

**JDH 京东健康**

JD Health International Inc.

京东健康股份有限公司

(A company incorporated in the Cayman  
Islands with limited liability)

Stock Code: 6618



**2021**

**JD Health  
Environmental, Social and  
Governance Report**

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# Report Introduction

## Presentation of the Report

This Environmental, Social and Governance (hereinafter referred to as “ESG”) report is presented electronically in both Traditional Chinese and English.

## Reference and Principles

This report references the United Nations Sustainable Development Goals (UN SDGs), the GRI Standards issued by the Global Sustainability Standards Board (GSSB), and the ESG Reporting Guide from The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”). The four disclosure principles of Materiality, Quantitative, Balance, and Consistency are also considered in this report.

## Reporting Scope

The aim of this report is to provide information regarding the ESG-related performance of JD Health from January 1 to December 31, 2021 (part of the key content and data are beyond the above range), as well as information concerning material issues and boundaries identified by a materiality analysis.

## Source of Information

The information and data conferred in this report primarily derive from the Company’s database, internal statistical reports, and public information, including annual reports of the Company and media releases.

## Currency

Unless specified, the monetary amounts are presented in Renminbi (RMB) in this report.

## Referential Description

For ease of presentation, “JD Health,” “the Company,” and “We” all refer to “JD Health International Inc.” throughout this report.

## Contact Us

We value your honest feedback and opinions, and therefore, we appreciate you emailing us at [ir-jdhealth@jd.com](mailto:ir-jdhealth@jd.com), or mailing to us at JD Health, Block C, Building 2, Jingdong Headquarters, No. 20 Kechuang 11 Street, Yizhuang Economic and Technological Development Zone, Daxing District, Beijing, 101111, People’s Republic of China.

For more information, please visit our official website at <https://ir.jdhealth.com/>.





# Company Profile



JD Health is a subsidiary of JD.com that focuses on healthcare. The Company's strategic position is "to create a technology-driven platform that centers on the supply chain of pharmaceutical and healthcare products and is strengthened by healthcare services, encompassing a user's full life span for all healthcare needs." Based on such positioning, JD Health has developed a comprehensive supply chain network and healthcare service capabilities. We provide users with a wide range of pharmaceutical and healthcare products and services to fulfill our users' life-long healthcare needs in all scenarios and entire medical process.

JD Health's business scope includes marketing and sales of healthcare products, healthcare services, as well as smart healthcare solutions and digital healthcare services. Meanwhile, we partner with upstream, midstream, and

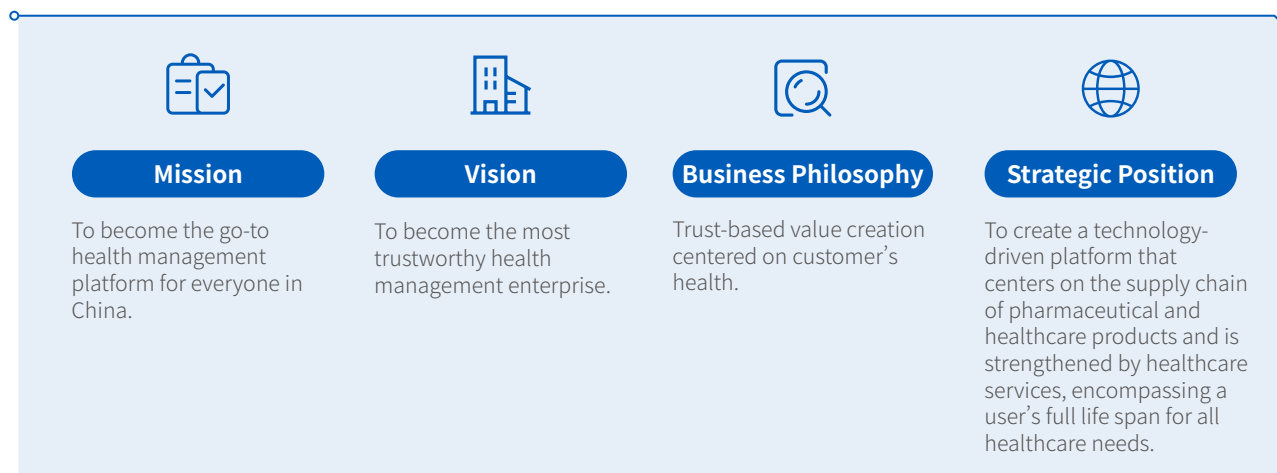
downstream companies in the industrial chain to create a more extensive and complete ecosystem.

We provide healthcare products and marketing services to our users and brands, encompassing all categories of pharmaceutical and healthcare products such as medicines, medical devices, and nutritional supplements. Our business operates mainly through online and offline pharmacy, omnichannel initiatives and wholesale as well. We have accumulated a massive targeted user base including individual users, corporate clients and medical institutions, etc. With regards to our healthcare services, JD Health provides users with health management services such as medical services, consumer healthcare services, and family doctor services, aiming to create an innovative healthcare service model that centers on users' health.

We offer digital healthcare solutions designed for corporates and insurance companies, helping them to better serve their clients. Our smart and digital health solutions are designed for governments and medical institutions, further facilitating the comprehensive achievement of "Healthy China 2030."

JD Health actively responds to the call for a "Healthy China" by paying close attention to our users and patients. We fully utilize our company's resources and expertise to promote the innovation and development of the healthcare industry. We thereby provide more accessible, convenient, high-quality, and affordable pharmaceutical products and services so that people could enjoy a healthier, better life and thus accelerate the process of achieving inclusive healthcare. We strive to become the "go-to health management platform for everyone in China."

## Company's Mission, Vision, Business Philosophy, and Strategic Position



## Honors and Recognitions

### ★ April 2021

The Annual Responsibility Brand Award at the 10<sup>th</sup> China Charity Festival  
The 10<sup>th</sup> China Charity Festival Committee

The Anti-epidemic Pioneer and the Innovative Role Model by "On Health: The First Annual Smart Healthcare Ranking"  
Sailing Health

### ★ May 2021

Shortlisted in the Service Innovation Ranking, Healthy China Initiative Demonstrating V-Innovation Model  
CN-Healthcare

### ★ September 2021

The 2021 Service Demonstration Case Award  
China International Fair for Trade in Services Committee

The Industry Contribution Award at the 2021 Edible Bird's Nest Industry Annual Meeting  
Edible Bird's Nest Market Committee of China Agricultural Wholesale Market Association

### ★ December 2021

"Create a better life and greater city" – the Contribution to Quality Life Award  
Guangzhou Daily

Ranked 7<sup>th</sup> on the Future 50 List for 2021<sup>1</sup>  
Fortune

The Promoter of Internet Public Welfare  
China Social Assistance Foundation

The Annual Social Responsibility Award  
South Reviews

### ★ January 2022

The 2022 China Insurance White Elephant Award – the Annual Model Enterprise for Health Services  
Insurance Today

The 2021 Annual Responsibility Brand Award at the 11<sup>th</sup> Philanthropy Festival  
The 11<sup>th</sup> Philanthropy Festival Committee

Note 1: Ranked 1<sup>st</sup> among Chinese companies on the List

# Message From CEO

In the context of normalized COVID-19 prevention and control in 2021, people in China have raised their expectations for an improving public health system and better personal health and wellness. Meanwhile, digital transformation is profoundly affecting the development of all industries and everyone's life. As we experience the conveniences brought by digital transformations in various daily scenarios, we now have a much more intuitive and comprehensive understanding of the healthcare industry's digital development. This shift has brought extensive opportunities for JD Health and the whole healthcare industry.

Facing the ever-changing environment, we have always been thinking about the core value of JD Health. In 2021, we have further crystallized our business philosophy – “trust-based value creation centered on customer's health.” Being trustworthy demonstrates our insist on high quality product and service. Customers' health is always the center and the goal of our business. As for the “value creation,” it clearly shows why we exist as a business. Adhering to the practice of long-termism, we continue to tackle the pain points in our industry and advocate for value creation that is both impactful and sustainable. Devoting ourselves to providing our users with health management and healthcare services encompassing their full life span for all healthcare needs, we will continue to build an integrated, online-to-offline medical and healthcare service ecosystem. We strive for the complete fulfillment of “Healthy China” goals by actively responding to everyone's healthcare need.

In recent years, the concept of sustainable development based on the three dimensions of “environmental, social and governance” has been unprecedentedly concerned in many sectors. Last year, the Hong Kong Stock Exchange has further refined and elevated the standard of the ESG management and disclosure for listed companies. With the gradual implementation of the “1+N” policy system for carbon peak and carbon neutrality in China, regulatory authorities, industry associations, and other relevant institutions are also steadily helping enterprises improve their ESG performance. At the same time, the “14<sup>th</sup> Five-Year Plan” launched in 2021 has also clearly indicated strategic policies for sustainable development in numerous key areas for social and economic development. Policies such as the “Healthy China,” rural revitalization, digital economy, and green development are especially connected with the development of our healthcare industry.

Strengthening ESG management is not only about meeting regulatory requirements. The action is also about living up to the expectations and trust of our stakeholders and further to realize our vision: “to become the most trustworthy health management enterprise.” In 2021, we continued to implement our ESG strategy which is structured with the four value co-creation areas, including “all-round health,” “all-people health,” “industrial health,” and “ecological health.” With advanced technology and a talent-driven innovative corporate culture laid as strategic foundation, we are committed to creating shared value and building a more efficient healthcare industry chain for all our stakeholders. We aim to provide more people with comprehensive, high-quality, and affordable healthcare services while promoting a greener and more sustainable production and consumption.

## Promoting Rural Revitalization and All-People Health

At the beginning of 2021, China officially announced that it has completed the poverty alleviation goals as scheduled, thereby entering a new strategic stage of rural revitalization and common prosperity. JD Health reacts to this national strategy by enabling our supply chain infrastructure and healthcare services available in rural areas. Through inclusive practices such as the “Healthy China: Medicine Subsidy Project,” the livestreaming free consultation delivered by top-notch doctors to rural residents, and the “JD Health's Pharmacy Stores Alliance”, we are committed to fully realizing rural revitalization and all-people health.

## Exploring New Models of Health Services to Support the Vision of “Healthy China”

Since its implementation in 2016, the “Healthy China 2030” Plan has been among the top of national agendas that leads the comprehensive development of the healthcare industry. While in the “14<sup>th</sup> Five-Year Plan” and the Long-Range Objectives for 2035 that have been implemented since 2021, “Healthy China” as a priority strategic objective has been endowed with the greater significance in the new era. JD Health actively responds to national policies with concrete actions: cooperating with top hospitals to build “Online Hospitals,” innovating healthcare service models, and expanding the supply of healthcare resources. By leveraging our supply chain capabilities and connecting the upstream and downstream partners, we launched the “Rare Diseases Care Project” to create a platform that offers a one-stop solution covering medical services, medications, insurance, and public welfare, providing convenience for people with rare diseases in accessing diagnosis, treatment, medication, as well as financial support. JD Health is committed to a healthy and comprehensive development of the whole healthcare industry.

## Improving Ecological Health and Creating a Healthy Ecosystem

The healthy natural ecosystem is the foundation for the healthy life of humanity. According to the latest report of the United Nations' Intergovernmental Panel on Climate Change (IPCC), we as humans now stand at a crossroads, and the decisions what we make now can lead a more livable future. JD Health always pays close attention to green operations. Relying on JD.com's low-carbon design and energy management technology, we realize a continuous decrease of annual average power consumption over the years at our green and low-carbon data centers. Meanwhile, we promote a series of green initiatives in our workplace. We also engage our supply chain partners to promote a holistic green development and shape a healthy ecology by leveraging our business influence.

In 2021, we released our first ESG report, preliminarily establishing an ESG governance system with the Board of Directors and CEO involved in decision making and the full participation of all business departments. The system laid a solid foundation for the further development of our ESG strategic planning, regular assessment, as well as risk identification and management.

In 2022, we will continue to live up to the expectations of our stakeholders by actively creating a long-term and sustainable shared-value. We are firmly grounded on the strategic position of creating a technology-driven platform that centers on the supply chain of pharmaceutical and healthcare products and is strengthened by healthcare services, encompassing a user's full life span for all healthcare needs. Fully committing to the implementation of the “14<sup>th</sup> Five-Year Plan” and the “Healthy China 2030” national strategy, we will create a healthier future for everyone!

