智能分析等。同時，通過AI算法、區塊鏈技術，為不動產領域構建引領性的數據資產交易平台。

服務保障

我們致力於為客戶提供高效優質的服務。在業務過程中和服務完成後，我們均與客戶保持恰當的聯繫，獲得客戶反饋並及時根據意見調整服務內容。每年我們還會對一定比例的客戶進行回訪，了解客戶意見、維護客戶關係。客戶滿意度調查樣本數量逐年上升，不僅增強我們和客戶的聯繫，也促使我們更清晰地了解客戶未來業務的發展情況以尋求再次合作的可能性。

Real Estate Digital Services

The Company will continue to leverage the advantage of its real estate big data and technology to improve the real estate big data services and expand market share. Meanwhile, the Company will actively broaden the application of the real estate big data service in finance, commercial office, property community, industrial parks, and other areas, and explore new big data applications to retain its leading position in the industry in the country.

On the other hand, the Company will carry out core upgrades in the real estate digital services sector. In the face of the industry's digital transformation and upgrade, the Company will leverage its industry strength, technological experience focusing on the pan-real estate sector and, with system products and customized approaches, provide customers with omnichannel and all-around digital solutions covering all sectors, including PAAS middle platform technology, SaaS business application, BI Smart Data Analysis. Meanwhile, the Company will construct a leading data asset transaction platform for the real estate sector through AI algorithms and blockchain technology.

Service Assurance

We are committed to providing efficient and quality services to our customers. During the business operation process and after the completion of our services, we maintain appropriate contact with customers, and adjust our services according to the feedback that we have obtained from customers in a timely manner. We also visit our customers annually on a pro rata basis to understand the opinions of our customers and maintain business relationship with them. The number of customer satisfaction survey samples has been increasing year by year, which not only improves our relationship with our customers, but also enables us to have a clearer understanding of the future development of our customers' businesses in order to seek for further cooperation opportunities with them.

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確保營銷合規

我們建立案場管理制度，在員工培訓中強調對不實宣傳及虛假廣告／宣傳內容的識別，以及正確的宣傳方式和措辭，保證營銷的合法合規。業務管理部門成立公司級督導組和城市級督導組，並下發合規經營要求，各案場和門店一一予以簽收並按要求執行和自查。各城市督導組每月對項目現場和門店進行檢查，包括案場員工的接待流程、數據管控、門店經營規範性和合法性、交易的安全性等。自查結果由負責人簽字確認，並在經營工作會議進行討論，將討論結果下發給各城市作為指導意見。本公司業務管理部的督導組定期對案場和門店進行督導、抽查，並對客戶進行滿意度調查，確保案場員工和門店工作行為的規範性，如發現問題立即督促整改並上報本公司高級管理層。

保護客戶隱私

我們注重客戶數據及隱私的保護。客戶信息檔案的編製及更新工作由我們業務開發部門負責，客戶信息檔案涵蓋了客戶基礎資料、客戶特徵和業務狀況等信息。我們要求所有員工入職時均需要簽訂《員工手冊》，手冊中強調了客戶信息為重要檔案，須妥慎保管且不得外傳、洩露。另外，我們建立《商業行為和道德守則》，對保密範圍和級別、保密措施及監管部門職責進行明確。

在日常運營過程中，我們將收集的數據存儲於內部銷售管理系統內，僅相關員工擁有內部銷售管理系統用戶名及密碼，每項數據的獲取都須嚴格符合授權範圍，以限制在非必要情況下獲取有關物業買家資料。所有物業買家數據由信息技術部集中管理並存儲於基於雲計算的數據中心。我們的內部銷售管理系統及CRIC系統（本公司開發並持有的一系列自有房地產數據庫及分析系統）均為單獨運行且獨立管理的系統。我們的CRIC系統沒有收集或儲存個體的個人資料（如身份證號碼），我們亦無使用內部物業買家數據庫作為房地產數據及諮詢服務的內容。

Marketing Compliance

We have established showcase management systems, and emphasized how to identify false propaganda and false advertising/promotional content, as well as correct propaganda methods and wording in our employee trainings to ensure the marketing is in compliance with laws and regulations. The business management department has set up company-level supervision teams and city-level supervision teams, and issued certain compliance management requirements, which have been delivered to and signed by each showcase and store for execution and self-examination as required. Each city supervision team inspects project sites and stores every month, including reception process of the staff in the showcases, data management and control, the normalization and legality of the stores' operation and transaction security. The results of the self-examination are signed and confirmed by the responsible staff and then discussed at the operational meetings, and the discussion results are sent to each city where we operate as guidance. The supervision teams under the Company's business management department supervise and check the showcases and stores on a regular basis, and conduct satisfaction surveys on our customers to ensure the normative work and behaviour of the staff in the showcase and stores. If any problem is found, they will urge an immediate rectification and report to the Company's senior management.

Customer Privacy Protection

We attach importance to the protection of customer data and privacy. Our business development department is responsible for the preparation and update of customer information files, which cover basic information of customers, customer features and business status. Upon joining us, all employees are required to sign the Employee Manual, which emphasizes that customer information, as an important file, must be kept prudently and must not be circulated or disclosed. In addition, we have established the Code of Business Conduct and Ethics to clarify the scope and level of confidentiality, confidentiality measures and regulatory responsibilities.

During the daily operation process, the data collected are stored in our internal sales management system. Each of our relevant staff who has access to such information has a user name and passcode to access the internal sales management system, the access of which is strictly based on the scope of authority to limit unnecessary accesses to such property buyer information. All property buyer information is centrally managed by our IT department and stored in our cloud-based data center. Our internal sales management system and our CRIC systems (a series of proprietary real estate databases and analysis systems developed and owned by the Company) are separate systems under independent management. We do not collect or store personal information of individuals (e.g. identity card numbers) in our CRIC systems, nor do we use our internal property buyer databases to facilitate the provision of real estate data and consulting services.



我們已採納並實行有關收集、使用及儲存個人資料的內部政策及措施，以確保符合相關法律法規的規定。我們已採納內部安全措施防止、發現及處理與數據洩漏、安全漏洞以及未經授權進入我們系統獲取數據有關的潛在問題。即我們要求所有員工對個人資料保密。加入我們的每名員工須簽署相關承諾並通過內部培訓及測試。需要進入內部銷售管理系統的任何員工須按照內部流程提出申請，禁止未經授權複製或傳送有關數據。如員工的職位變動或僱傭終止，瀏覽權限將予撤銷。數據收集及數據存儲由不同內部團隊管理。我們不時檢查數據備份系統以確保系統維護良好並正常運行。對於違反內部數據保護政策的員工，我們將依照內部紀律政策予以懲處乃至解僱，對於情節嚴重者，我們保留進一步採取法律措施的權利。

聆聽客戶聲音

我們開設投訴處理專線，並由業務管理部的投訴處理專員負責接聽、處理、跟蹤和反饋。投訴處理專員會對每一起投訴案件進行編號，收集客戶投訴案件詳細信息，及時與投訴內容相關的直接負責人進行聯繫，交由直接負責人立即處理客戶投訴，投訴處理專員將持續跟蹤投訴處理情況，並與投訴人保持溝通與聯繫。若涉及重大投訴案例，業務管理部將派遣投訴處理專員於案場進行一系列盡職調查，確認投訴緣由，妥善處理並及時反饋。2020年，我們收到的服務投訴均已處理完畢並獲得客戶的認可。

由於我們向客戶提供的均為服務，因此不涉及已售產品因安全與健康理由而須回收的情況，亦不會涉及質量檢定過程及產品回收。

We have adopted internal policies and implemented measures in relation to the collection, usage and storage of personal information to ensure that we comply with the requirements under relevant laws and regulations. We have adopted internal security measures to prevent, detect and deal with potential issues relating to data leakage, security breach and unauthorised access to our systems and the data stored therein. Specifically, we require all of our employees to keep personal information confidential. Upon joining us, each employee has to sign relevant undertakings and pass our internal training and tests. For any employees who need to access our internal sales management system, an application has to be made based on our internal procedures and unauthorized copy or transmission of such data is prohibited. In the case of change of position or termination of employment, access authorization will be revoked. Data collection and data storage are managed by different internal teams. We review our data back-up systems from time to time in order to ensure that they are well-maintained and functional. We will take internal discipline measures or even terminate the employment to penalise violation of our internal data protection policies. In case of serious violations, we reserve the right to take further legal action.

Customer Feedback

We established a complaint handling line and assign complaint handling officers from business management department to answer, handle, track and provide feedback. Complaint handling officers will number each complaint case, collect detailed information about the customer's complaints, contact the person directly responsible for the complaint in a timely manner and refer the complaint to the person directly responsible for immediate remedy. The complaint handling officers will continue to track the handling of complaints and maintain communication and contact with the complainant. If a complaint of significant influence happens, the business management department will dispatch a complaint handling officer to conduct a series of due diligence investigations on the case to confirm the cause of the complaint, properly handle it and provide timely feedback. In 2020, the complaints on our service received by us have been handled with the recognition of customers.

Since we provide services to our customers, we are not involved in any recall of the products sold for safety and health reasons, or in any quality verification process or product recall.