**Enlin Jin**  
Chief Executive Officer

# ESG Governance

## Statement From the Board

The Company's Board of Directors continues to make efforts to monitor and manage ESG initiatives. In 2021, the Board of Directors helped supervise ESG reporting and carefully reviewed the results of important ESG issues, which are regarded as the important references for corporate governance and risk management.

In the future, JD Health will continue advocating the integration of ESG into the Company's business operations and long-term strategic development, thereby effectively fulfilling Hong Kong Stock Exchange's ESG regulations. The JD Health Board of Directors will maintain their support for implementing the following work:



### Board Participation

The Board of Directors will regularly discuss ESG-related work, continuously identify ESG key risks and opportunities, supervise and strengthen the Company's ESG governance performance, participate in the capacity training on ESG, and enhance Board members' awareness of ESG governance.



### Formulation of Strategic Objectives and an Action Path

ESG governance will be incorporated into the Company's overall development strategy, and ESG material issues will be identified by referring to the interests of stakeholders, industries, and the Company; these identified issues will then be incorporated into the construction of the ESG strategic framework and action path to facilitate the long-term value creation of the Company.



### Clarification of the Management Mechanism

The organizational structure of ESG governance will be clarified, and the CEO will supervise the implementation of the strategy. Management measures include setting up a comprehensive ESG management department and ESG leadership group, supporting the strategy implementation, regularly reviewing the progress of ESG work, and normalizing ESG governance.



### Normalization of ESG Governance

ESG data collection and governance will be normalized, and the quality of ESG performance and information disclosure will be enhanced.

## ESG Governance System

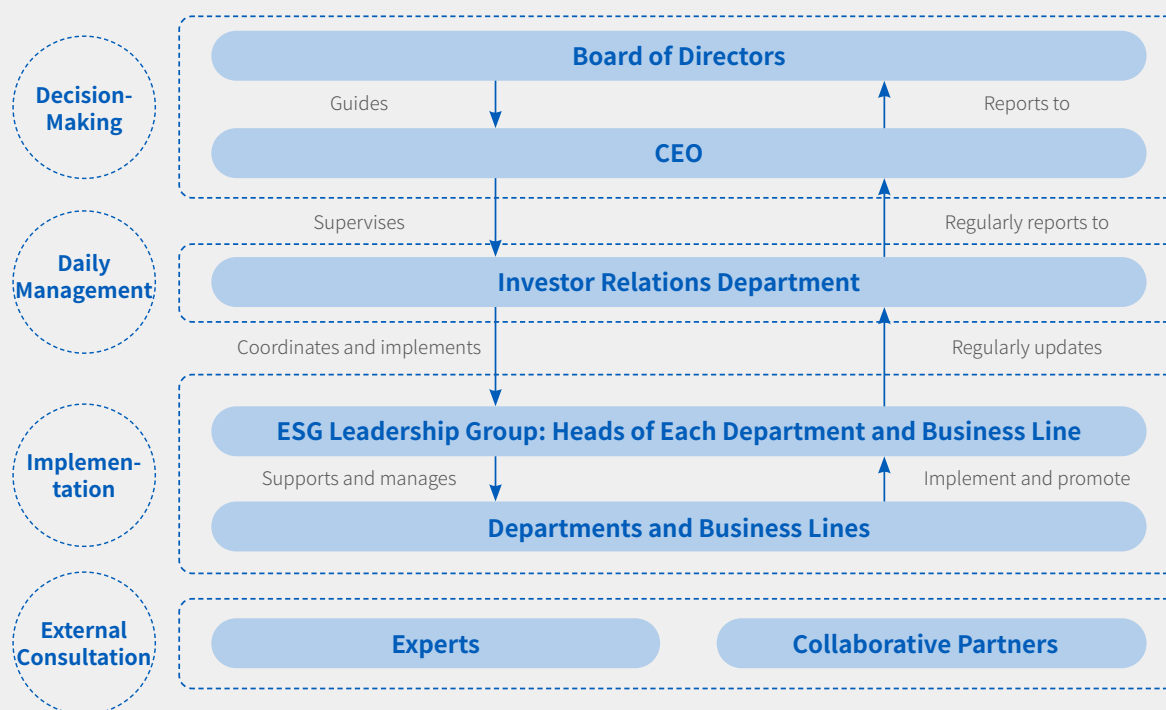
JD Health's ESG governance system provides a solid foundation for ESG strategy development, regular assessment, and management of related risks. By establishing the ESG governance system and our business philosophy of "trust-based value creation centered on customer's health" as a guiding principle, we create an effective risk management system. We also maintain a strong relationship with our stakeholders and continuously improve the Company's governance level. We continue progressing towards our mission to "become the go-to health management platform for everyone in

China" and achieving steady operation and sustainable growth.

The Company's ESG governance system consists of decision-making, daily management, implementation, and external consultation. The Board of Directors and the CEO of JD Health are responsible for setting strategic goals and working mechanisms of ESG-related issues, and regularly discussing and supervising the overall implementation of ESG strategy. Meanwhile, we establish an ESG leadership group comprising the heads of each department and business unit. The Investor Relations Department,

responsible for the daily management of ESG work, also conducts regular communication and coordination on related work. Each department and the business line will support the implementation of ESG work based on the working mechanism, and regularly report to the ESG leadership group. The Investor Relations Department also frequently communicates with external consultants including experts and collaborative partners, who provide suggestions and opinions regarding JD Health's ESG work.

### The Framework of the ESG Governance System

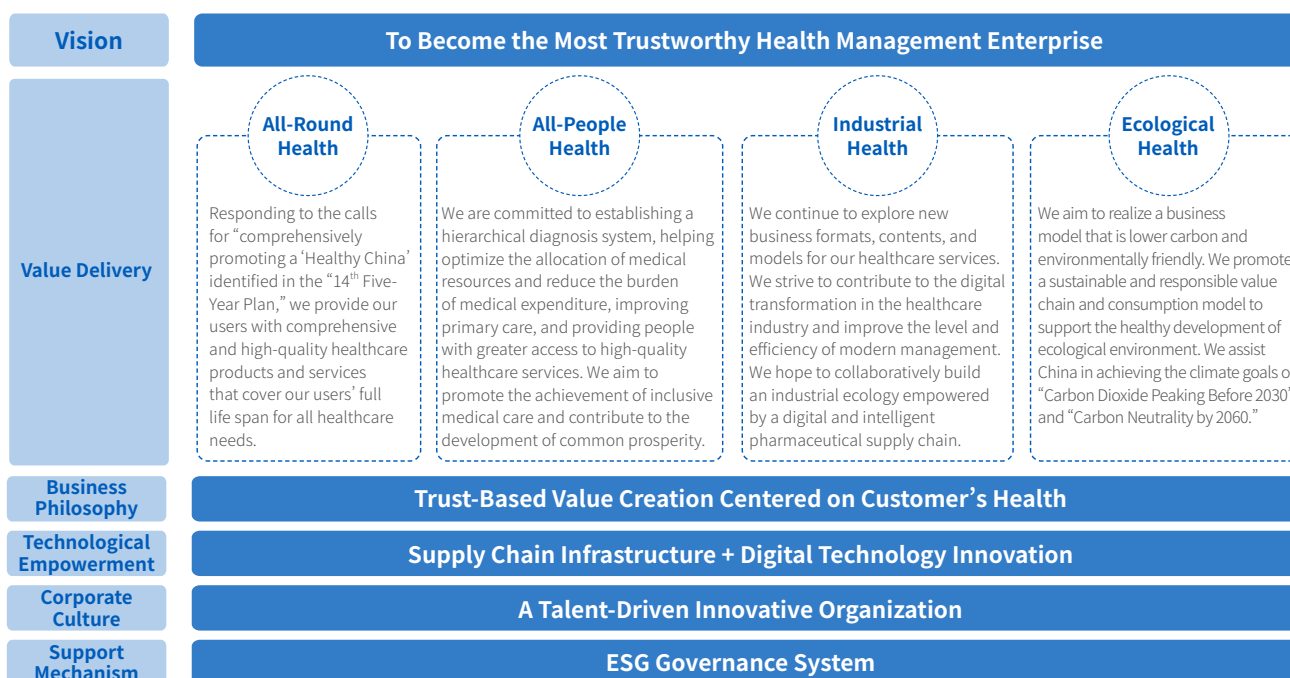


## ESG Strategic Framework

We initiate our ESG strategic planning based on our vision which is to “become the most trustworthy health management enterprise”. In combining with our business philosophy – “trust-based value creation centered on customer’s health,” we actively respond to the “14<sup>th</sup> Five-Year Plan” by participating in the construction of a “Healthy China,” facilitating the development of the digital economy,

promoting common prosperity, and responding to the dual carbon goals. In 2021, we also further upgraded our ESG strategy. Leveraging our strong, industry-leading supply chain, online healthcare services capacity, advanced technology, and our newly deployed ESG strategy and governance framework, we are committed to creating the shared value in key areas, including all-round health,

all-people health, industrial health, and ecological health. Our goal is to provide more people with comprehensive and better quality healthcare services, whilst encouraging the innovation and development of the industry as well as the protection of the ecological environment, so that more people could enjoy a healthier lifestyle.





## JD Health and the UN SDGs

The full realization of the UN SDGs describes a promising future anticipated by all mankind. As a leading enterprise in the sustainable development and construction of the healthcare industry, JD Health assumes the social responsibilities to build a healthy life for all. We utilize our expertise in supply chain and technology to promote the sustainable development of the healthcare industry, further empowering the full implementation of the SDGs.

### SDGs

### Our Actions



JD Health cares for the health of people with financial difficulties. By offering livestreaming of free medical consultations by top-notch doctors and participating in medicine subsidy projects, we aim to alleviate the difficulties of poverty-stricken groups in accessing medical treatment and medication and empower the construction of the primary care system, thereby contributing to rural revitalization and common prosperity.



JD Health actively responds to the call for a “Healthy China 2030” by empowering the development of primary care. Through our digital and intelligent supply chain, we deliver high-quality medical services to communities, further promoting public healthcare at the primary level and the health management for everyone.

JD Health diligently addresses unexpected events and challenges such as disasters and epidemics. During the heavy rain and flooding in Henan in 2021, we coordinated online and offline resources in a timely manner to provide supports through launching free online consultation services to solve the urgent medical needs of people affected by the floods. In the context of normalized epidemic prevention and control for COVID-19, we provided online appointments and door-to-door nucleic acid testing services for severely affected areas. By taking the advantages of our platform influence, we facilitate the medical management and control to ensure effective epidemic prevention and control to the largest extent.



JD Health delivers the high-quality professional skills education to the whole society. We use the Internet to empower hospitals and doctors by providing healthcare professionals with skills training and technology support, further improving the service capacity of primary medical institutions. We also built a comprehensive internal training system that enables our employees to have a promising career path and accelerate their personal and career growth.

JD Health is also committed to children’s education and healthy growth. Through the project of “JD Health Caring Cabin,” we carry out knowledge sharing and mental health consultation in SOS Children’s Village to help children grow up healthily.



We provide all employees with equal, safe, and decent work, making sure that they have access to equal pay for equal work, a favorable workplace, acceptable welfare, and personal development prospects. We also value the building of a workplace that is diverse and inclusive, where female managers can play an essential role in JD Health’s decision-making process and daily management.



JD Health provides full support to the vision of a “Healthy China” by cooperating with local hospitals and participating in the transformation of the healthcare system. We help improve the national medical insurance system and optimize people’s experiences in medical treatment and medication purchases. We also opened our capacities of supply chain and healthcare services to rural areas, supporting the development of primary care.



JD Health strictly follows the guidelines of sustainability in the process of procurement, transportation, and operation. Measures that address risks of climate change and reduce ecological footprint are considered as important means that ensure the Company’s stable development. We also strictly implement the green and low-carbon principles in our daily operations, including the establishment of a green and low-carbon data center, the building of a green workplace, and the promotion of green transportation, to eventually achieve energy conservation and emission reduction in our workplace and in the operation process.



Empowered by technology, JD Health continues to innovate our retail pharmacy and online healthcare business. With the support of advanced technologies such as big data, 5G, artificial intelligence, and the Internet of Things, we promote the digitalization of regional healthcare services, providing our users with high-quality medical and health products, as well as professional healthcare services.



JD Health fully implements procedures of compliance and internal control. We put in place three lines of defense that all employees, departmental risk control, and corporate supervision all should play their roles in compliance management, as well as five dimensions that include legal and regulatory supervision, anti-corruption, information security, auditing, and transaction risk control, realizing all-round and multi-dimensional compliance management.

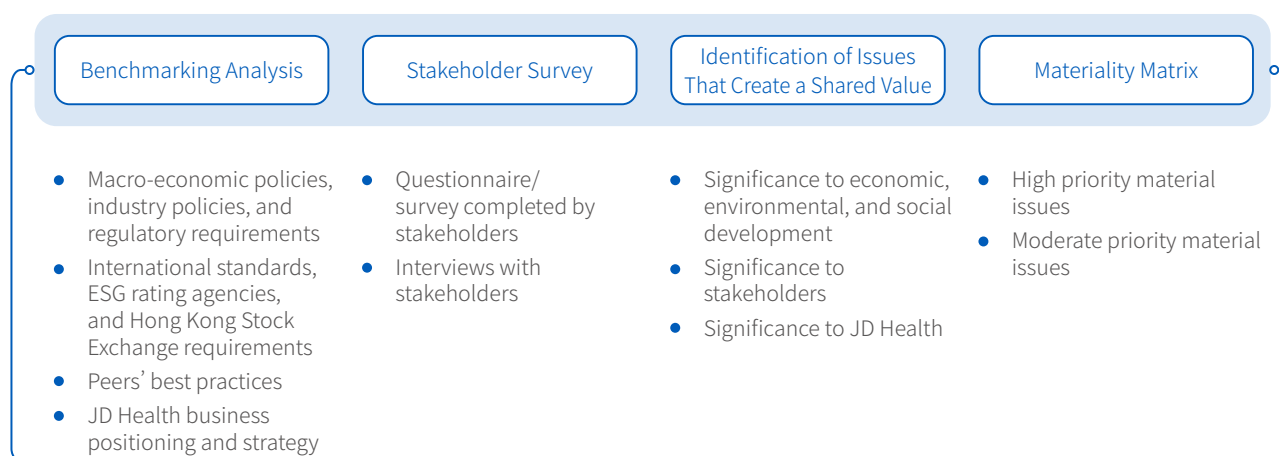


JD Health values the opinions of our stakeholders and maintains regular communication with them through various means. JD Health empowers our partners and improves the overall development of the industry through the sharing of our innovative technologies and key resources. We carry out strict environmental and social risk identification and management for our suppliers, facilitating them to progress in their environmental, social, and governance management.

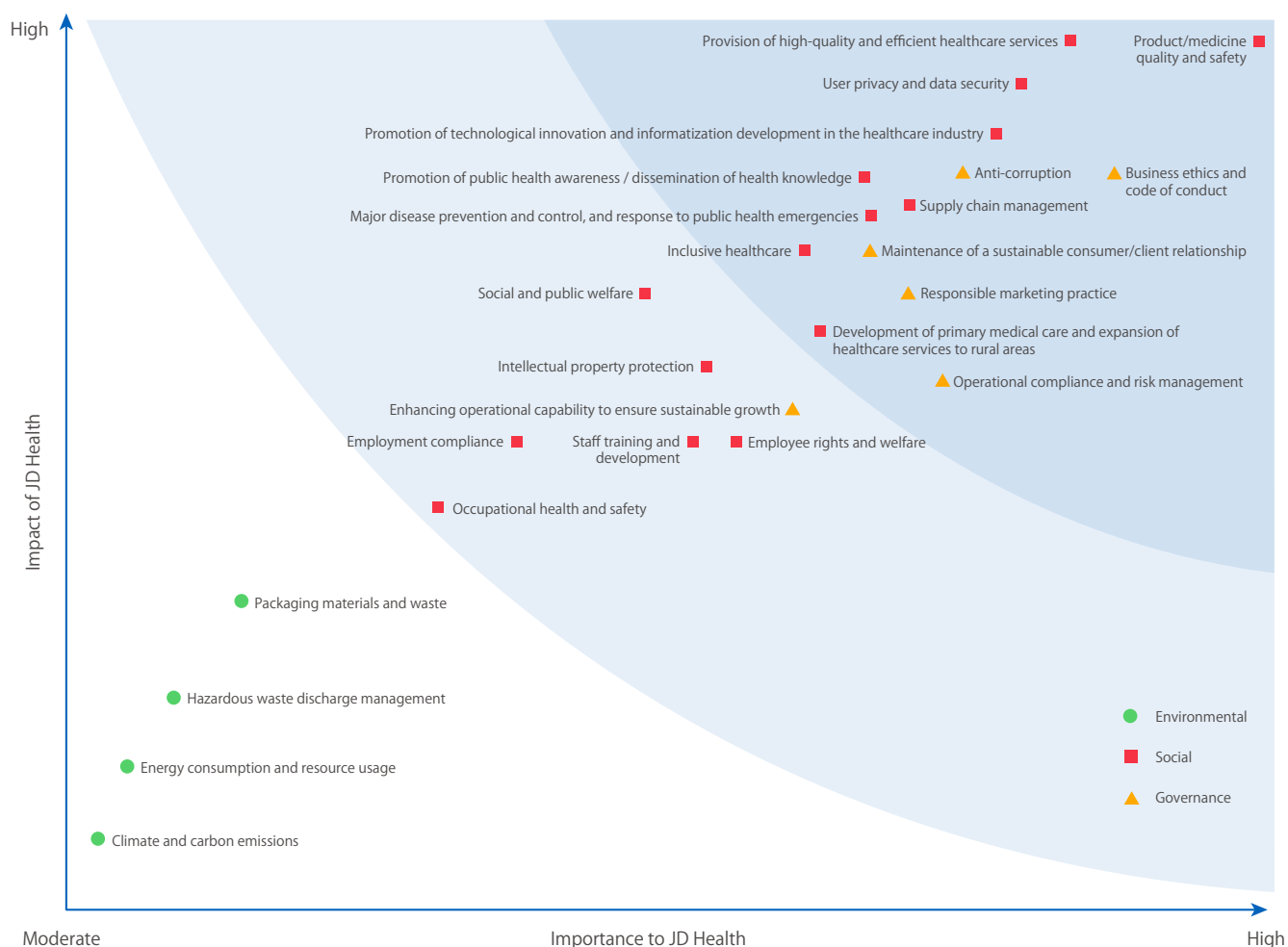
## Materiality Assessment and Stakeholder Engagement

Through benchmarking analysis and stakeholder surveys, JD Health has identified 25 strategic issues that help facilitate the creation of shared values, and we created a materiality matrix. Among which, the moderate and high priority material issues are regarded as the most important to be disclosed in this ESG report. The scope and boundary of this report are determined by data availability.

### Materiality Assessment Flow



### Materiality Matrix



Key Stakeholders	Material Issues		Means of Communication and Frequency
 <b>Consumers</b>	<ul style="list-style-type: none"> <li>Product/medicine quality and safety</li> <li>Provision of high-quality and efficient healthcare services</li> <li>Promotion of public health awareness / dissemination of health knowledge</li> <li>Inclusive healthcare</li> </ul>	<ul style="list-style-type: none"> <li>Development of primary medical care and expansion of healthcare services to rural areas</li> <li>User privacy and data security</li> <li>Maintenance of a sustainable consumer/client relationship</li> <li>Responsible marketing practice</li> </ul>	<ul style="list-style-type: none"> <li>Continuous online and offline communication</li> <li>Online consultations with doctors</li> <li>24/7 customer service</li> <li>Consumer research and feedback</li> <li>Social media communication</li> <li>Regular media publicity and communication</li> </ul>
 <b>Business Clients</b>	<ul style="list-style-type: none"> <li>Product/medicine quality and safety</li> <li>Provision of high-quality and efficient healthcare services</li> <li>Promotion of technological innovation and informatization development in the healthcare industry</li> </ul>	<ul style="list-style-type: none"> <li>Development of primary medical care and expansion of healthcare services to rural areas</li> <li>Intellectual property protection</li> <li>Supply chain management</li> <li>Maintenance of a sustainable consumer/client relationship</li> <li>Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>Regular work meetings</li> <li>Online/offline/video/phone calls and other business dialogs</li> </ul>
 <b>Governments and Regulatory Agencies</b>	<ul style="list-style-type: none"> <li>Product/medicine quality and safety</li> <li>Provision of high-quality and efficient healthcare services</li> <li>Major disease prevention and control, and response to public health emergencies</li> <li>Promotion of technological innovation and informatization development in the healthcare industry</li> <li>Promotion of public health awareness / dissemination of health knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Inclusive healthcare</li> <li>Development of primary medical care and expansion of healthcare services to rural areas</li> <li>Social and public welfare</li> <li>Operational compliance and risk management</li> <li>Business ethics and code of conduct</li> <li>Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>Regular reports and communication, policy suggestions</li> <li>Signing cooperation agreements and establishing strategic cooperation</li> <li>Infrequent industrial forums and conferences</li> <li>Onsite investigation of enterprises</li> <li>Visits to government departments</li> <li>Establishing specialist overseeing communication channels</li> <li>Replies to relevant inquiries from regulators</li> <li>Regular communication with regulatory agencies</li> </ul>
 <b>Shareholders and Investors</b>	<ul style="list-style-type: none"> <li>Product/medicine quality and safety</li> <li>Provision of high-quality and efficient healthcare services</li> <li>User privacy and data security</li> <li>Intellectual property protection</li> <li>Employment compliance</li> </ul>	<ul style="list-style-type: none"> <li>Operational compliance and risk management</li> <li>Business ethics and code of conduct</li> <li>Anti-corruption</li> <li>Enhancing operational capability to ensure sustainable growth</li> </ul>	<ul style="list-style-type: none"> <li>Phone calls, meetings, and company visits</li> <li>Enterprise annual reports, quarterly reports, and announcements</li> <li>Non-deal roadshows</li> <li>Regular communication and disclosure of ESG related issues</li> <li>General meetings of shareholders</li> </ul>
 <b>Value Chain Partnerships</b>	<ul style="list-style-type: none"> <li>Promotion of technological innovation and informatization development in the healthcare industry</li> <li>Supply chain management</li> <li>Business ethics and code of conduct</li> <li>Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>Enhancing operational capability to ensure sustainable growth</li> </ul>	<ul style="list-style-type: none"> <li>Regular purchasing, training, and evaluation</li> <li>Monthly/quarterly communication mechanism</li> <li>Regular online/offline communication and meetings</li> <li>Ad hoc industry forums</li> <li>Supplier conferences</li> </ul>
 <b>Employees</b>	<ul style="list-style-type: none"> <li>Staff training and development</li> <li>Employee rights and welfare</li> <li>Employment compliance</li> <li>Occupational health and safety</li> </ul>		<ul style="list-style-type: none"> <li>Staff mail, communication meetings, staff forums, staff congresses, training activities, appeal mechanism</li> <li>Online and offline research and feedback</li> </ul>
 <b>Communities and Environment</b>	<ul style="list-style-type: none"> <li>Major disease prevention and control, and response to public health emergencies</li> <li>Promotion of public health awareness / dissemination of health knowledge</li> <li>Inclusive healthcare</li> <li>Development of primary medical care and expansion of healthcare services to rural areas</li> </ul>	<ul style="list-style-type: none"> <li>Social and public welfare</li> <li>Climate and carbon emissions</li> <li>Energy consumption and resource usage</li> <li>Hazardous waste discharge management</li> <li>Packaging materials and waste</li> </ul>	<ul style="list-style-type: none"> <li>Long-Term public welfare projects</li> <li>Regular media publicity and communication</li> <li>Social media communication</li> <li>Public welfare forum activities</li> <li>Volunteer activities</li> </ul>



## Topic One: Responding to the “14<sup>th</sup> Five-Year Plan” and Promoting Common Prosperity Driven by Inclusive Healthcare

2021 marks the beginning of the 14<sup>th</sup> Five-Year Plan (2021–2025) for National Economic and Social Development and Long-Range Objectives for 2035. Based on our strategic position – “to create a technology-driven platform that centers on the supply chain of pharmaceutical and healthcare products and is strengthened by healthcare services, encompassing a user’s full life span for all healthcare needs,” JD Health actively responds to

the state’s call for action. We support rural revitalization and common prosperity by improving primary care in rural areas. We commit to the building of a Healthy China by participating in the reform of the healthcare system and enabling the inclusive sharing of high-quality medical resources. We use technological means to facilitate green growth and sustainable development, further prompting the harmonious coexistence between

humankind and nature. Departing from the perspective of environment, society, and governance, JD Health organically integrates the challenges of global sustainable development and other goals at large with our strategies for company growth. While promoting economic, social, and industrial development, we obtained unprecedented opportunities for future development and gained increasingly widespread social recognition.