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保護知識產權

我們重視對知識產權的管理，參照已頒佈的《商業行為和道德守則》中對知識產權的定義，員工開發或在工作時通過利用本公司材料和技術資源開發的所有發明、計算機軟件及技術都屬於公司財產，我們要求所有員工嚴格履行保密義務，未經批准不得公佈或透露相關信息。法務部密切關注公司知識產權的保護情況。信息技術部接到與知識產權相關的法律糾紛後及時告知法務部跟進，法務部了解糾紛情形，提出解決方案並積極主動與對方進行接觸和溝通。

供應商管理

我們致力於維護誠信的商業環境，積極履行社會責任，嚴格按照合同條款執行，我們對採購人員定期進行業務培訓，對供應商進行定期考核。我們建立了《行政管理制度》對供應商的選擇、評價標準、供應商管理進行詳細規範。

我們的供應商主要為勞務派遣機構、辦公場所供應商、裝修服務提供商、廣告公司及協助銷售一手房單位的房地產經紀公司等。我們建立了合格供應商名錄，納入符合資質與業績要求、無不良記錄的供應商。我們每年對存在業務往來的供應商進行考核，考核內容包括質量、售後服務、價格等各項因素。若年度供應商考評不能滿足繼續服務要求的，我們會將其從合格供應商名錄中刪除。

我們致力於本地採購與多元化供應鏈相結合。我們鼓勵不同地區、不同民族、不同文化、不同種族的供應商公平公正地加入我們供應鏈體系。我們也積極尋找本地優秀供應商，大大降低採購與運輸成本，積極促進當地經濟發展，創造當地就業機會，減少運輸能源消耗，減少碳排放，減小對環境的影響。

Intellectual Property Rights Protection

We value the management of intellectual property rights. With reference to the definition of intellectual property rights in the released Code of Business Conduct and Ethics, all inventions, computer software and technologies developed by our employees which they develop or work on by using the materials and technical resources of the Company are the property of the Company. We require that all employees shall strictly perform confidentiality obligations, and may not publish or disclose relevant information without approval. The law department pays close attention to the protection of the Company's intellectual property rights. After receiving the legal disputes related to intellectual property rights, the information technology ("IT") department promptly informs the legal department to follow up. After understanding the disputes, the legal department will put forward solutions and actively contact and communicate with the counterparty.

Supplier Management

We are committed to maintaining a business environment of integrity by actively fulfilling our social responsibilities and strictly implementing the contract terms. We regularly conduct business training for procurement personnel and assessments of suppliers. We have formulated the "Administrative Management System" to implement detailed requirements for the selection, evaluation criteria of suppliers and supplier management.

Our suppliers are mainly labor dispatch agencies, office premise suppliers, decoration service providers, advertising companies and real estate brokers that assist in the sale of real estate in the primary market. We have established a list of qualified suppliers to include suppliers that meet the qualification and performance requirements and have no bad track record. We conduct annual assessments of suppliers who have business dealings with us in various aspects such as quality, after-sales service and price. If the supplier does not meet the requirements of continuing service in the annual assessment, we will remove them from the list of qualified suppliers.

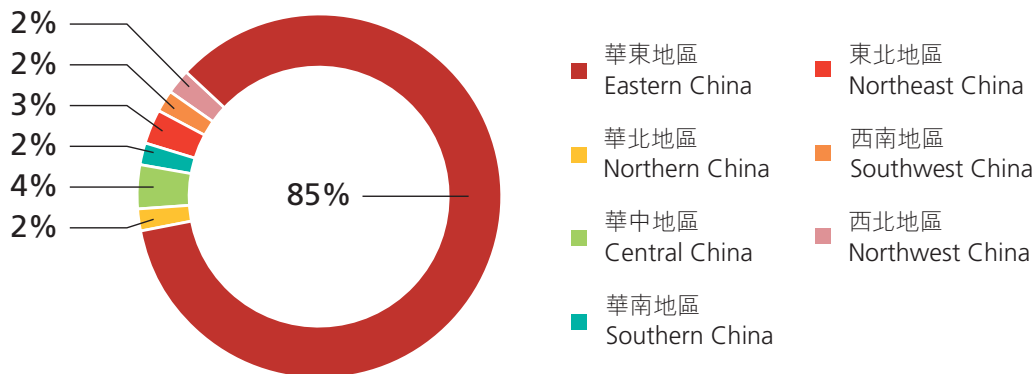
We strive to combine local sourcing with a diversified supply chain. We encourage suppliers from different regions, different ethnic groups, cultures and races to join our supply chain system in a fair way. We also actively seek for local excellent suppliers, greatly lowering procurement and transportation costs and actively promoting local economic development, so as to create local employment opportunities, reduce transportation energy consumption and carbon emissions and minimize the impact on the environment.



2020年度主要供應商按地區分佈如下所示：

The distribution of major suppliers by region in 2020 is as follows:

按地區劃分的供應商佔比
Percentage of suppliers by region



商業道德

為營造積極正面的經營環境，確保本公司良性發展，我們制定了《商業行為和道德守則》，對競爭與公平交易、利益衝突、禮物和招待、公司財產的保護和使用、知識產權和保密、財務報告和其他公示的準確性、媒體關係、公司記錄、法規遵循等內容進行了明確規定。我們還制定了《反舞弊工作條例》，對舞弊、賄賂行為進行了定義，並通過制度下發、視頻宣傳、培訓等形式進行有效溝通。高級管理層帶頭遵循相關規章制度，並鼓勵、幫助員工在工作中做出正確的選擇。我們制定《企業政府關係原則》的則對員工與政府官員交往行為規範做出規定，同時對反腐敗相關內容進行宣貫。另外，我們擬定了《反洗錢政策》初稿，根據《住房和城鄉建設部、人民銀行、銀監會關於規範購房融資和加強反洗錢工作的通知》等有關法律法規，對房地產開發企業、經紀機構在開展房產交易時可能遇到的洗錢行為進行識別，並明確員工的反洗錢義務和應採取的措施。

Business Ethics

In order to create a positive business environment and ensure the healthy development of the Company, we have formulated the Code of Business Conduct and Ethics, which contains specific provisions on competition and fair trade, conflicts of interest, gifts and hospitality, protection and use of corporate property, intellectual property and confidentiality, accuracy of financial reports and other publicity materials, media relations, corporate records, regulatory compliance, etc. We have also established the Anti-Fraud Work Regulations to define the fraud and bribery conduct and carried out effective communication through system distribution, video promotion and training. Senior management takes the lead in complying with relevant rules and regulations and encourages and helps employees make the right choices at work. We have set up the Principles for the Relationship between the Enterprise and the Government to regulate the conduct of employees when dealing with government officials, and at the same time disseminated related matters about anti-corruption. Furthermore, we have drafted the Anti-Money Laundering Policy to identify the money laundering behavior that may be encountered during the real estate transactions by real estate development enterprises and brokers and to specify the anti-money laundering obligations of employees and measures to be taken by employees pursuant to the relevant laws and regulations such as the notice on Regulating Housing Purchase Financing and Strengthening Anti-Money Laundering Work issued by the Ministry of Housing and Urban-Rural Development, the People's Bank of China and the China Banking Regulatory Commission.

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我們員工入職時簽訂《員工手冊》和《商業行為道德守則》，對道德操守和可能存在利益衝突的活動範圍進行了約定。我們定期更新《員工手冊》以明確員工的業務操作規範要求和道德規範。我們人力資源部組織了職業道德培訓，每年員工都需要在線進行道德方面的培訓，包括職業道德的基本要求、與客戶及競爭相關要求、與採購及供應商關係相關要求、與財產及信息安全相關要求等。同時，我們還會不定期組織線下培訓，邀請專門的培訓團隊，對員工的道德操守進行指導。

我們業務管理部門定期對員工的工作行為規範進行督導檢查，並開展客戶滿意度訪談及調查，了解員工行為規範是否合法合規。如果員工需要舉報，可以向其直屬上司報告情況或直接向本公司的人力資源部門提交投訴狀。如果員工投訴後事件未得到處理或擔心收到報復，可以通過電子郵件、電話或郵寄向合規負責人報告。我們承諾保護舉報人，員工也可以以匿名的形式進行報告。

2020年，本公司未發現有對本公司或本公司僱員提出並已審結的貪污訴訟案件。

員工責任

我們視員工為企業成長發展的基石。我們堅持「以人為本」，致力於為員工打造一個平等、包容、溫暖的工作環境，提供多樣化的培訓方式、豐富的學習資源、完善的發展途徑，讓員工與企業共同成長。2020年，我們一如既往地保持了在員工健康、職業發展及未來人才培養方面的優異表現，先後斬獲了中國大學生喜愛僱主獎、中國典範僱主、年度新銳TOP僱主、中國十佳健康僱主、中國人才發展菁英獎等多項僱主品牌大獎及榮譽。

勞工權益

我們積極保障員工權益，通過提供平等就業機會，及建設完善的薪酬福利體系等方式，維護員工切身利益，激發員工工作熱情，推動企業發展。

Our newly recruited employees shall sign the Employee Handbook and the Code of Business Conduct and Ethics, which stipulate the scope of ethics and possible conflicts of interest. We regularly update the Employee Handbook to clarify the business practices and ethics standards of employees. Our human resources department organizes professional ethics training, and employees are required to participate in online ethics training, including basic requirements of professional ethics and related requirements in terms of customer and competition, procurement and relationship with suppliers, and property and information security. At the same time, we will organize offline training from time to time through inviting a dedicated training team to provide ethics guide for employees.

Our business management department regularly supervises and inspects the work and behavior practices of employees, and conducts customer satisfaction interviews and investigations to understand whether the employees' behavior practices is legal and compliant. Report or complaint by employees can be submitted to their immediate supervisor or directly to the human resources department of the Company. If a related matter is not solved after the submission of a complaint or the employee has concerns about retaliation, they can report to the compliance officer by email, phone or post. We are committed to protecting whistleblowers and employees can report in an anonymous form.

In 2020, no concluded legal cases regarding corrupt practices brought against the Company or its employees were noted.