## Comprehensive Promotion of Rural Revitalization With Priority Development of Agricultural and Rural Areas

The “14<sup>th</sup> Five-Year Plan” proposes to improve infrastructure and public services in rural areas with emphases on increasing the supply of medical services, improving the social security and assistance system, and expanding the normalized assistance mechanism for low-income population in rural areas. JD Health is committed to opening up the capabilities of supply chain and healthcare services to rural areas, empowering the construction of primary care in those areas and further promoting rural revitalization.

JD Health’s “Healthy China Medicine Subsidy Project,” which alleviates poverty through healthcare assistance, has lasted for years to date. The project provides an annual subsidy of RMB 1,000 per person to purchase medicine for registered poverty households across China. We will continue our poverty alleviation efforts by embracing the rural revitalization strategy and strengthening the healthcare assistance.

Examples of our actions include livestreaming of free medical consultations with top-notch doctors, so that residents in rural areas can promptly consult doctors

without having to travel all the way to physical hospitals. By building a digital and intelligent procurement platform, we connect upstream pharmaceutical companies, suppliers, and distributors with downstream pharmacies to bring quality resources to people who live in rural areas, thus ensuring the safety and accessibility of medication in such regions. The “Zhenjingcai (診京採)” and the “JD Health’s Pharmacy Stores Alliance” focus on the lower tier market and the digitalization of local pharmacies, further promoting the implementation of rural revitalization strategy.

## Comprehensive Promotion of a Healthy China

The goal of “Healthy China” is another important strategy indicated through the “14<sup>th</sup> Five-Year Plan.” Guided by our business philosophy of “trust-based value creation centered on customer’s health,” JD Health integrates “all-round health” and “all people health” into our ESG strategy.

By establishing a comprehensive health management service model that covers our users’ full life span for all healthcare needs, we facilitate the inclusive sharing of high-quality medical resources and further promote the “Healthy China” initiative.

JD Health actively participates in the reform of the healthcare system. We are committed to improving the quality and efficiency of healthcare services and optimizing the supply of medical resources to more people. JD Health

works with multiple Class 3-A hospitals on various smart hospital projects to jointly build the internet hospitals, promoting the improvement of service quality, and assisting in the digitalization of the medical and healthcare services industry.

JD Health initiated the “Rare Diseases Care Project,” building a platform that helps mobilize resources and forces to improve the efficiency of philanthropy resource allocation. The platform offers a one-stop solution covering medical services, medications, insurance, and public welfare. We aim to alleviate three major barriers to the rare disease population, namely the difficulty in accessing high-quality diagnosis and treatment, necessary medicines and financial support. In 2021, we assisted people with rare diseases by

launching “JD Pharmacy Rare Diseases Care Center” and “Rare Diseases Charity Fund.”

We helped optimize the medical service resource allocation across the regions and achieved information interconnectivity in a flexible and efficient manner. During the reporting period, we helped launch the National Medical Security Information Platform in Suqian City, which promoted the standardization of medical insurance services and the convenience of public services, making it the first city in East China to launch the national medical security information platform.

## Promotion of Green Development and Harmonious Coexistence Between Humankind and Nature

The “14<sup>th</sup> Five-Year Plan” clearly lays out strategies for implementing sustainable development and creating a green economy by building a system of ecological civilization, promoting green transformation in economic and social development, improving the efficiency of resource utilization at all levels, and building a resource recycling system. JD Health strictly enforces such guidance by operating green and pursuing sustainable growth.


In terms of green operation, JD Health uses a green and low-carbon data center. Relying on technologies such as low-carbon design and energy management as well as the precise management of operations, we reduce the average of our annual power consumption each and

every year. At the same time, we focus on creating a green office space by using energy-saving devices, practicing resource conservation and waste reduction, as well as encouraging our employees to “travel green” through commuting with company shuttles, public transportation, and carpooling. In terms of the procurement process, we strictly abide by JD.com’s Green Procurement Management Regulations and Green Procurement Negative List System to ensure that the supply chain is environmentally friendly. Cooperating with JD Logistics, the first domestic logistics supply chain company to announce their Science-Based Targets (SBTs), we make logistics green by reducing resource consumption and carbon emissions through practices such as green packaging, new energy vehicles,

optimization of the transportation structure, green warehousing, and scientific planning of transportation routes.

JD Health is committed to delivering value in all aspects of our economy and society. Departing from our own expertise, we will continue to make great efforts to achieve the goals and visions of the “14<sup>th</sup> Five-Year Plan” in aspects such as national economic development, reform and opening-up, social civilization, ecological civilization, people’s well-being as well as governance efficiency on the national level.





## Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control

In the face of the normalized prevention and control of COVID-19, the digital transformation of our whole society is accelerating, bringing unprecedented attention to the development of digital healthcare. Following this trend, JD Health accelerates the digitalization progress by advocating for the digital development

of people's routine health management, diagnosis, and treatment, as well as meeting the different needs of ordinary patients and those with chronic diseases. Not only do we assist in the digitalization of the healthcare industry, but we also work to build a more comprehensive healthcare ecosystem. We promote the

precision and normalization of COVID-19 prevention and control so as to make the process more efficient. We are committed to the innovation of public medical services and meet everyone's diverse healthcare needs by applying digital technology, while pursuing quality growth of our business.

## Digitalization of Daily Health Management

As society adjusts to a new normal of pandemic management, and with the rise of people's health awareness and demand for better daily health management, JD Health follows closely the progress of digitalization by integrating digital technology into the practices of health management. For example, we further facilitated the innovative development of our integrated online-to-offline "family doctor" service model and the chronic disease management service model to empower the local communities.

In response to the national project on improving the service capabilities and efficiency of family doctor services in the local communities, we reached strategic cooperation with the Haizhu District in

Guangzhou to implement the integrated online-to-offline family doctor service model, providing convenient health management services to local residents and further enhancing the quality of primary care.

Chronic disease prevention and control are an important part of health management. At JD Health, we actively expand our integrated, online-to-offline services for chronic disease management. We connect upstream and downstream industries to actively develop and innovate the service model for chronic respiratory disease management, so as to meet the urgent needs for improving respiratory disease prevention and control in China. We innovate our health management

solutions by connecting hundreds of intelligent monitoring devices with online healthcare services, further improving the user experience on our platform.

In addition, we jointly launched Diabetes Glucose Monitoring Map Project in Guangdong Province together with Guangdong Provincial Center for Disease Control and Prevention, so as to achieve home-stay glucose monitoring for patients with diabetes using IoT and big data technology. This enhanced the efficiency of remote management and follow-up visits of diabetes patients by medical staff, exploring the service model of the digital and intelligent diabetes management.

## Advancing Digital Development of the Healthcare Industry

JD Health is devoted to the healthy development of our industry by helping and serving our business partners. We are committed to building a consolidated healthcare service ecosystem by engaging all industrial players from online to offline. We leverage our expertise and resources in supply chain infrastructure, technology and marketing operation to support ecosystem partners such as governments, medical institutions and enterprises, to jointly promote the digital transformation and application of information technology in the healthcare industry.

China has gradually accelerated the implementation of “Internet + medical health” in public hospitals. JD Health cooperates with local governments, hospitals, and medical institutions to develop online hospitals, providing better medical and healthcare services for patients. We jointly built an online hospital with the First Affiliated Hospital of the Henan University of Chinese Medicine to provide patients with integrated online-to-offline healthcare services. By the end of 2021, the total number of registered patients approached 150,000, covering 31 provincial-level administrative regions across China. The Internet hospital helped

ease the difficulties for local residents getting medical care services during the flooding and the pandemic in 2021.

By launching the “Jingxietong (京械通),” JD Health provides medical institutions and corporate clients with an integral, one-stop experience that is marked by the availability of products, high efficiency, low prices, and excellent after-sales services. The platform brings the traditional offline procurement to a more versatile online space and helps enterprises improve their competency in digital services.

## Ensuring Normalized Management of COVID-19 Prevention and Control

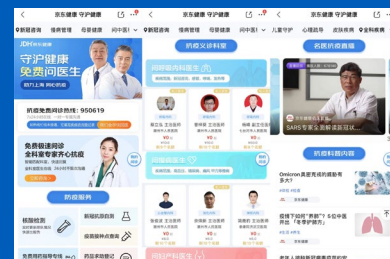
Leveraging our digital supply chain capabilities, we implemented effective medication controls during the pandemic, while ensuring a sufficient supply of medicines and medical protective equipment under special circumstances. It promoted the precision and normalization of COVID-19 prevention and control to make the process more efficient.

To ensure the supply of medical products and services for epidemic relief, JD Health launched the public welfare procurement plan on our Yaojingcai (藥京採) platform.” In 2021, the plan offered a wide selection of medical supplies and one-stop purchasing experiences for all charity and social service organizations during the epidemic. In March 2022, affected by another wave of COVID-19, patients with chronic diseases in certain areas were troubled by the inconvenience of purchasing medication. JD Health launched a registration platform to collect medicine aid requests in affected areas to assist patients with chronic diseases in obtaining medications. As of mid-May

2022, the platform had received over 90,000 requests, with more than 90% of those validated requests being met. We also provided free consultation services in affected areas to meet people’s needs for emergency medical treatment.

In terms of medication management and control, JD Health abides by the policies in various cities by implementing restrictions and control on the sales of certain epidemic-related medication. Our system and algorithm enable automatic identification and quick removal of controlled medications on our platform. In cities approved by COVID-19 prevention and control policies, we developed a system that conducts real-name registration for users who purchase epidemic-related medication, effectively helping local governments accurately identify and manage the sales of such medication.

JD Health aims to build a smart healthcare ecosystem. In responding to the needs of the new era through all-round digital



development, we also enter a new phase of our own development. Empowered by digital technology, we are committed to building a “Healthy China” with all of our partners.

# 01

## Corporate Governance: A Robust Organization Guided by Regulations

Scientific corporate governance serves as a foundation of our long-term development. JD Health strictly adheres to the “Three Nos” principles in our corporate governance. We are committed to improving our corporate governance by continuously constructing the management system, internal control and compliance regulations, and the anti-corruption systems. In so doing, we continue to build JD Health into a trustworthy brand.





## Strengthening Board Leadership

JD Health has built a diverse and independent Board of Directors. We set up rational and effective policies for incentives and remuneration and for improving management skills. To improve the leadership of our Board of Directors, we actively communicate with investors through multiple channels.

### Building Diversity and Independence

JD Health has set up a policy to ensure the diversity of our Board members. We always believe that the diversity of Board members makes an important factor to maintain our competitive advantage, obtain diversified suggestions for our corporate development, and achieve a comprehensive talent pool. We evaluate the diversity of our Board of Directors every year. The Nomination Committee evaluates the structure, size, and composition of the Board of Directors at least once a year; evaluation criteria include the gender, age, cultural and educational background, professional qualifications and skills, and knowledge and industry experience of each Board

member. Taking into consideration the results of the annual evaluation as well as our strategies for long-term development, we then make recommendations to the Board, further ensuring that its composition is balanced and diverse.

We continue to promote the diversity and independence of our Board of Directors. During the reporting period, JD Health's Board of Directors was comprised of six male directors and three female ones. Female directors accounted for 1/3 of the Board members. We also make sure that the Company introduces young elites to its Board of Directors. Eight out of the nine directors are between the ages of 30 and 50.