EMPLOYEE RESPONSIBILITY

We consider our employees as the cornerstone of our business growth. We adhere to the "people-oriented" principle and are committed to creating an equal, inclusive and warm working environment for employees, providing diversified training methods, abundant learning resources, and sound development channels to foster mutual growth of the employees and the Company. In 2020, we persisted in the outstanding performance in respect of employee health, career development, and future talent cultivation as usual. We were successively awarded a number of employer brand awards and honors such as the Top Graduate Employers in China, Employer Excellence of China, TOP Emerging Employer of the Year, Top Ten Health Employers in China, and China Talent Development Elite Award.

Labour Rights

We actively protect the rights and interests of employees. By providing equal employment opportunities and building a complete remuneration and benefits system, we protect the vital interests of employees, stimulate their enthusiasm for work, and promote enterprise development.



平等就業機會

易居嚴格遵照《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《中華人民共和國勞動合同法實施條例》、《中華人民共和國社會保險法》、《職工帶薪年休假條例》、《工傷保險條例》、《企業工資支付辦法》及《女職工勞動保護規定》等國家相關法律法規進行落地執行及操作，尊重和保護員工各項合法權益，更給予員工豐厚的福利待遇。

我們堅持平等、透明的人才招聘原則，根據應聘者的條件如學歷和工作經驗等選擇合適的人才，禁止任何種族、國籍、膚色、宗教、身體殘疾、性別、社團成員或婚姻狀況等方面的歧視。只要應聘者的條件符合相關職位要求均可獲得平等的面試機會，同時致力為員工營造安全的工作環境和平等多元的職業發展路徑。

我們堅決反對聘用童工和強制勞工，絕不容許招童工或強制員工勞動的情況發生。如果發現有違規情況，員工可以通過電子郵件、電話或郵件向合規負責人舉報。我們組建黨委、團委和工會，尊重所有員工自由加入協會、工會的權利。我們在2020年未有僱傭童工事件、強迫勞工及歧視的行為發生。

我們實行每天工作8小時、每周工作40小時的標準工時制度。一般管理人員每周工作五天，休息二天。我們也會根據經營需要，或部分崗位因工作性質需要，實行「不定時工作制」或「綜合計算工時工作制」。

我們重視員工結構的多元化，招聘不同背景的員工，創造更加包容的企業文化。截至2020年12月31日，易居總員工總數為19,378人。其中：男性員工9,365人，女性員工10,013人。在2020年，有更多的女性同事加入我們，我們員工人數的男女比例為1:1.07，較2019年度提升10%。

Equal Employment Opportunities

E-House strictly complies with relevant national laws and regulations. The Labour Law of the People's Republic of China, the Labour Contract Law of the People's Republic of China, the Implementation Regulations for the Labour Contract Law of the People's Republic of China, the Social Insurance Law of the People's Republic of China, the Regulations on Employee Annual Paid Vacations, the Regulations on Work-Related Injury Insurance, the Measures for Payment of Wages by Enterprises, and the Regulations Concerning the Labour Protection of Female Staff and Workers are implemented and operated to respect and protect the legitimate rights and interests of employees, and provide employees with generous benefits.

In pursuit of the principles of equal and transparent talent recruitment, we identify suitable talents in accordance with the qualifications of the candidates, including their academic records and work experiences. We prohibit any discrimination against race, nationality, skin colour, religion, physical disability, gender, community membership or marital status. Any candidate who qualifies for the relevant position will be provided with an equal opportunity for an interview, and we are committed to providing our employees with a safe workplace, as well as equal and diverse career development paths.

We resolutely oppose the use of child labour or forced labour, and prohibit any situation involving the use of child labour or forced labour, in which case, our employees may report the violation to the compliance officer by email, telephone, or mail. We also establish the Communist Party Committee, Young Communist League Committee, and labour union, and respect their free will to join an association or the labour union. In 2020, we did not identify any incident involving the employment of children, forced labour, or discrimination.

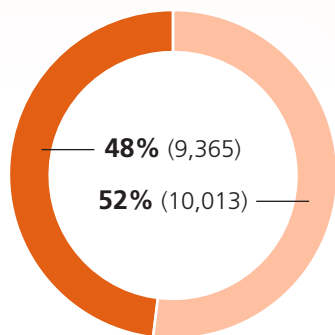
The Company implements a standard system for working hours which prescribes 8 working hours a day and 40 hours a week. General managerial staff work five days a week and rests for two days. We will also implement "unscheduled working system" or "comprehensive calculation of working hours system" according to our operational requirements or for certain positions as per their nature of demand.

We value the diversification of our employee structure and recruit employees with different backgrounds to create a more inclusive corporate culture. As of 31 December 2020, E-House had 19,378 employees in total, including 9,365 males and 10,013 females. In 2020, more female colleagues joined us with a male/female composition ratio of 1:1.07, representing an increase of 10% as compared to 2019.

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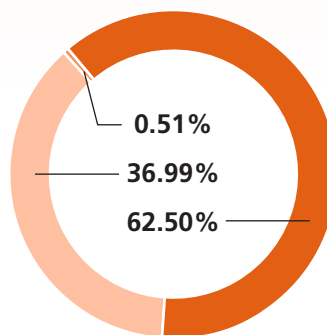


員工性別結構
Structure of employees by gender



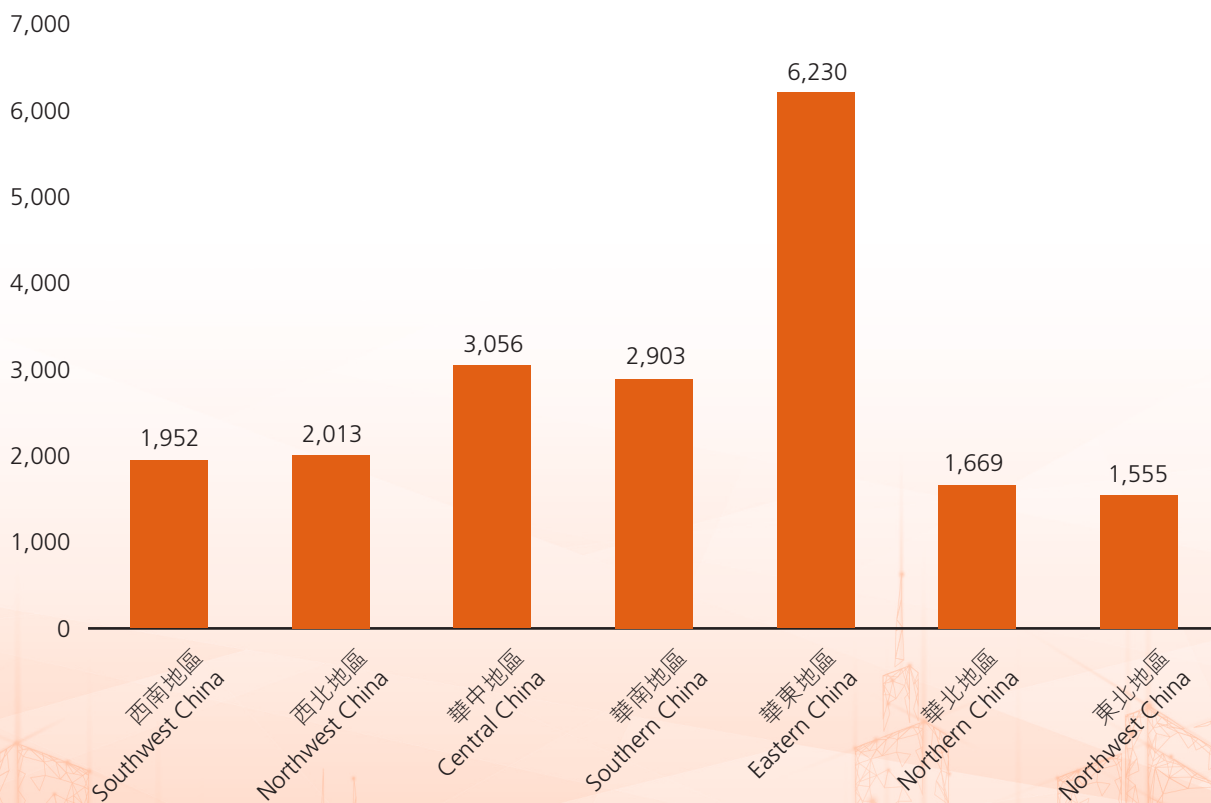
男 Male 女 Female

員工年齡結構
Structure of employees by age



30歲及以下 30 years old and below 30-49歲 30-49 years old 50歲及以上 50 years old and above

員工辦公地點分佈
Employees' offices by region





完善的薪酬福利體系

我們設置完備的薪酬福利體系，將薪酬與團隊／個人業績、個人能力、工作經驗、崗位職責相掛鉤，同時我們在《績效考核實施辦法》和《崗位激勵細則匯編》中明確了薪酬績效的考核方式。

在薪酬方面，我們根據員工的工作崗位，在本公司的工作年限、工作技能水平、工作態度及勞務／勞動合同履行地勞動力市場工資水平等因素確定員工的基本工資、績效工資、職務津貼、各類補貼、績效獎金／佣金等。同時，我們還採用以業績為導向的激勵機制，績效獎金／佣金的實際發放數額將根據本公司經營業績、員工個人完成業績情況、員工個人工作態度、員工遵守本公司規章制度和勞動紀律的情況等因素確定。

在員工福利方面，我們確保員工享有所有法定假期和本集團規定的其它假期，如帶薪年休假、產假、產期陪護假、婚假、喪假及帶薪公益假等。除此之外，員工亦享有其他福利如員工體檢、高溫福利以及外派員工福利等。我們還搭建了員工福利線上平台，這一平台可記錄員工的身心健康情況（記錄員工走路、跑步數據／分享攝影作品）和學習成長（員工通過平台可在線學習／報名參加文化活動）進程。在每個重要的日子（員工生日／上市紀念日／新年前夕等），員工可領取特別禮品。

平衡工作與生活

員工不僅是我們最寶貴的財富，更是我們蓬勃發展、基業長青的重要基石。在業務領域不斷創新突破的同時，我們也極為注重企業文化建設的創新完善，將「健康工作、健康生活」作為企業的核心價值觀，為本公司不同板塊的員工特設了崇尚健康運動領域的「易居運動匯」、提升藝術修養領域的「易居藝術薈」兩大企業文化品牌，通過「身和心」兩方面的健康建設，營造陽光、健康的生活工作狀態，提升員工的凝聚力、向心力與滿意度，也獲得了來自員工、家屬及各方的贊譽與認可。

Complete Remuneration and Benefits System

We have implemented a complete remuneration and benefits system, which is linked with team/individual performance, individual abilities, work experience and responsibilities. Meanwhile, we have defined the appraisal methods of performance-related remuneration in the "Implementation Measures for Performance Appraisal (績效考核實施辦法)" and "Collection of Post Incentive Rules (崗位激勵細則匯編)".