In April 2022, JD Health made a personnel adjustment to its Board, making its total number of members seven. Four out of the seven are independent non-executive directors, further reinforcing the independence of the Board. The Audit Committee includes three independent directors, which ensures the independence of the Company's audit work. We strictly comply with the Hong Kong Stock Exchange's Listing Rules by conducting the annual confirmation of independence for each independent non-executive director and submitting the written confirmation.

## Incentives, Remuneration, and Management Skills Improvement

JD Health establishes a reasonable and effective system for incentives and remuneration. We adhere to a contribution-driven distribution, and we continue to stimulate the enthusiasm of our management personnel. At the same time, we also set up special training programs for senior managers, helping them improve their management skills.

### Policies for Incentives and Remuneration

JD Health advocates for a "contributor-oriented" talent management principle. We apply such management mechanisms in talent evaluation, assessment, development, incentives, and other relevant activities. The incentives and remuneration for senior management are assessed based on their competency, ability, as well as their contributions in corporate overall performance.

The Remuneration Committee is responsible for formulating and submitting remuneration policies to the Board of Directors for approval. The Remuneration Committee also provides recommendations to the Board of Directors on annual remuneration adjustments and incentives.

The remuneration incentives for independent non-executive directors

will be assessed annually with reference to companies with similar business types or scales in the market. The assessment also includes a regular review of the overall remuneration policy that measures independent directors' duties and responsibilities, workload, and engagement level.

## Training Policies for Senior Managers

JD Health values the improvement of our senior managers in their management skills. Throughout 2021, we launched three special training programs for our senior managers:

“Management Forum,” “Special Class for New Managers” and “Interdisciplinary Study Tour.” By absorbing experience shared by external experts, learning to improve management skills, and

exploring new business models, our managers improve their managerial thinking, competency, and experience in an extensive way.

## Actively Communicating With Investors

JD Health actively communicates with our investors through various methods and channels. We formulated a dynamic policy for communication with our shareholders. Through channels such as newsletters, announcements, as well as shareholders’ meetings, we achieve the effective communications between the Company, our shareholders, and other stakeholders.

The general meetings of shareholders are important means of communication with our shareholders. In accordance with the listing rules, we provide our shareholders with every relevant and necessary information, including resolutions, at the general shareholder meetings. We also set up a Q&A session at the general meetings to answer investors’ questions and concerns to ensure that our shareholders make informed decisions.

The Company has established multiple interactive communication channels for our investors, including an investor relations website, email subscription, annual results conference calls, investor meetings, analyst meetings, as well as non-deal roadshows held from time to time. Through such practices, we actively communicate with our investors in a timely manner.

## Internal Control and Compliance Management

JD Health fully implements stringent compliance and internal control measures by realizing all-round and multi-dimensional compliance management. We pay close attention to national laws and regulations by building three lines of defense supported by all employees, department level risk control, and corporate level company supervision respectively, as well as five dimensions comprising legal and regulatory supervision, anti-corruption, information security, auditing, and transaction risk control. Meanwhile, to further improve our compliance management, we continuously strengthen the compliance training among employees and participate the formulation of multiple relevant policies.

## Strict Compliance With National Laws and Regulations

JD Health is supervised by the Public Security Department, the Ministry of Industry and Information Technology, Cyberspace Administration of China, the State Administration for Market Regulation, the National Medical Products Administration, the National Health Commission, the consumer associations at all levels, and other related departments.

We rigorously comply with laws and regulations including “Civil Code of the People’s Republic of China (PRC),” “E-Commerce Law of the PRC,” “Cybersecurity Law of the PRC,” “Provisions on Ecological Governance of Network Information Content,” “Advertising Law of the PRC,” “Product Quality Law of the PRC,” “Food Safety Law of the PRC,” “Drug Administration Law of the PRC,” “Licensed

Medical Practitioners Law of the PRC,” “Law on the Protection of the Rights and Interests of Consumers,” “Regulation on the Supervision and Administration of Medical Devices of the PRC,” “Measures for the Administration of Internet Diagnosis and Treatment (for Trial Implementation),” “Measures for the Administration of Online Hospitals (for Trial Implementation),” amongst others.

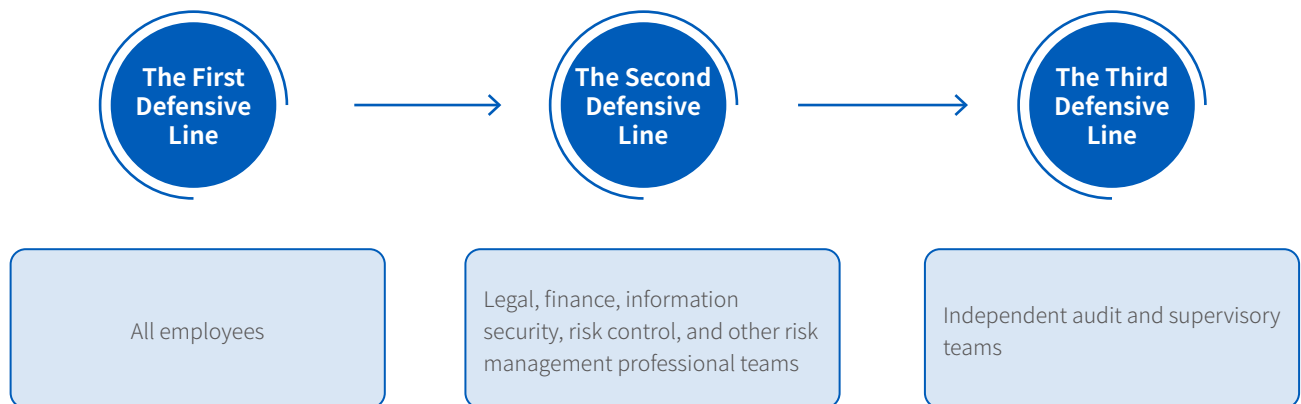


## All-Round and Multi-Dimensional Compliance Management

JD Health abides by the concept of “achieving success the right way,” and therefore we comply with laws and regulations to create a culture of integrity and anti-corruption. Empowered by

technology and guided by JD.com, we can forge a forward-thinking, flexible, and efficient compliance system, which includes three “defensive lines,” the first being all employees, the second

comprising legal, finance, information security, risk control, and other risk management professional teams, and the third being independent audit and supervisory teams.



Based on these three “defensive lines,” our compliance system comprises five perspectives to fully guarantee internal control and compliance within the Company. The first perspective involves laws and regulations compliance: JD Health strictly abides by relevant laws, regulations, and rules. The second perspective is anti-corruption compliance: JD Health maintains a “zero-tolerance” approach towards

corruption. The third perspective is information security compliance: JD Health is committed to ensuring all personal and customer information secured and ensuring the confidentiality of all information and data held by the Company. The fourth perspective is auditing compliance: JD Health’s independent auditor and supervisory teams will devise and implement internal control systems appropriate

for JD Health, and conduct necessary supervision and evaluation. And the fifth perspective is transaction risk control: each business unit of JD Health accurately identifies and intelligently responds to unethical behaviors. Through mandatory employee training, accountability mechanisms, and effective incentives, we safeguard the effectiveness of our compliance system.



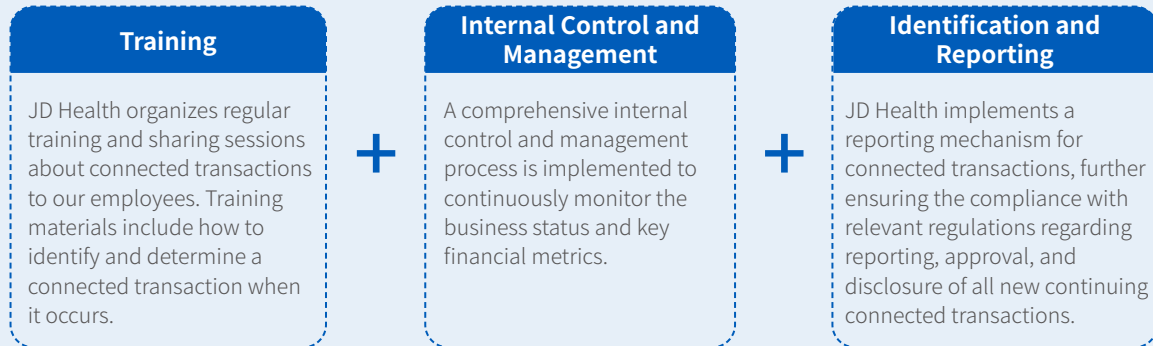
### Building a Compliance System

- ✓ Facing changes in the internal and external environment and a stricter overall regulatory requirement, JD Health underlines its business philosophy of “trust-based value creation centered on customer’s health.” We respond to such shifts by amending our policies, conducting industry research, and conforming to regulatory inspection. Additionally, we have also studied over 250 medical laws and regulations.
- ✓ We established a risk identification and assessment system and an effective risk management strategy to monitor and control the whole business process.
- ✓ We raise awareness in risk identification and management by strengthening our prevention and control competencies in addressing the “before, during, and after” of any potential risk. Risk control is always conducted throughout our whole business process.



### Comprehensive Supervision of Connected Transactions

JD Health improves our internal control and daily monitoring system by continuously overseeing continuing connected transactions.



## Improving Compliance Training

To make everyone aware of risk management knowledge at JD Health, we launched training courses and held 63 overview sessions on risk management. Meanwhile, we established a training mechanism for risk management, and organized 104 sessions of compliance training for management, all staff and certain positions in the Company. We also normalized anti-corruption compliance and data security training, achieving a 100% learning rate and a 100% exam pass rate.

In 2021, we conducted a total of 216 training sessions for a wider range of suppliers, business personnel, warehouse personnel, and quality compliance personnel. The survey after training indicated that the satisfaction rate for compliance training was 98%. We also held regular compliance Q&A sessions to answer professional questions from certain function personnel on-site.

### High-Quality Risk Training Program

Policy Training	Compliance Training	Rebate Training
-----------------	---------------------	-----------------

### Training Method

Internal/external expert lecturers

.....

Online/offline

.....

Corporate training courses

### Course Range

Foundational training: covering all employees

.....

Advanced training: covering all management personnel

.....

Specialized courses: covering certain positions

**Consolidating the Training System and Establishing Risk Prevention and Control Concepts**



# 104

JD Health organized 104 sessions of compliance training for management, all staff and certain positions in the Company

# 100%

We achieved 100% coverage of integrity compliance and data security training



# 98%

The satisfaction rate for compliance training was 98%

## Contributing Ideas to Policy Amendment

JD Health actively participates in the revision of regulatory policies. In 2021, we participated in the revision of 16 policies, contributing ideas on topics such as online sales of prescription drugs, electronic receipts and certificates, and online diagnosis and treatment. We further enhanced the understanding and recognition of the regulatory authorities by fully participating the evaluation of 255 regulations and policies, and unfolding a more proactive communication.

## Anti-Corruption

JD Health always takes a “zero-tolerance” approach to corruption. We continuously advocate for the concept of “everyone has a role to play in anti-corruption” to encourage all staff, suppliers, and partners to join our anti-corruption effort. We execute an “Accountability in Management” system, requesting the management to adhere to our corruption prevention work.

## Upholding Laws and Regulations

JD Health adheres to JD.com’s anti-corruption principle. We keep improving the anti-corruption system by taking a “zero-tolerance” approach to corruption. Alongside our strict execution of Chinese laws, regulations, and regional policies, such as the “Anti-Unfair Competition Law” and “Interim Provisions on Banning Commercial Bribery,” we also adhere to JD.com’s anti-corruption policy and rules, including the “JD.com Business

Conduct and Ethics Code,” “JD.com Anti-Corruption Regulations,” “JD.com Whistleblower Protection and Reward System,” “JD.com Integrity Reward Policy (for Trial Implementation),” “JD.com Active Filing Reward Policy (for Trial Implementation),” “JD.com Gifts Management Regulations,” “Vendor Paid Travel and Business Dinner Regulations,” and “Anti-Commercial Bribery Agreement.”



### Establishing a Corruption Reporting Center

In conducting internal anti-corruption, we set up a corruption reporting center to comprehensively collect corruption information in various types and categories. We will keep all whistleblowers and all information strictly confidential. The whistleblower can report to the Company via telephone and email (Tel: 400-601-3618; Email: jiancha@jd.com). To improve the integrity and self-discipline of our employees and create a positive workplace, we released internal anti-corruption announcements through the company’s intranet, and collectively announce ongoing corruption investigations and the names of employees who have engaged in misconduct.



### “JD Health Online Hospital Anti-Commercial Bribery Management Regulations”

We formulated the “JD Health Online Hospital Anti-Commercial Bribery Management Regulations” to further ensure the effectiveness of the overall compliance system and anti-corruption management. We also launched offline training sessions, online courses and exams, requiring a 100% pass rate of certain groups of employees.

## Comprehensive Internal Procedures

To effectively manage our compliance and legal risk exposures, we have designed and adopted rigorous internal procedures, particularly in relation to anti-bribery, anti-corruption, and conflict of interest.

01

One of our initial risk management and internal control measures is the adoption of a set of internal regulations against corrupt and fraudulent activities, including measures against the acceptance of bribes and kickbacks, and the misappropriation of Company assets. Anti-corruption and anti-bribery clauses have been included in the majority of our business contracts, and we require our suppliers and other third parties to comply with all relevant laws and regulations.

02

Every department is obliged to regularly perform self-checks against any violations in key processes and roles and report all violations or possible risk events to the Internal Control Department.

03

Our Internal Control Department carefully evaluates all risk events and conducts deeper investigations when necessary.

04

All employees and external parties are expected to provide us with information regarding corruption, either by phone, email, letter, or other appropriate means; we have also instigated stringent whistleblower protection and reward system.

05

We have implemented clear and strict policies and guidelines that prohibit the acceptance of gifts, hospitality, or other offers from interested third parties.

06

Our Internal Control Department carries out frequent internal control inspections. It is mandatory for all employees to acknowledge and accept JD.com's Code of Business Conduct and Ethics, which lists in detail all the relevant policies and regulations. This includes, but is not limited to, clear definitions of bribery, corruption, and interested parties. Penalties are imposed on persons in charge, as a result of any losses incurred due to activities relating to bribery and corruption, for which compensation is required from the implicated staff.

## Comprehensive Anti-Corruption Training

Routine and specialized training is provided in accordance with the requirements stipulated in our anti-bribery and anti-corruption policy. A specialized training center has been set up, and our training center regularly schedules online and offline training sessions and offers reviews regarding the content of each training. Follow-ups are conducted among employees to evaluate the training efficacy, whereby lecturers are also rewarded for receiving positive feedback. Through these training sessions, we ensure that the skillset and knowledge of our employees regarding anti-bribery and anti-corruption policy remain up to date, enabling every employee to better comply with the applicable laws and regulations in workplace. In addition,

we have formulated and distributed to all employees an employee handbook and a code of conduct. The handbook provides the specific internal rules and guidelines in relation to work ethics, fraud prevention mechanisms, negligence, and corruption.

The Human Resources Department conducted regular anti-corruption training for every department. "Anti-corruption Compliance Training" is held every month, and annual assessments are required with a 100% pass rate for all employees. In 2021, we have trained and certified a total of 16 anti-corruption course lecturers. They deliver lectures to all departments regularly to ensure that the Company's anti-corruption system reaches every employee. We take investigation and punishment of violations seriously. Employees in violation

will be penalized in accordance with the Company's relevant regulations.

New employees must complete the online anti-corruption training course and assessment in order to complete their probation period. The participation rate reached 100% in 2021. All employees are required to receive anti-corruption training and assessment every year; managers above the director level need to take special anti-corruption training. Additionally, we analyze and categorize business risks through case review, establish an early warning and communication mechanism for corruption risks, and help business departments take the initiative in prevention and internal control.



# 02

## Working Environment: A Talent-Driven Innovative Organization

JD Health adheres to employee-centered development. We improve our internal compliance management and strive to develop a healthy and friendly company culture. We care for our employees' well-being by providing them decent work, hoping that we become a company worthy of our employees' trust and support and give them a sense of belonging and happiness.



## Employee Profile

Our systematic and standardized human resource management system effectively integrates the corporate culture and strategy, providing our talents with a variety of opportunities and resources. As of December 31, 2021, JD Health had a total of 3,305 employees. In 2021, we recruited a total of 1,492 new employees, covering 25 provinces and autonomous regions as well as 133 urban areas across the country. JD Health provides a variety of positions to attract local talents with different backgrounds, including doctors and pharmacists with professional qualifications, business development personnel and health management teams, etc.

## Employment and Labor Standards

JD Health strictly abides by the “Labor Law of the PRC,” “Labor Contract Law of the PRC” and other applicable laws and regulations.

Our “Employee Handbook” clearly stipulates that JD Health does not give differentiated treatment based on employees’ traits such as race,

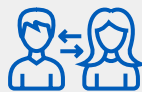
color, age, gender, ethnicity, nationality, marital status, association, religious belief, sexual orientation, gender identity and expression, disability, pregnancy, and political stance, as protected by law.

We embody the principle of “openness, fairness, impartiality, and selection of the best” when hiring people, and strive to

encourage employees to make the best use of their talents. In 2021, JD Health developed a diverse, gender-balanced workforce covering a wide range of age groups, including 44 people with disabilities, 200 ethnic minorities, and 2 foreign employees.

JD Health strictly abides by laws and regulations, and prohibits the use of child labor and forced labor. Our “Employee Handbook” clearly stipulates the recruitment regulations to prohibit the hiring of individuals under 16 years old, and verifications are rigorously conducted during the recruitment process. We respect and safeguard the legal rights and interests of every employee, and the “Employee Handbook” clearly states the reporting procedure and employee treatment for paid leave and vacations. In the reporting period, there was no child labor or forced labor occurred.

JD Health actively advocates for gender equality in the workplace. Female employees account for 54.2% of our total full-time employees. 36.8% of our senior managers and 33% of our Board members are women.



### 54.2%

54.2% of the 3,305 full-time employees were women



### 36.8%

The proportion of women in senior management was 36.8%

## Occupational Safety and Health

JD Health cares about the occupational safety and health of its employees. We strictly abide by the “Law of the PRC on the Prevention and Control of Occupational Diseases,” the “Law of the PRC on Work Safety,” and other relevant laws and regulations, and actively conduct various activities to encourage employees to work healthily, live healthily.

### Comprehensive Safety Measures

JD Health weaved a “Safety Net” for its employees through a comprehensive basic welfare safeguard system, Love Relief Fund, and multiple healthcare services, including on-duty doctors and AED first aid equipment in the workplace.

JD Health offers all employees with regular physical examinations and customized medical inspection packages, effectively helping them manage unexpected risks such as diseases and emergencies.

JD Health also arranges free psychological counseling sessions to ensure employees’ mental health.

### Comprehensive Cultural and Sports Activities



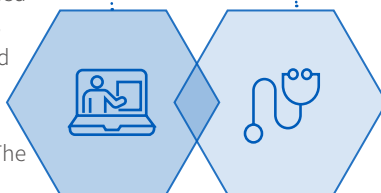
JD Health has made effort to raise employees’ health awareness and promote health knowledge by organizing health knowledge quiz games. The overall number of participants exceeded **40,000**.



JD Health has established a total of **12** hobby groups and organized a variety of activities for our employees. It helps promote a more intensive interaction among employees and improve their health through various themed activities and competitions.

### A Variety of Welfare Activities

On Health Day, JD Health organized Renowned Doctor Livestream, topics covering wellness and health-nurturing practices in the fall and winter seasons, thyroid, cardiovascular and cerebrovascular, and obesity. We answered more than 100 questions from employees. The cumulative number of people watching the livestream exceeded 10,000.



We offer online and offline free consultations for our employees, covering general practice, orthopedics, nutrition, traditional Chinese medicine, and general surgery, among others.

## Decent Welfare and Remuneration System

JD Health is committed to providing employees with competitive and comprehensive welfare and remuneration system, including monthly fixed salary, performance bonus, year-end bonus, welfare subsidy, long-term incentives, and a variety of employee security and care benefits. We continuously diversify our employee incentive systems to promote the shared growth of JD Health and our employees.

We are committed to building an appropriate compensation and performance incentive system for employees to improve incentive effectiveness and perception by relying on JD.com's comprehensive welfare and remuneration management system, including the "JD.com Salary Management Regulations," "JD.com Daily Salary Increase and Employee Stock Options Management Regulations," "JD.com Salary Adjustment Management Regulations," "JD.com Domestic and Overseas Relocation Management

System," "JD.com Attendance and Leave Management System," "JD.com Bonus Pool Management System," "JD.com Subsidy Management Regulations," "JD.com Retreat Fee Management Regulations," "JD.com Love Relief Fund Management System," "JD.com Settlement Plan," and more, so as to promote organizational performance reform.

JD Health adheres to the philosophy of "people-oriented". By establishing a comprehensive and experience-first welfare system, we provide care and assistance to our employees to further enhance their sense of happiness at work. On the basis of statutory benefits including the five social insurances (a pension contribution plan, a medical insurance plan, an unemployment insurance plan, a work-related injury insurance plan, and a maternity insurance plan) and one housing fund, JD Health also provides employees with a variety of employee benefits and caring programs includes:

### Health-Related benefits:

accident insurance, accident medical insurance, supplementary medical plan, annual physical examination, etc.

### Activities and other benefits:

annual leave, holiday benefits, vouchers, etc.

### Family and Life Care:

Settlement Plan, Maternity and Parenting Benefits, EAP (Employee Assistance Program), Love Relief Fund, etc.



### Settlement Plan

The Settlement Plan is a full-service welfare program. All employees who meet the seniority requirements can apply for an interest-free loan of up to RMB **1.5 million** when they buy their first house in the city where they work. From 2018 to 2021, JD.com had offered interest-free loans totaling RMB **750 million**, and about **1,900** employees have benefited. In addition, since 2016, JD.com has provided **2,537** welfare housing units for employees.



### Maternity and Parental Benefits

As an important component of JD.com, JD Health in line with JD.com creates a female-friendly and family-friendly working environment, providing sufficient parenting benefits for new parents:

- **"Extended Maternity Leave"**: According to employees' seniority and age, they are provided with an additional **30-day** extra-long welfare maternity leave. Nearly 100 new mothers enjoy the "Extended Maternity Leave" each year.
- There are **nursing rooms for breastfeeding mothers** in every office of JD Health.



### EAP (Employee Assistance Program)

Based on the employee privacy protection, the well-trained counselors provide psychological diagnosis, advice, and counseling services for employees through on-site consultations, phone calls, and crisis intervention, etc.



### Love Relief Fund

The Love Relief Fund aims to provide financial support for employees and families in need. The scope of assistance covers the employees and their families suffering from serious diseases, employees passing away or having disabilities, schooling continuity for deceased employees' children, employees whose homes got destroyed, etc. From 2018 to 2021, a total of **1,491** in-kind supplies were provided, with a total value reaching RMB **61.48 million**.

## Training and Development

JD Health is keenly aware that talent is the cornerstone of the company's development and has put talent training and development as a highly prioritized corporate undertaking. We accelerate the talent growth by setting up a well-developed training system and providing them with a promising career path, thereby bringing the continued momentum to the company's sustainable growth.

### Well-Developed Training System

JD Health continuously improves its talent training management system. We have established the "Employee Training Management System" and the "Internal Trainer Management System," among others, providing targeted training programs for employees at different levels. In 2021, JD Health initiated a training system covering four modules: content, trainers, operations, and incentives:

#### Content

**9** series of courses were designed throughout the year, with a total of **237** courses.

#### Trainers

Through "Torch Plan," **121** internal trainers and **4** facilitators were certified, who have all been signed in JD.com's internal trainer database.

#### Operations

Cross-departmental training programs were rolled out to improve training efficiency. A total of **132** training sessions were held throughout the year with **19,972** participants, among which **5,842** took the exams with a pass rate of **90%**.

#### Incentives


Core business personnel and managers were encouraged to obtain internal trainer certification, further promoting accumulation and sharing of health knowledge.