In terms of remuneration, we determine the basic salary, performance salary, position allowance, various subsidies, performance bonuses/commissions of employees based on their positions, length of service with the Company, work skills, work attitude and market rates in the places where the service/labour contracts are performed. Meanwhile, we also adopt performance-driven incentives. The actual amount of performance bonuses/commissions will be determined by the Company based on certain factors, such as the Company's business performance, individual performance, work attitude, employees' compliance with rules, regulations and labour disciplines of the Company.

In terms of employee benefits, we ensure that all employees are entitled to statutory holidays and other leaves offered by the Group, such as paid annual leave, maternity leave, paternity leave, marriage leave, funeral leave and paid charitable leave. In addition, employees can also enjoy other welfare such as employee medical examination, high-temperature allowance and benefits for dispatched employees. We have also built an employee benefits online platform, where employees can record their physical and mental health (such as their walking and running data/sharing of photographic works) and the progress of learning (employees can learn online/participate in cultural activities through the platform). On each important day (employees' birthday/Listing anniversary/New Year's Eve, etc.), employees can receive special gifts.

Balanced Work and Life

Employees are not only our most valuable assets, but also an important cornerstone for our vigorous development and long-term success. While being committed to continuous innovation and breakthrough in our business sectors, we also attach great importance to the innovation and improvement of corporate culture construction. Based on the core corporate value of "healthy work, healthy life", the Company has set up two corporate culture brands for employees in different sectors, namely the "E-House Sports Club" in the field of healthy sports, and the "E-House Art Studio" in the field of art cultivation. Through both "physical and mental" health construction, we aim to create a positive and healthy living and working condition, and improve the cohesiveness, centripetal force and satisfaction of employees, which has received praise and recognition from employees, their family members and other parties.

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易居運動匯

易居運動匯，由本公司高層發起、經營層直管，以身作則全力倡導和支持員工健康運動，並特設專職部門全面負責企業內部的健康管理和體育活動策劃等工作，引導員工進行運動健康的生活方式。

2020年，易居運動匯開展21天跑步打卡大賽，鼓勵員工鍛煉身體素質。此外，易居總部新增設健身房，並聘請專業教練現場指導，以保障員工安全。工作日的中午或晚間，健身房開設由教練帶領的團體課程，包含燃脂、力量、瑜伽等不同科目，豐富員工的業餘生活。



易居總部新建的健身房
A newly-built gym in the headquarter of E-House

E-House Sports Club

E-House Sports Club is initiated by the Company's senior management and directly managed by our executives. They set an example to advocate and support healthy exercise of the employees, and specifically set up a dedicated department to take overall responsibility for the internal health management and sports planning of the Company, and guide the employees to adopt and follow a healthy lifestyle.

In 2020, E-House Sports Club launched a 21-day running clock-in contest to encourage employees to strengthen their physical fitness. In addition, the E-House Headquarter has newly established a gym and hired professional coaches to provide on-site guidance to ensure the safety of employees. At noon or in the evening on weekdays, the gym offers group courses led by coaches, including different subjects such as fat burning, strength, and yoga to enrich the employees' leisure time.



易居瑜伽團體課程
E-House Yoga Group Course

易居藝術薈

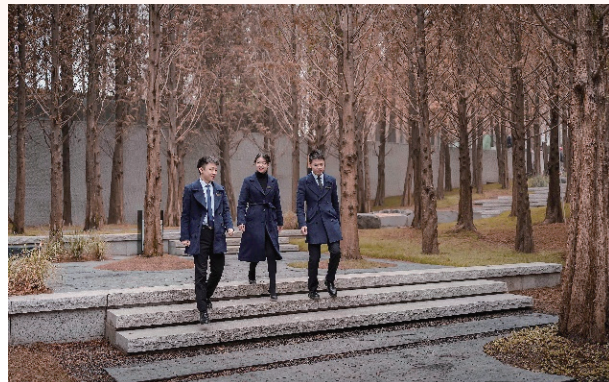
易居藝術薈秉承「用藝術熏陶員工心靈，感受企業文化情懷」的宗旨，為員工搭設諸多展示、學習平台。

2020年，因受疫情影響，易居藝術薈將攝影大賽搬到線上舉行，此次攝影大賽按月舉行，每月會更換一個攝影主題如「易二代萌娃」、「易居的一天」、「美好瞬間」等，讓員工更直觀的感受工作、生活中的美好，鼓勵員工熱愛生活。

E-House Art Studio

Adhering to the principle of "study the soul of staff with art and feel the sentiment of corporate culture", E-House Art Studio has set up many exhibitions and learning platforms for employees.

In 2020, due to the impact of the COVID-19 pandemic, E-House Art Studio moved the photography competition online. The photography competition was held every month. Each month, a photography theme would be changed, such as "The Second Generation Cutie of E-House", "One Day in E-House", "Beautiful Moments", etc., to make employees feel the beauty of work and life more intuitively and encourage them to love life.



攝影大賽「易居的一天」參賽作品
Entries for the Photography Competition "One Day in E-House"

健康與安全

我們高度重視職業安全，倡導「健康、陽光、正能量的企業文化－健康是對自己負責，對家人負責，對公司負責」的企業文化，將員工的身心健康作為本公司工作的核心重點之一。

關注員工身心健康

通過嚴格遵守《中華人民共和國安全生產法》、《中華人民共和國職業病防治法》等法律法規，我們致力為員工創造一個健康安全的工作環境。我們的工作場所嚴禁帶入易燃、易爆、有毒、有害物品、呼籲員工對緊急事件及時上報，另外，本公司建立了清晰而有效的管理系統，以匯報於工作中存在的危害與疾病等風險，並就相應的報告提出防範措施。我們更為員工定期開展有針對性的職業健康安全講座與培訓，加強員工對工作危險的防範和自我保護意識。2020年，我們沒有員工死亡案例，亦沒有員工工傷案例，因此我們的因工傷損失天數為0天。

在心理健康方面，為緩解員工工作壓力、生活壓力，提升員工幸福指數，本公司為全體員工與直系家屬開設24小時全天候的心理關愛熱線，並聘請經驗豐富的心理諮詢師提供一對一諮詢協助，解決員工心理矛盾，改善員工心態，以打造一個青春富有活力的團隊。

Health and Safety

We attach great importance to occupational safety – adhering to the corporate culture of "healthy and sunny corporate culture with positive energy – health is accountable to ourselves, the family, and the Company", we regard the physical and mental health of employees as one of the core priorities of the Company.

Focusing on the Physical and Mental Health of Employees

We are committed to establishing a healthy and safe working environment by strictly following the Production Safety Law of the People's Republic of China and the Law of the People's Republic of China on Prevention and Control of Occupational Diseases. It is strictly forbidden to bring flammable, explosive, toxic and harmful materials to the workplace. Our employees are encouraged to report emergencies in a timely manner. In addition, the Company has formulated a clear and effective management system for reporting risks such as dangers and illnesses during work, and suggesting preventive measures in accordance with the relevant reports. We even provide our employees with specific lectures and training with respect to occupational health and safety, in an effort to raise their awareness of workplace hazards and self-protection. In 2020, we did not have any fatal or industrial injury cases, and therefore the number of lost days due to work-related injury is zero.

In terms of mental health, to alleviate the work and life pressure of employees and improve the employee happiness index, the Company has set up a 24-hour psychological care hotline for all employees and their immediate family members. The Company also engages experienced psychological counsellors to provide one-on-one consultation assistance to solve the psychological contradictions of employees and improve the mentality of employees for building a young and energetic team.

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助力員工抗擊疫情

2020年，在全球疫情蔓延的大環境下，我們將員工的安全放在首位。疫情開始，我們積極調撥防疫物資，舉辦「讓我們宅在易起」、「易居雲健身」等活動，鼓勵員工分享身邊正能量，保持積極心態。復工之後，易居發佈《防疫期案場管理白皮書》，制定疫情防控新標準，保障員工安全。

- **售樓中心防疫**

除了基本的防疫物資保障和消毒方案，案場實行預約到訪制度，對來訪客戶做好體溫檢測和信息登記，所有案場消毒和訪客信息都應有記錄、可查詢、可溯源、不可篡改，在符合政府防疫要求下，切實保障案場的人員安全。

- **工作人員防疫**

所有進入案場的工作人員均需佩戴口罩，並每日2次進行體溫檢測，同時做好工作人員的信息登記。為避免聚集，應重新制定排班計劃，沙盤區／樣板區限流接待，並對接待流程提出優化方案。

- **疫情處置備案**

案場團隊成立防控疫情小組，在項目設置隔離區，確保突發疫情在第一時間被發現、被控制、被解決。

Help Employees Fight against the Pandemic

In 2020, against the backdrop of the spread of the global pandemic, we put the safety of our employees in the first place. At the beginning of the pandemic, we actively allocated pandemic prevention materials, held activities such as "Let's Stay in House" and "E-House Online Fitness" and encouraged employees to share positive energy around them and maintain a positive attitude. Following the resumption of work, E-House published the "Whitepaper on Pandemic Prevention at Showcases" to formulate new standards for pandemic prevention and control to ensure the safety of employees.

- **Pandemic prevention in sales centers**

In addition to the fundamental anti-pandemic material protection and disinfection scheme, the showcases implement an appointment visit system and conduct temperature checks and information registration for visiting customers. All the disinfection and visitor information of the showcases should be recorded, searchable, traceable, and immutable. In compliance with the government's pandemic prevention requirements, the personnel safety of the showcases should be effectively guaranteed.

- **Pandemic prevention by staff**

All staff entering the showcases must wear masks, conduct body temperature checks twice a day, and register staff information. To avoid gathering, we re-establish the shift schedule, restrict the flow of the sand table area/model area, and put forward the optimization scheme for the reception process.

- **Filing of pandemic treatments**

The showcase team established a pandemic prevention and control group, and set up a quarantine area in the project to ensure that the outbreak is discovered, controlled and solved immediately.



疫情期間，易居發佈《疫情期案場管理白皮書》，保障員工安全。
During the pandemic, E-House published the "Whitepaper on Pandemic at Showcases" to ensure the safety of employees.

此外，基於案場各項防疫要求，易居為全國合作案場量身定制了以區塊鏈技術為核心的在線管理工具——案場智控鏈，通過3大維度的線上數字化管控平台，對案場進行全方位防疫管控，將所有數據實時上鏈，隨時可查。在滿足政府防疫要求的前提下，提供案場防疫一體化解決方案，提高管理效率，確保人員安全。

In addition, based on the various pandemic prevention requirements of the showcases, E-House has customized the sales center smart control (案場智控鏈), an online management tool with blockchain technology as the core, for the national cooperative showcases. Through the three-dimensional online digital control platform, E-House carries out all-around pandemic prevention and control on the showcases and immediately links all the information to the chain, which can be checked any time. On the premise of meeting the government's requirements for pandemic prevention, we provided integrated solutions for pandemic prevention in the showcases, improved management efficiency and ensured personnel safety.



易居開發的案場防疫智控鏈
Sales center smart control developed by E-House

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員工發展

易居始終關注人才培養與發展，搭建完善的員工培訓體系，以幫助他們發揮最大的業務潛能。2020年，我們在人才發展與培育上矢志不渝地努力與創新，讓培訓作為本公司發展的助推器，使品牌不斷增值。

線上學習平台

我們搭建三合一共享移動學習平台「易家人才學院」，其匯聚了易居旗下一手房代理業務、房地產經紀網絡服務業務、房地產數據及諮詢服務三大板塊業務多年知識成果。以崗位技能類培訓為主，結合提升領導力、綜合素養等補充課程，實力打造創新型學習平台。

「在線課程、在線考試、學習紀錄、標桿學習、素質教育、專業提升、崗位培訓、直播頻道」等8大學習板塊，充分發揮易居在大數據領域的專業特色，最大限度地將三大特色業務的專家師資、智慧成果和學習資源進行整合互通。新穎有趣的模式、完善系統的課程、互動形式的學習，實現便捷高效的學習體驗，進一步提升經紀人的專業度、提升客戶滿意度。

此外，我們特別邀請企業領導班子以及全國區域內總監級別以上經驗豐富的高管團隊，成為易家人才學院的客座教授、首席講師，讓員工在易家人才學院學習他們的智慧與心得。

易家人才學院平台實行統一登錄、板塊權限劃分制，在常規的課程自主學習、培訓班、考試平台、互動發佈模塊之外，特別設置講師庫、直播系統、積分商城、學習幣、崗位科考功能，增加學習互動性、便捷性，充分調動員工的學習熱情。

Employee Development

E-House always pays attention to talent training and development, and builds a complete staff training system to help them maximize their business potential. In 2020, we made unremitting efforts and innovation in talent development and cultivation, let training be the booster of the Company's development, and made our brand continuously increase in value.

Online Learning Platform

We have built a three-in-one shared mobile learning platform "E-House Talent College", which brings together the accumulated knowledge and achievements in three major business sectors, namely, E-House's real estate agency services in the primary market, real estate brokerage network services and real estate data and consulting services. We strive to create an innovative learning platform with a focus on post skills training and complemented by the courses targeting for leadership promotion and comprehensive competence.

By giving full play to the professional characteristics of E-House in the field of big data, the 8 learning sectors of "online courses, online exams, study records, benchmarking, quality education, professional promotion, job training and live broadcasting channels" integrate and inter-connect the professional faculty, wisdom achievements and learning resources of the three featured businesses to the largest extent. New and interesting modes, complete and systemized courses and interactive forms of learning are adopted to achieve a convenient and efficient learning experience, so as to further enhance the professionalism of brokers and improve customer satisfaction.

In addition, we have especially invited the leadership team of the Company and experienced senior management at director level or above at the national wide to become the visiting professor and chief lecturer of the E-House Talent Academy, so that employees can learn their wisdom and experience in E-House Talent Academy.

The platform of E-House Talent Academy implements unified registration and sector authority division. In addition to the regular curriculum self-learning, training courses, examination platform and interactive release module, special functions of lecturer library, live broadcasting system, credits mall, study currency and post examination are set up to increase learning interaction and convenience and fully mobilize the learning enthusiasm of employees.



完善的培訓體系

易居旗下一手房代理業務、房地產經紀網絡服務業務、房地產數據及諮詢服務三大板塊業務均制定了完善的培訓體系，以全方位的提升員工專業水平，構建可持續發展的人才梯隊，為本公司培育後備人才。

房地產數據及諮詢服務板塊實行人才梯度式培訓，針對不同的人才梯隊，設計不同層級的培訓內容、形式，分為知識型、分享型、競賽型、戰略型。

- 知識型課程是指專門入門、標準操作流程，基本職業技巧類課程。以新入行或新入職員工自學為主，通過雲課堂E-Learning系統中隨學隨測。
- 分享型課程是針對在崗的專業和業務人員開設的專業知識提煉的技巧類課程，主要以各類實戰總結、經典案例、專家講座等為主，分享的課程定期開課，員工可於線上自行選擇課程及報名參與。
- 競賽型課程是針對中層骨幹專業人員進行實戰型業務大賽，通過同場競技來相互競爭，取長補短，從而提升專業及業務能力。戰略型課程是指針對中層管理人員通過戰略研討、管理理念導入、實戰沙盤演練等形式，提升管理人員的管理思維，提高管理技能，推動業務創新的課程。

房地產經紀網絡服務業務板塊設立了全流程、全崗位、全覆蓋的培訓體系，從啟航計劃的新進人員培訓，再到領航計劃的總經理融入培訓和發展培訓，旨在通過培訓，激活、打通每一個業務細胞。

Complete Training System

The three major business sectors, namely, E-House's real estate agency services in the primary market, real estate brokerage network services and real estate data and consulting services have developed a complete training system to enhance the professional level of employees in an all-around way, build a sustainable talent team, and cultivate reserve talents for the Company.

The real estate data and consulting services sector implements gradient training of talents. Different levels of training contents and forms are designed for different talent teams, which are divided into knowledge-based, sharing-based, competition-based and strategic-based.

- Knowledge-based courses refer to specialized introductory, standard operating procedures and basic vocational skills courses. It mainly focuses on the self-study of new entrants or new employees, through the E-learning system of cloud classroom to learn and take tests simultaneously.
- Sharing-based courses are skill courses for refining professional knowledge for on-the-job professionals and sales personnel, which mainly include various practical experience summaries, classic cases, expert lectures, etc.. The shared courses are held regularly, and employees themselves can choose courses and enrol for participation online.
- Competition-based courses are practical business competitions for mid-level backbone professionals. They compete with each other through the same competition and learn from each other's strengths to improve their professional and business abilities. Strategic-based courses are courses for mid-level managers to improve their management thinking, enhance management skills and promote business innovation through strategic discussion, management concept introduction and practical sand table exercise.

The real estate brokerage network services sector has set up a training system with full-process, full-position and full-coverage, from the new personnel training of the Sailing Program to the training and development training of the general manager of the Navigation Program, aiming at starting and opening up every business cell through training.

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房地產經紀網絡服務業務板塊內部培訓體系

Internal training system in the real estate brokerage network services sector

易居一手房代理業務板塊建立了全面的「招、育、用、留」人才發展體系，開發針對不同職業階段、職業線的專門培訓，如針對管培生的「未來領袖」、「金鐘子」培訓項目，針對中層管理人員的「星火計劃」、「金牌經理」，針對高管的「高管研修班」，針對不同的職能線的策劃培訓、結算培訓、督導培訓、人力資源培訓等。

The real estate agency services in the primary market sector of E-House has established a comprehensive "Recruitment, education, employment and retention" talent development system and developed specialized training for different career stages and career lines, such as "Future Leader" and "Golden Bell" training projects for management trainees, "Sparkling Plan" and "Golden Manager" for mid-level managers, and "Senior Management Training Class" for senior managers, planning training, settlement training, supervision training and human resource training for different functional lines.