JD Health also launched a series of training programs customized to the different roles and levels:


Senior Managers	Middle-Level Managers	Employees
<p><b>Management Forum:</b> Experience sharing by external management experts.</p> <p><b>Special Class for Newcomer:</b> Management skills training for new managers.</p> <p><b>Interdisciplinary Study Tour:</b> Industrial development and innovative business training.</p>	<p><b>OKR (Objectives and Key Results) Ambassadors:</b> Objective-oriented management awareness and skills training for middle-level managers.</p> <p><b>Co-Creation:</b> Discussions on topics such as strategic planning, strategy interpretation, business co-development, and team integration.</p> <p><b>Jiepan Plan:</b> Industry knowledge sharing by internal business experts. A total of 8,000 people were trained in 2021.</p>	<p><b>New Employee Orientation:</b> Promote new employees' competency and integration through comprehensive training courses.</p> <p><b>Specialized Position Training:</b> Specialized skills training tailored for the core positions.</p> <p><b>Special Topic/Project Training:</b> Customized training for data analysis, data-driven decision-making, and other specialized skills.</p>

## Accelerating the Talent Growth

JD Health develops a promising career path to facilitate talent development, and fully unleashes the talent's vitality through a deliberate career path plan covering on-campus recruitment, promotion and rotation programs.

**Graduate Trainee Program**


Designing a cultivation system for fresh graduates, and accelerating their career growth through intensive training and rotation programs.

**Promotion and Rotation Mechanism**


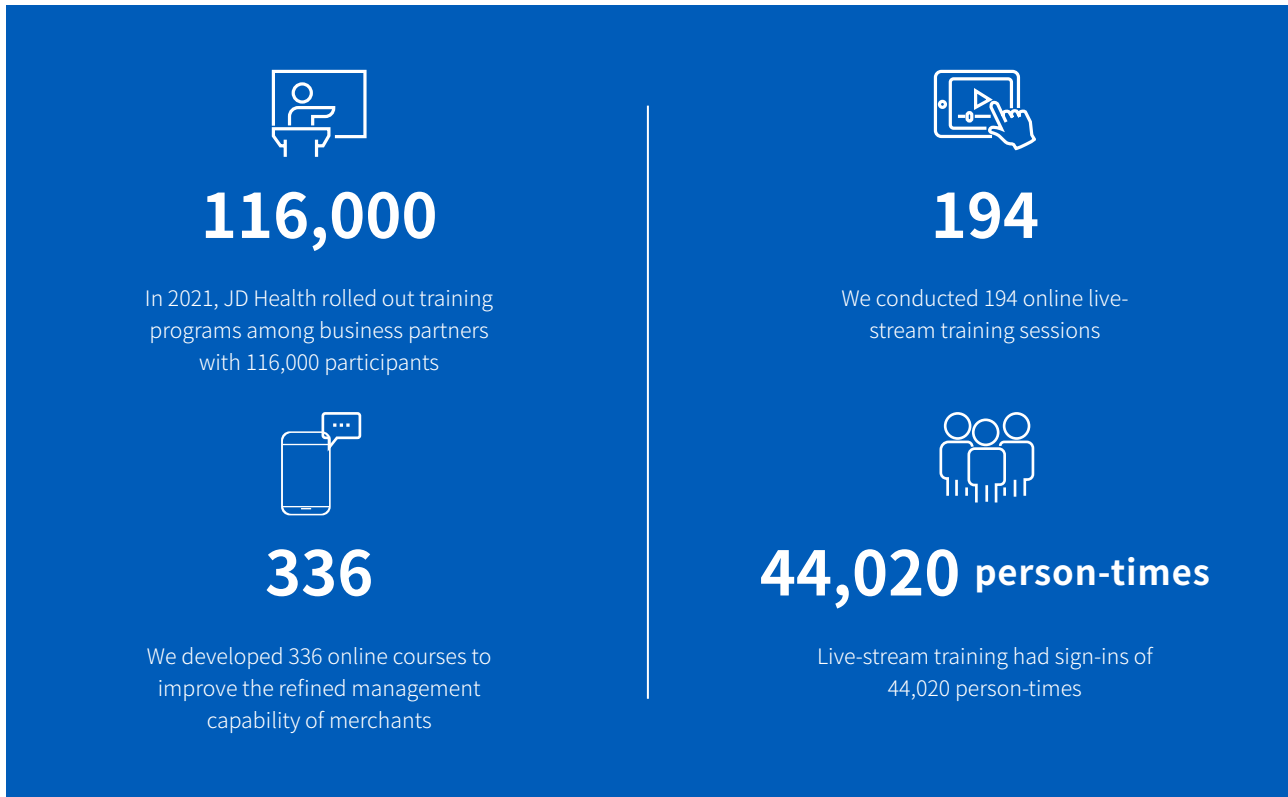
Offering open rotation opportunities and multiple channels for promotion, especially prioritizing the development of young employees.





## Talent Training for the Entire Value Chain

In 2021, JD Health rolled out training programs among business partners with 116,000 participants, covering platform merchants, digital procurement business partners, full-time and part-time doctors, and partner institutions. A total of 194 online livestream training sessions were carried out with total sign-ins of 44,020 person-times. We developed 336 online courses to further improve the refined management capability of merchants, meanwhile, we strengthened the communication and promoted the shared growth with merchants.



## Conveying the Company's Business Philosophy and Valuing Employees' Voices

JD Health is committed to building a sophisticated communication mechanism and guaranteeing an effective communication channel. We timely deliver the company news through daily morning assembly, public mailbox, and other approaches. We also insist on listening to our employees through various channels such as employees' congress, trade union, employee service hotline, and satisfaction surveys, among others.

In addition, the employees anonymously submit their evaluations of organizational health status through internal communication tools each day. They will give the scores to the organizational mechanism, management process, and corporate culture respectively. The quarterly survey result will be consolidated by a third-party agency, upon which HR and business departments will fully discuss and analyze. Improvement measures will be developed for issues with low scores to help improve organizational health and employee satisfaction.

# 03

## **All-Round Health: Responding to Our Users' Life-Long Healthcare Needs in All Scenarios**

JD Health regards “All-Round Health” as one of the prioritized areas for value co-creation. We actively respond to the call for a “Healthy China” by always providing our users with more comprehensive and high-quality pharmaceutical and healthcare products and services.



# Product Responsibility

The quality and safety of medical and healthcare products and services are quintessential to the health of humanity. JD Health strictly abides by the relevant laws and regulations and actively keeps aligning our internal policies with the requirements of the state and society. By constructing and implementing a well-established quality and safety management system, conducting a thorough inspection of medicines, medical devices, and services on a regular basis, we highly concern about and safeguard the life and health of consumers, and ensure the quality and safety of our services and products to the greatest extent.

## Product and Service Compliance Management

JD Health has always attached importance to the compliance of products and services. We establish a quality and safety management system for products and services in strict compliance with relevant laws and regulations, so as to guarantee the implementation of the compliance operations principles.

### Compliance Management

With regards to our medication and health product management, online hospitals, medical and healthcare services, and Internet information technology, JD Health strictly follows a series of laws and regulations including the "Civil Code of the PRC."

#### Medication and Health Product Management

"Food Safety Law of the PRC," "Drug Administration Law of the PRC," "Product Quality Law of the PRC," "Good Supply Practice for Pharmaceutical Products," "Measures for the Administration of Pharmaceutical Operation License," "Administrative Measures for the Supervision and Administration of Circulation of Pharmaceuticals," "Measures Regarding the Administration of Drug Information Service Over the Internet," "Regulations on the Administration of Drugs Containing Stimulants," "Administrative Measures for Toxic Drugs for Medicinal Use," "Notice on the Implementation of Categorized Administration of Prescription Drugs and Non-Prescription Drugs," "Notice of the State Food and Drug Administration (SFDA) on Further Strengthening the Administration of Purchase and Sales of Oral Compound Preparations Containing Narcotic Drugs and Tramadol," "Notice of the SFDA and the National Health and Family Planning Commission (NHFP) on Strengthening the Administration of Compound Codeine Oral Liquid Preparation," "Notice on Strengthening the Supervision and Administration of Certain Compound Preparations Containing Special Drugs," "Notice of the SFDA, the Ministry of Public Security, and the NHFP Announcing the Catalogs of Narcotic Drugs and Psychotropic Drugs," "Notice of the SFDA, the State Administration of Traditional Chinese Medicine, the National Health Commission, the National Healthcare Security Administration on Ending the Trials of Traditional Chinese Medicinal Granula," "Regulation on the Control of Narcotic Drugs and Psychotropic Drugs," "Notice of the SFDA on the Cancellation of Registration Certificates for Medicinal Products," "Regulation on the Supervision and Administration of Medical Devices," "Regulation on the Administration of Precursor Chemicals," "Narcotics Control Law of the PRC," "Measures for the Administration of Radioactive Pharmaceuticals," and other relevant regulations.

#### Online Hospitals and Medical Services

"Measures for the Administration of Internet Diagnosis and Treatment (for Trial Implementation)," "Measures for the Administration of Online Hospitals (for Trial Implementation)," "Rules for the Regulation of Internet Diagnosis and Treatment (Draft)," "Specifications for the Administration of Remote Medical Services (for Trial Implementation)," "Law on Licensed Medical Practitioners of the PRC," "Notice on Further Promoting the Development and Standard Administration of Online Healthcare Services by the National Health Commission Office," "State Council's Opinions on Promoting the Development of 'Internet Plus Health Care'" and other relevant regulations.

#### Internet Information and Technology

"Cybersecurity Law of the PRC," "Data Security Law of the PRC," "Personal Information Protection Law of the PRC," "Administrative Measures for National Health Medical Big Data Standard, Safety, and Service (for Trial Implementation)," "Information Security Technology — Personal Information Security Specification (2020 Version)," and other relevant regulations.

## Construction of Internal Systems

In terms of compliance, JD Health formulated a total of 52 management regulations and operating procedures, including the First-Purchased Medication Review System, the Qualified Supplier Management System, the Medication Acceptance and Inspection Management System, the In-Warehouse Medication Maintenance Management System, the Warehouse Outbound Reassessment Management System, the Management System for Medication that is Near to the Shelf Life, the Unqualified Medication Management System, the Medication Return Management System, the Computer System Management System, the Management System for the Publicity

of Medication's Information, the Medication Recall Management System, and the Medication Information Management System.

In terms of quality management, we released eighteen core systems including "Adverse Event Reporting System," "Medical Record Classification Scheme and Rules for Rewards and Punishments," "Standard Process for Online Medical Consultation," "Writing Norms for Electronic Medical Record," "Entry and Exit System for the Quality Control Committee," "Standards for Evaluating Medical Record," "System for Referral and Consultation," and "Discussion System for Difficult Medical Cases."



# 800

In 2021, we updated nearly 800 internal policies and related documents, covering all of our business categories and models

## Product Responsibility Management

Through our well-established internal control system and product safety policies, we maintain and monitor the safety and quality of our own and third-party merchants' products. We rigorously control the risks during the delivery of our healthcare and medical services in order to improve

our access mechanism for medication, medical devices, and medical services. Consequently, we improve the service quality by preventing the inappropriate sales of prescription medicine, and detecting and managing unauthorized or contaminated products in a timely manner.

On top of that, we further facilitate the policy construction and strengthen our compliance capability to assure that our users have access to comprehensive and high-quality products and services.

## Product Quality and Safety

In 2021, we ensured our products such as medication and medical devices are safe and qualified by deploying various quality management policies and procedures. We reorganized the management processes of online, offline, and wholesale businesses, among others, to establish medication traceability and recall management system applied to various channels. We also established a group communication mechanism to immediately activate the recall management procedure by notifying consumers, collecting and filing the related information once such events occur.

In 2021, we handled a number of recalls of unqualified medication (none of which involved sold or shipped products). We coordinated with manufacturers and activated the recall procedure within 24 hours right after the brands or relevant departments issued a notice. We achieved a recall rate of 100%, ensuring the safe and compliant sales of products on our platform.

## Pre-Positioning Compliance Management

JD Health establishes a professional and efficient audit team to strengthen the auditing and control of our suppliers, products, and customers' information. We ensure the effective screening of the qualified suppliers and products with **100%** of which have been audited.