易居一手房代理業務板塊「招、育、用、留」人才發展體系
"Recruitment, education, employment and retention"

talent development system in real estate agency services in the primary market sector of E-House



營銷團隊是我們最龐大的人才群體，我們每年都針對營銷本部和各城市營銷團隊開展形式豐富多樣的營銷培訓課程，以提高營銷團隊的專業水準。同時，營銷團隊是我們直面客戶的第一道保障，良好的溝通技能和優秀的專業素質才能使客戶體驗到賓至如歸的感覺。

The marketing team is our largest talent group. We conduct a variety of marketing training courses for the headquarters of the marketing department and marketing teams at city level every year to improve the professional level of the marketing team. At the same time, with the marketing team as our front line staff interacting directly with customers, their good communication skills and excellent professional quality can make customers feel at home.

2020年度營銷培訓 2020 Marketing training

城市培訓總課次	Total times of training courses at city level	6,715次
		6,715 times
城市培訓總課時	Total hours of training courses at city level	8,470小時
		8,470 hours
營銷培訓總課次(城市+總部)	Total times of marketing training courses (cities + headquarters)	6,754次
		6,754 times
營銷培訓總課時(城市+總部)	Total hours of marketing training courses (cities + headquarters)	8,500小時
		8,500 hours

崗位能力認證

本公司亦對員工提高學位、晉升職稱、獲取職業資格設置了相應的激勵機制，以鼓勵員工持續學習和進修。

Job Competency Certification

The Company has put in place corresponding incentive mechanisms for further studies, promotion and professional qualification, in a bid to encourage employees to continue their further studies.

為強化案場業務標準，夯實一線管理，提升案場綜合素質和業務能力，易居施行了全面的專業線考級考證和職能線考級考證。2020年4月，易居首屆全國案場經理資格認證考核正式開考，近1,300名案場經理參與考試，其中成績合格的共有1,118位。在此次考試中成績合格的經理們將被授予案場經理資格C證，順利拿到上崗資格。

To strengthen the business standard of the showcases, consolidate the front-line management, and enhance the comprehensive quality and business capabilities of the showcases, E-House has implemented a comprehensive professional line examination and functional line examination. In April 2020, the first National Showcase Manager Qualification Examination of E-House officially started. Nearly 1,300 showcase managers took part in the examination, of which 1,118 were qualified. Managers who have passed the exam will be awarded the C certificate of showcase manager qualification and successfully get the qualifications for employment.



案場經理授證典禮

Certificate awarding ceremony of showcase managers

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社會責任

易居公益，我們在路上

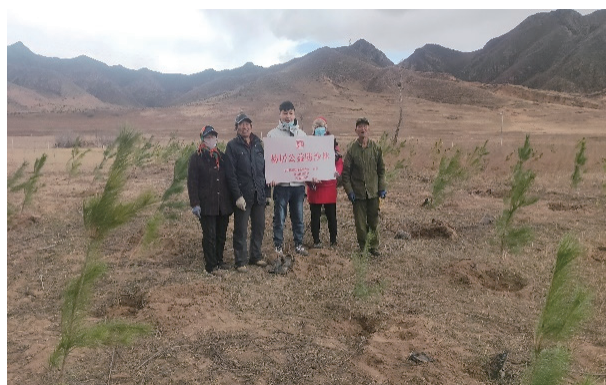
2020年，易居繼續前往豐寧縣小壩子鄉林場種植400棵樹苗，形成「易居公益防沙林」，為這片沙化日益嚴重的土地帶去一份綠色的希望。



SOCIAL RESPONSIBILITY

E-House Public Welfare, We Are on the Way

In 2020, E-House continued to plant 400 saplings in the forest farm of Xiaobazi Town, Fengning County, forming the "E-House Public Welfare Sand Prevention Forest", which will bring a hope of green forest to this increasingly serious desertification land.



2020年，易居前往豐寧縣小壩子鄉林場種植400棵樹苗。

In 2020, E-House went to the forest farm in Xiaobazi Town, Fengning County to plant 400 saplings.

此外，易居旗下子公司也積極助力公益，回饋社會。河南易居房地產顧問有限公司參加由河南省公益文化傳播基金會、河南省老區建設基金會、河南廣播電視台都市頻道聯合主辦的「奔跑的通知書」捐資助學公益活動，並向河南省公益文化傳播基金會捐款人民幣1萬元，用以幫助貧困家庭的莘莘學子，為他們開闢一條改變個人及家庭的綠色通道；廣西金岳房地產營銷策劃有限公司向「廣西房地產業助困圓夢愛心基金」捐款人民幣1萬元，以實際行動傳遞正能量；南昌勵拓房地產經紀有限公司向孤兒院捐贈米、面等物品，為孤兒院的孩子們送去溫暖。

In addition, subsidiaries of E-House also actively contributed to public welfare and gave back to society. Henan E-House Real Estate Consultancy Co., Ltd. (河南易居房地產顧問有限公司) participated in the "Running Notice" by donating supplies and education aiding charity activity jointly sponsored by Henan Provincial Public Welfare Culture Communication Foundation (河南省公益文化傳播基金會), Henan Old Liberated Area Construction Foundation (河南省老區建設基金會) and HNTV City Channel (河南廣播電視台都市頻道), and donated RMB10,000 to Henan Provincial Public Welfare Culture Communication Foundation to help students from impoverished families, open up a green channel for them to change themselves and their families; Guangxi Jinyue Real Estate Sales and Marketing Co., Ltd. (廣西金岳房地產營銷策劃有限公司) donated RMB10,000 to "Guangxi Real Estate Industry Helping the Poor and Realizing Dreams Charity Fund" (廣西房地產業助困圓夢愛心基金) to deliver positive energy with practical actions; Nanchang Lituo Real Estate Brokerage Co., Ltd. (南昌勵拓房地產經紀有限公司) donated rice, noodles and other items to the orphanage to send warmth to the children in it.



南昌勵拓房地產經紀有限公司向孤兒院捐贈愛心物品。
Nanchang Lituo Real Estate Brokerage Co., Ltd. donated charitable supplies to the orphanage.

「易」起擔當，共同戰「疫」

2020年初，全球爆發了新冠肺炎疫情，面臨疫情傳播蔓延的嚴峻形勢，本公司通過減免租金、捐贈物資、團結行業合作夥伴等實際行動，全力支持疫情防控。

- **鼎立相助，降本減負：**易居擔負起中小微經紀門店第一帶頭人的責任，推出「門店費用減免」、「7*24小時服務不打烊」、「新房墊佣快速通道」、「關愛武漢」定向補貼等解燃眉之困的助力舉措；
- **守護行業，團結戰「疫」：**為滿足大多數房企移動辦公的需求，我們推出可免費使用的克而瑞2020新版系統，第一時間解決合作夥伴難題；

"Housing" the Responsibility to Fight against the "Pandemic" Together

At the beginning of 2020, the COVID-19 pandemic broke out globally. Facing the severe situation of pandemic spreading, the Company fully supported the pandemic prevention and control through practical actions such as reducing rental, donating materials, and uniting with industry partners.

- **Working together to reduce costs and burdens:** E-House took the responsibility as the first leader of small and medium-sized micro brokerage stores, and put forward supporting measures such as "Store Fee Reduction", "7-day*24-hour Service Without Closing", "Fast Channel for Advance Commission of New Houses" and "Care for Wuhan" directional subsidies to solve emergency problems;
- **Guarding the industry to unite to fight against the "pandemic":** To meet the mobile office needs of most real estate companies, we launched a new version of the CRIC 2020 system, which can be used free of charge, to solve the problem of partners immediately;

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- **同舟共濟，共克時艱：**2020年2月，易居助力賓夕法尼亞大學沃頓商學院，向中國區合作方及校友捐助4萬個N95口罩；2020年3月易居聯合上海大學向賓大佩雷爾曼醫學院及醫療機構捐助2萬個KF94口罩，此外，易居執行董事兼主席捐贈1萬個N95口罩，150套防護服，36個護目鏡以及8台呼吸機給賓大佩雷爾曼醫學院及醫療機構，支援當地抗疫行動。此外，易居旗下上海易居房地產交易服務有限公司和上海易居祥悅房屋銷售有限公司分別向上海市普陀區紅十字會捐款人民幣5萬元和10萬元，積極支持抗疫一線。
- **Overcoming the difficulties together:** In February 2020, E-House assisted the Wharton Business School of the University of Pennsylvania to donate 40,000 N95 masks to partners and alumni in China; in March 2020, E-House and Shanghai University jointly donated 20,000 KF94 masks to Perelman School of Medicine at the University of Pennsylvania and medical institutions. In addition, the executive director and chairman of E-House donated 10,000 N95 masks, 150 sets of protective clothing, 36 goggles and 8 ventilators to Perelman School of Medicine at the University of Pennsylvania and medical institutions to support the local anti-pandemic actions. In addition, Shanghai E-House Real Estate Trading Service Co., Ltd. (上海易居房地產交易服務有限公司) and Shanghai E-House Xiangyue Real Estate Sales Co., Ltd. (上海易居祥悅房屋銷售有限公司) under E-House donated RMB50,000 and RMB100,000 respectively to the Red Cross Society of Putuo District, Shanghai, to actively support the frontline in the fight against the pandemic.



易居聯合上海大學向賓大佩雷爾曼醫學院及醫療機構捐贈防疫用品。

E-House and Shanghai University jointly donated pandemic preventing supplies to Perelman School of Medicine at the University of Pennsylvania and medical institutions.



環境責任

我們重視節約資源和保護環境，積極履行環保義務。我們一直恪守守法經營之道，嚴格執行《中國環境保護法》、《水污染防治法》、《大氣污染防治法》、《環境噪聲污染防治法》、《環境影響評價法》、以及《上海市生活垃圾管理條例》、《上海市生活垃圾分類投放指引》等各地方政府頒佈的環境保護法律法規和實施細則。

低碳運營

不同於傳統生產型企業，我們從事的業務活動並不會消耗大量能源，主要為辦公室用電。2020年，我們購買的電力總量為10,574.31兆瓦時，能源消耗密度為0.55兆瓦時／人；二氧化碳排放當量為6,861.67噸，均為範圍二溫室氣體。

日常運營中，我們消耗的資源主要是辦公生活用水與紙張。我們用水取自城市供水系統，2020年，我們消耗水資源24,107.86噸。2020年，我們消耗辦公用紙3.63噸。

2020年，我們繼續採取措施以降低資源消耗，為保護環境貢獻一份力量：

- 通過宣傳活動提高員工節能意識，鼓勵員工使用樓梯，並且建議5層以下不乘坐電梯；
- 鼓勵員工上下班通勤以地鐵公交等公共交通形式為主；
- 通過召開視頻會議和電話會議的方式，減少不必要的差旅出行；
- 非正常辦公時間內，保潔阿姨定時巡視辦公區域，關閉辦公設備（電腦、打印機、飲水機）、電燈等電器，保障用電安全並減少不必要的浪費；

ENVIRONMENTAL RESPONSIBILITY

We attach importance to the conservation of resources and the protection of the environment, and actively fulfill our environmental protection obligations. We have been adhering to the philosophy of law-abiding operation and strictly implemented the Environmental Protection Law of China, Law on the Prevention and Control of Water Pollution, Law on the Prevention and Control of Atmospheric Pollution, Law on the Prevention and Control of Pollution from Environmental Noise, Law on Appraising of Environmental Impacts and environmental protection laws and regulations as well as implementation rules promulgated by local governments, such as the Shanghai Domestic Waste Management Regulations 《上海市生活垃圾管理條例》 and the Guidelines for Classification and Disposal of Domestic Waste in Shanghai 《上海市生活垃圾分類投放指引》.

Low Carbon Operation

Unlike traditional manufacturing enterprises, our business activities do not cost large energy consumption, and mainly consume office electricity. In 2020, we purchased 10,574.31 MWh of electricity with the energy consumption intensity of 0.55 MWh per person; the carbon dioxide equivalent emission was 6,861.67 tonnes, both of which were Scope 2 greenhouse gases.

In daily operation, the primary resources we consume are office and domestic water and paper. The water we use is from the urban water supply system. In 2020, we consumed 24,107.86 tonnes of water resources. In 2020, we consumed 3.63 tonnes of office paper.

In 2020, we continued to take measures to reduce resource consumption and contribute to environmental protection:

- Raise awareness of energy conservation among employees through publicity activities, encourage our employees to use the stairs and recommend them not to take the elevator below the 5th floor;
- Encourage employees to use public transportation such as subway and buses for commuting;
- Reduce unnecessary travel by holding video and telephone conferences;
- After office hours, the cleaning crew regularly inspects the office area, and shuts down office equipment (computers, printers and water dispensers), electric lights and other electrical appliances to ensure safe use of electricity and reduction of unnecessary waste;

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- 優先選購節能環保的裝修材料和辦公設備；
 - 定期對水資源設施進行維護，並通過宣傳教育提高員工用水節水意識；
 - 鼓勵無紙化辦公，以OA系統線上操作替代傳統辦公流程；
 - 通過宣傳，盡量減少不必要的紙張使用，節約使用複印紙，並倡導複印紙二次使用；
 - 聘請專業公司對電腦及打印機等辦公設備進行回收，通過以舊換新等方式，降低對環境的負擔，促進可循環發展。
- Give priority to purchasing energy conservation and environment protection decoration materials and office equipment;
 - Regularly maintain water resources facilities and raise employees' awareness of water conservation through publicity and education;
 - Encourage paperless office and replace conventional office processes with online operations of OA system;
 - Minimize unnecessary paper use through publicity, promote saving of copy paper, and advocate the secondary use of copy paper;
 - Engage specialized companies to recycle office equipment such as computers and printers, and reduce the burden on the environment and promote the development of recycling through trade-in programs.

管理廢棄物

日常運營的整個過程中，我們產生的無害廢棄物主要來自於日常行政工作的產生的紙張、紙箱、塑料包裝等；有害廢棄物主要來自於辦公場所裝修維護時產生的少量有害垃圾，如燈管等，以及日常行政工作中產生的廢舊電池等。所有廢棄物均由專業的清運公司清運。

2020年，我們辦公場所裝修較少，因此產生的主要無害廢棄物為生活垃圾，共2,029.09噸。

為響應上海地方政府號召，我們積極實行垃圾分類工作的實施，在辦公大樓一樓張貼了垃圾分類知識宣傳海報；在辦公大樓公共區域放置垃圾分類知識宣傳手冊；在辦公大樓各衛生間放置了「可回收垃圾」、「有害垃圾」、「濕垃圾」和「乾垃圾」分類投放垃圾桶。本公司每個樓層都設有廢舊電池的回收桶，用以收集廢舊乾電池。2020年，我們產生廢舊電池0.09噸。我們綜合辦公室還定期向大家講解了垃圾分類常識，提高全員垃圾分類意識。

Waste Management

During the whole process of daily operation, the non-hazardous waste we generated mainly comes from paper, cartons, plastic packaging and others generated in daily administrative work; the hazardous waste mainly comes from the small amount of harmful waste such as lamps generated during the decoration and maintenance of the office premises, and the waste batteries generated in daily administrative work. All wastes are cleared and transported by professional cleaning and transportation companies.

In 2020, our decoration of the office premises was less, so the main non-hazardous waste generated was domestic waste, with a total of 2,029.09 tonnes.

In response to the call of the local government in Shanghai, we actively promoted the implementation of waste sorting system. We posted a poster related to the knowledge of waste sorting on the first floor of the office building; placed a publicity brochure related to the knowledge of waste sorting on the public areas of the office building; and separately placed garbage bins of "recyclable garbage", "harmful garbage", "wet garbage" and "dry garbage" in each bathroom of the office building. Each floor of the Company has a recycling bin for used batteries to collect used dry batteries. In 2020, we produced 0.09 tonnes of used batteries. Our general office also regularly explained the common knowledge of waste sorting to everyone, and raised the awareness of waste sorting among all staff.



社會責任數據總覽

OVERVIEW OF SOCIAL RESPONSIBILITY DATA

年度ESG數據總覽 Overview of Annual ESG Data

2020年度
2020

社會指標

Social Indicators

僱傭

僱員總數

Employment

Total workforce

19,378

按性別

By gender

男

Male

9,365

女

Female

10,013

按年齡組別

By age group

30歲以下

Below 30

12,112

30歲至50歲

30 to 50

7,167

50歲以上

Above 50

99

按僱員類型

By staff type

高級管理層

Senior management

152

中級管理層

Middle management

154

普通員工

Ordinary employees

19,072

發展

Development

受訓僱員百分比

Percentage of trained employees

100%

高級管理層

Senior Management

100%

中級管理層

Middle Management

100%

普通員工

Ordinary Employees

100%

社會投資

Social investment

社會投資(元人民幣)

Social Investment (RMB)

174,079

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年度ESG數據總覽

Overview of Annual ESG Data

2020年度
2020

環境指標	Environmental Indicators	
排放	Emissions	
溫室氣體排放量(範圍1 & 範圍2)(噸) ¹	Greenhouse gas emissions (Scope 1 and Scope 2) (tonnes) ¹	6,861.67
直接溫室氣體排放量(範圍1)	Direct greenhouse gas emissions (Scope 1)	0
間接溫室氣體排放量(範圍2) ¹	Indirect greenhouse gas emissions (Scope 2) ¹	6,861.67
人均溫室氣體排放量(噸/人)	Per capita greenhouse gas emissions (tonnes/person)	0.35
有害廢棄物排放量(噸)	Hazardous waste disposal (tonnes)	0.09
電池	Battery	0.09
無害廢棄物排放量(噸)	Non-hazardous waste disposal (tonnes)	2,029.09
生活垃圾 ²	Domestic waste ²	2,029.09
有害及無害廢棄物排放總量(噸)	Total hazardous and non-hazardous waste disposal (tonnes)	2,029.18
人均有害及無害廢棄物排放量(噸/人)	Per capita hazardous and non-hazardous waste disposal (tonnes/person)	0.10
水資源消耗	Water consumption	
總用水量(噸) ³	Total water consumption (tonnes) ³	24,107.86
新鮮的自來水 ³	Fresh tap water ³	24,107.86
人均用水量(噸/人)	Per capita water consumption (tonnes/person)	1.24
能源消耗	Energy consumption	
能源消耗量(兆瓦時) ⁴	Energy consumption (MWh) ⁴	10,574.31
電力 ⁴	Electricity ⁴	10,574.31
人均能源消耗量(兆瓦時/人)	Per capita energy consumption (MWh/person)	0.55

1 考慮到本公司所有溫室氣體排放均為日常業務活動產生，年度人均排放量具有相似性，因此人均數據根據易居(中國)企業控股有限公司主要辦公場所對應的排放量計算得出，總排放量根據實際員工數計算得出。

2 考慮到本公司所有生活垃圾均為日常業務活動產生，年度人均生活垃圾產生量具有相似性，因此人均數據根據易居(中國)企業控股有限公司主要辦公場所對應的生活垃圾產生量計算得出，總生活垃圾產生量根據實際員工數計算得出。

3 考慮到本公司所有的水資源消耗均為日常業務活動產生，年度人均水資源消耗具有相似性，因此人均數據根據易居(中國)企業控股有限公司主要辦公場所對應的水資源消耗計算得出，總水資源消耗根據實際員工數計算得出。

4 考慮到本公司所有外購電力消耗均為日常業務活動產生，年度人均外購電力消耗具有相似性，因此人均數據根據易居(中國)企業控股有限公司主要辦公場所對應的外購電力消耗計算得出，總外購電力消耗根據實際員工數計算得出。

1 Considering that all greenhouse gas emissions of the Company are generated by daily business activities and the annual per capita emissions are similar, the per capita data is calculated based on the emissions corresponding to the main office premises of E-House (China) Enterprise Holdings Limited, and the total emissions are calculated based on the actual number of employees.

2 Considering that all domestic waste of the Company is generated by daily business activities and the annual per capita domestic waste production is similar, the per capita data is calculated based on the domestic waste production corresponding to the main office premises of E-House (China) Enterprise Holdings Limited, and the total domestic waste production is calculated based on the actual number of employees.

3 Considering that all water resources consumption of the Company is generated by daily business activities and the annual per capita water resources consumption is similar, the per capita data is calculated based on the water resources consumption corresponding to the main office premises of E-House (China) Enterprise Holdings Limited, and the total water resources consumption is calculated based on the actual number of employees.

4 Considering that all purchased electricity consumption of the Company is generated by daily business activities and the annual per capita purchased electricity consumption is similar, the per capita data is calculated based on the purchased electricity consumption corresponding to the main office premises of E-House (China) Enterprise Holdings Limited, and the total purchased electricity consumption is calculated based on the actual number of employees.



附錄I –《環境、社會及管治報告指引》內容索引

APPENDIX I – ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORTING GUIDE CONTENT INDEX

層面 Aspect	描述 Description	位置／備註 Location/Remarks
A. 環境 Environment		
層面A1: 排放物 Aspect A1: Emissions		
一般披露 General disclosure	有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： (a)政策；及 (b)遵守對發行人有重大影響的相關法律及規例的資料 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste	環境責任 Environmental Responsibility
A1.1	排放物種類及相關排放資料 The types of emissions and respective emissions data	環境責任 社會責任數據總覽 Environmental Responsibility Overview of Social Responsibility Data
A1.2	溫室氣體總排放量（以噸計算）及（如適用）密度（如以每產量為單位、每項設施計算） Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	環境責任 社會責任數據總覽 Environmental Responsibility Overview of Social Responsibility Data
A1.3	所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量為單位、每項設施計算） Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	環境責任 社會責任數據總覽 Environmental Responsibility Overview of Social Responsibility Data
A1.4	所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量為單位、每項設施計算） Total non-hazardous waste produced (in tonnes) and (if appropriate) intensity (e.g. per unit of production volume, per facility)	環境責任 社會責任數據總覽 Environmental Responsibility Overview of Social Responsibility Data
A1.5	描述減低排放量措施及所得成果 Description of measures to mitigate emissions and results achieved	環境責任 Environmental Responsibility
A1.6	描述處理有害及無害廢棄物的方法、減低產生量的措施及所得成果 Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved	環境責任 Environmental Responsibility

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層面 Aspect	描述 Description	位置／備註 Location/Remarks
層面A2：資源使用 Aspect A2: Use of Resources		
一般披露 General disclosure	有效使用資源（包括能源、水及其他原材料）的政策 Policies on the efficient use of resources, including energy, water and other raw materials	環境責任 Environmental Responsibility
A2.1	按類型劃分的直接及／或間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算） Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000) and intensity (e.g. per unit of production volume, per facility)	環境 社會責任數據總覽 Environment Overview of Social Responsibility Data
A2.2	總耗水量及密度（如以每產量單位、每項設施計算） Water consumption in total and intensity (e.g. per unit of production volume, per facility)	環境 社會責任數據總覽 Environment Overview of Social Responsibility Data
A2.3	描述能源使用效益計劃及所得成果 Description of energy use efficiency initiatives and results achieved	環境責任 Environmental Responsibility
A2.4	描述求取適用水源上可有任何問題，以及提升用水效益計劃及所得成果 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved	環境責任 Environmental Responsibility
A2.5	製成品所用包裝材料的總量（以噸計算）及（如適用）每生產單位佔量 Total packaging material used for finished products (in tonnes) and, where applicable, with reference to per unit produced	不適用 N/A
層面A3：環境及天然資源 Aspect A3: The Environment and Natural Resources		
一般披露 General disclosure	減低發行人對環境及天然資源造成重大影響的政策 Policies on minimizing the issuer's significant impact on the environment and natural resources	環境責任 Environmental Responsibility
A3.1	描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	環境責任 Environmental Responsibility



層面 Aspect	描述 Description	位置／備註 Location/Remarks
B. 社會 Society		
層面B1：僱傭 Aspect B1: Employment		
一般披露 General disclosure	有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的：(a)政策；及(b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	勞工權益 Labour Rights
B1.1	按性別、僱傭類型、年齡組別及地區劃分的僱員總數。 Total workforce by gender, employment type, age group and geographical region.	勞工權益 社會責任數據總覽 Labour Rights Overview of Social Responsibility Data
B1.2	按性別、年齡組別及地區劃分的僱員流失比率。 Employee turnover rate by gender, age group and geographical region.	未披露 Undisclosed
層面B2：健康與安全 Aspect B2: Health and Safety		
一般披露 General disclosure	有關提供安全工作環境及保障僱員避免職業性危害的：(a)政策；及(b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	健康與安全 Health and Safety
B2.1	因工作關係而死亡的人數及比率。 Number and rate of work-related fatalities.	健康與安全 Health and Safety
B2.2	因工傷損失工作日數。 Lost days due to work injury.	健康與安全 Health and Safety
B2.3	描述所採納的職業健康與安全措施，以及相關執行及監察方法。 Description of occupational health and safety measures adopted, how they are implemented and monitored.	健康與安全 Health and Safety

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層面 Aspect	描述 Description	位置／備註 Location/Remarks
層面B3：發展及培訓 Aspect B3: Development and Training		
一般披露 General disclosure	有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	員工發展 Employee Development
B3.1	按性別及僱員類別（如高級管理層、中級管理層等）劃分的受訓僱員百分比。 The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	社會責任數據總覽 Overview of Social Responsibility Data
B3.2	按性別及僱員類別劃分，每名僱員完成受訓的平均時數。 The average training hours completed per employee by gender and employee category.	未披露 Undisclosed
層面B4：勞工準則 Aspect B4: Labour Standards		
一般披露 General disclosure	有關防止童工或強制勞工的：(a)政策；及(b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	勞工權益 Labour Rights
B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工。 Description of measures to review employment practices to avoid child and forced labour.	勞工權益 Labour Rights
B4.2	描述在發現違規情況時消除有關情況所採取的步驟。 Description of steps taken to eliminate such practices when discovered.	勞工權益 Labour Rights
層面B5：供應鏈管理 Aspect B5: Supply Chain Management		
一般披露 General disclosure	管理供應鏈的環境及社會風險政策。 Policies on managing environmental and social risks of the supply chain.	供應鏈管理 Supply Chain Management
B5.1	按地區劃分的供貨商數目。 Number of suppliers by geographical region.	供應鏈管理 Supply Chain Management
B5.2	描述有關聘用供貨商的慣例，向其執行有關慣例的供貨商數目、以及有關慣例的執行及監察方法。 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored.	供應鏈管理 Supply Chain Management



層面 Aspect	描述 Description	位置／備註 Location/Remarks
層面B6：產品責任 Aspect B6: Product Responsibility		
一般披露 General disclosure	有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的：(a)政策；及(b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labeling and privacy matters relating to products and services provided and methods of redress.	市場責任 Market Responsibility
B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比。 Percentage of total products sold or shipped subject to recalls for safety and health reasons.	市場責任 Market Responsibility
B6.2	接獲關於產品及服務的投訴數目以及應對方法。 Number of products and service related complaints received and how they are dealt with.	市場責任 Market Responsibility
B6.3	描述與維護及保障知識產權有關的慣例。 Description of practices relating to observing and protecting intellectual property rights.	市場責任 Market Responsibility
B6.4	描述質量檢定過程及產品回收程序。 Description of quality assurance process and recall procedures.	市場責任 Market Responsibility
B6.5	描述消費者數據保障及私隱政策，以及相關執行及監察方法。 Description of consumer data protection and privacy policies, how they are implemented and monitored.	市場責任 Market Responsibility
層面B7：反貪污 Aspect B7: Anti-corruption		
一般披露 General disclosure	有關防止賄賂、勒索、欺詐及洗黑錢的：(a)政策；及(b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	商業道德 Business Ethics
B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果。 Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	商業道德 Business Ethics
B7.2	描述防範措施及舉報程序，以及相關執行及監察方法。 Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	商業道德 Business Ethics

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層面 Aspect	描述 Description	位置／備註 Location/Remarks
層面B8：社區投資 Aspect B8: Community Investment		
一般披露 General disclosure	有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	社會責任 Social Responsibility
B8.1	專注貢獻範疇（如教育、環境事宜、勞工需求、健康、文化、體育）。 Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	社會責任 Social Responsibility
B8.2	在專注範疇所動用資源（如金錢或時間）。 Resources contributed (e.g. money or time) to the focus area.	社會責任 Social Responsibility