## Daily Inventory Management

We formulated a quality risk assessment, prevention, and control mechanism, refining the compliance management and control of product acceptance, maintenance, and warehouse outbound reassessment. We rejected a total of 3,011,915 packs of medication that did not meet the acceptance requirement throughout the year. The deployment of a strict regulatory system can minimize the possibility of unqualified products flowing into the market.

## Normalizing Sampling and Self-Inspection

We focus on strengthening the compliance management and control for our platform. Abiding by relevant regulations, we develop a weekly sampling inspection mechanism for compliance of medical devices sold on our platform. The Quality and Compliance Department and the Pharmacy Department jointly formulate the "Details of Drugs Prohibited from Being Sold on the Internet" and the "Details of Medical Devices Prohibited from Being Sold on the Internet." We develop and initiate a function of controlling the sensitive words on the platform to safeguard the safety of users' medication and medical device consumption. As for the product quality information, we completed 398 rounds of information collections during the reporting period and conducted 151 unqualified product troubleshooting, strongly safeguarding the regulatory compliance and the health safety of our users.



## Healthcare Service Quality and Safety

The expertise and service quality delivered by JD Health's medical team is vital to optimizing users' experience. Therefore, we persistently monitor the risks associated with the healthcare service, and strictly comply with the risk control policy to achieve efficient risk governance, and eventually guarantee the users' all-round experience and safety.

### Regulating Doctor Qualification

JD Health follows a strict qualification evaluation process, quality inspection procedure, and medical service quality control and assurance mechanism.

First, doctors have to hold a registered qualification certificate (except for those still in the training period) before they register on our platform. Those doctors with prescriptive authority also need to provide such certificate. Through real-name authentication, face recognition, verifications on qualification certificates and professional titles, JD Health ensures that all the registered doctors meet the qualification requirements.

Second, to ensure the rational use of medicines, every prescription processed by our platform will be evaluated by professional full-time pharmacists, who are all required to have the qualifications as a licensed pharmacist (or a licensed Traditional Chinese Medicine pharmacist) or hold the healthcare professional title. These pharmacists are also required to get filed on the regulatory platform, which can be verified through the website of the National Medical Products Administration.

Third, we construct a strict risk control and medical service quality evaluation system. We conduct regular reviews and evaluations of our doctors' professional information, identifying

risk factors and acting in a timely manner to ensure the quality of medical services delivered through the platform.

In addition, JD Health has instilled the "Medical Service Quality Control and Security Methods," which regulate the code of conduct of doctors on our platform and clarify the handling measures for breaches, which could result in service restriction, permanent blockage of the account, or being pursued the legal liabilities.



### Managing the Qualification of Medical Institutions

A variety of factors are taken into consideration when recruiting medical institutions on the platform, such as the reputation, size, service quality and capability, and infrastructure. JD Health established the specific rules on qualification evaluation and admittance,

requiring detailed qualification documents and practitioners' qualification certificates. We formulated the rigorous "Regulation on JD Online Hospital Institution Management" to ensure the compliance operation of the medical institutions on our platform,

further strengthening the comprehensive governance of the platform. In addition, we also highly values users' feedback on the medical institutions operating on our platform, and keep strengthening the compliance monitoring and management.

### Quality Assurance of Consultation Service

Regarding our online consultation service, JD Health has created a quality control and adverse event response mechanism, including risk control before, during, and after any potential risk event. Policies include "Healthcare Safety Incident Rating Standard with Reward and Punishment Mechanism," "Quality Control Structure and Process," "Emergency Reporting System," and "On Duty System." To manage case

histories with bad reviews, risk control, and veto items, we analyze the reasons and extensive improvements to help clients have more positive experiences, whilst ensuring the quality and safety of our medical services. By rating and publicizing adverse events, creating an inventory for the classification of similar cases, distributing quality control news, and improving the medical training offered to our doctors, we are able to elevate the quality of our service

and prevent similar issues from reoccurring. At the end of 2021, we established the JD Health Online Hospital Medical Quality Management Committee. We also created a three-level quality control system, published a total of 218 newsletters on quality control, and established an inventory of 72 cases with similar traits.

### Technology Product Risk Management

JD enacted the strict regulatory procedure covering the full process throughout the new product and business development from project initiation to final operation. During the product pre-launch phase, we add the procedure of safety audit on top of users' expectation collection, product

research and development, and testing. By doing so, we hope to reduce potential security risks of the online system by strengthening and pre-positioning security risk assessment. At the same time, the JD Health technology department continuously works with the safety department to carry out security governance

such as algorithm loopholes scanning, risk troubleshooting of all accounts, code compliance, and other safety tasks. We timely improve our risk governance to enhance business safety as well as increase the awareness of our staff on safety and risk control.



## Responsibilities to Consumers

JD Health serves more than 100 million users. It is our obligation and responsibility to fully protect the rights and interests of our consumers and to optimize their experience. This principle not only guides JD Health's

corporate practice but also serves as the key to our sustainable development as well as the creation of both business and social values. Empowered by innovative and intelligent technology, and with humanistic care as the primary principle,

we are committed to providing efficient, high-quality medical and healthcare products and services to our users, ensuring that their needs and experience are always top of our concerns.

## Convenient, Efficient, and Reliable One-Stop Healthcare Services

To provide users with convenient, efficient, and high-quality healthcare products and medical services, JD Health continuously strengthens our industry-leading technologies. We explore the deep need of users and continuously enhance their satisfaction. Through the integration

of technology and the product supply chain, we launched a comprehensive one-stop healthcare service to facilitate the development of a smart healthcare ecosystem and promote the digitization of the healthcare industry. We provide users with online healthcare services including online consultations,

online pharmacies, family doctors and services for chronic disease treatment. Other healthcare services include physical examination, aesthetic medicine, dentistry, genetic testing, and vaccine appointments, among others.

## Retail Pharmacies

Our retail pharmacies operate through three models: direct sales, online marketplace and omnichannel initiatives. JD Health utilizes the capabilities of our strong supply chain to improve its service quality and provide a better user experience. As of December 31, 2021, our retail pharmacies covered all major categories in medical and healthcare products and services, including over-the-counter (OTC) medication,

prescription drugs, medical devices, as well as health and wellness products. There are more than 18,000 third-party merchants on our online platform, satisfying users' various needs in healthcare and wellness and providing a premium user experience.

Partnering with JD Logistics to utilize its expanding logistics network and services capabilities, we had 19 drug warehouses and more than 400 warehouses for

pharmaceutical products nationwide, as of December 31, 2021. Nearly 80% of direct-sales pharmaceutical orders were delivered the next day.

As of December 31, 2021,



# 18,000

There were more than 18,000 third-party merchants on our online platform



# 19

We had 19 warehouses dedicated for medication storage

# 400

More than 400 warehouses for non-pharmaceutical products nationwide



# 80%

We achieved next-day delivery for 80% of our direct-sales pharmaceutical orders

## Remote Healthcare Services

With a large pool of qualified doctors and expertise in place, JD Health provides users with efficient and high-quality medical and health services. In 2021, we further optimized the medical treatment process and user experience. Through natural language processing, knowledge graph, machine learning and other digital-intelligence technologies, we created the diagnosis auxiliary tools for the smart patient-doctor pairing and intelligent medical records.

By such means, we further optimized the efficiency of clinical diagnosis and treatment. At present, the accuracy rate of pairing patients with the appropriate doctors and services reached 99%. Meanwhile, we further improved the efficiency of the consultation at our online hospitals. In 2021, a total of 92,000 user questionnaires were collected with 63 user experience problems settled. The satisfaction rate for the consultation experience increased to 98%.



# 99%

The accuracy rate of pairing patients with the appropriate doctors and services reached 99%

## Customer Service Commitment

JD Health values user experience to the greatest extent. In addition to always improving our products and services by leveraging our technology expertise, we always believe that the professional, delicacy and caring service is also important to business success. JD Health values the deep needs of our users and has been committed to providing consumers the high-quality services by continuously improving our operational capacity and enhancing the quality of our customer service personnel.

## Superior Customer Service

### 24/7 Customer Service Center

JD Health enables 24/7 services through multiple channels covering the online platform, telephone, email and others to guarantee a good experience for consumers and partners. We strictly abide by the service standards of the call center at JD.com, and continuously improve our capabilities in problem-solving to ensure that our consumers and partners are fully supported throughout the entire service process. Inquiries or complaints can be submitted by users through various channels, such as by telephone, online instant messaging service, official account

on WeChat, or by email. We respond to customer inquiries within 30 seconds. We also promise a "211 Response Schedule" for questions that require verification, whereby we respond to inquiries submitted before 11 a.m. on the same day and those submitted before 11 p.m. on the following day.

In 2021, our customer service team handled a total of 125 million user inquiries. The satisfaction rate for online customer service reached 94.30%. A total of 7,080 customer complaints about

products and services were received throughout the year, reaching a 12% decrease compared to last year. 4,228 of these complaints were related to issues on contract performance and after-sales, accounting for 60% of the total number; 1,060 were about product-related issues, accounting for 15%; 1,792 were related to other issues, accounting for 25%. The average response time was 17.1 seconds. The response rate and resolution rate to customer complaints were both 100%.



# 94.3%

The satisfaction rate for online customer service reached 94.3%



# 17.1 seconds

The average response time to customer complaints was 17.1 seconds



# 100%

The response rate to customer complaints was 100%

## Returns and Exchanges

General return or exchange terms do not apply to the purchase of medication given their unique nature, with the exception of products that have been classified as defective products by the State Drug Administration and other regulatory agencies or manufacturers. For certain non-pharmaceutical products, we offer an unconditional return or replacement within 7 days of purchase,

in compliance with the “Law on the Protection of the Rights and Interests of Consumers of the PRC,” as well as in compliance with the “Three Guarantees” policy, the manufacturer’s return policy, or maintenance authorization standards. To further refine our policies on product warranty, we provide users the favorable policy with prolonged 1–3-year maintenance, whilst some self-

owned-brand products are provided with a lifetime warranty. For users with good credit, an “Instant Refund” service is also provided to facilitate a greater convenience in the after-sales service. In 2021, none of our products and services sold on the platform violated health and safety regulations; no products sold or shipped were subject to recalls for safety and health violations.

## Data Security and User Privacy

JD Health prioritizes the security of our users’ personal information. We have obtained the ISO 27001 information security management system certification, the National Information System Security Protection Level Three accreditation, and the ISO 27701 privacy information management system certification. We abide by laws and regulations such as the “Data Security Law of the PRC” and the “Personal Information Protection Law of the PRC,” ensuring legal compliance in order to protect our users’ personal information.

In 2021, we released the “JD Health Data Management Process and System,” which standardized the process for data governance, including both data exporting and data internal sharing. We established the evaluation mechanism for Data Security Officer to ensure the data is secured and controllable. For data related to our consumers, partners, and suppliers, we comply with relevant laws and regulations and conform with privacy policies. Only upon the legality and our users’ informed consent do we collect the data. We strictly implement

the data management by category and classification, we also apply encryption technologies in sensitive data management. In the process of using the data, we implement various vetting mechanisms based on the different classifications to ensure data security. For example, we adopt double encryption to protect the health information of our users, ensuring that periodic decryption and access to such information have to obtain the highest level of authorization.



JD Health strictly follows JD.com’s information security and privacy management system, which adheres to laws, regulations, and standards such as the international standard system of ISO27001 and ISO27701, as well as the national “GB/T 35273 Information Security Technology—Personal Information Security Specification,” the “Personal Information Protection Law of the PRC,” and the “Data Security Law of the PRC.” This system encompasses more than 60 regulations on security management, including the “JD.com Information Security and Privacy Policy,” the “JD.com Privacy Impact Assessment,” and the “JD.com Personal Information Security Management Specifications.” To ensure the smooth implementation of the system, JD.com’s Information Security Department conducts yearly supervision and inspection of the system, including efficiency tests and internal audits, among others, after which they deliver result reports to the upper management. We also effectively increase employees’ awareness of data security and safety by organizing various themed activities, such as “information safety month,” all-employee online assessments, drills for potential safety hazards, and displaying safety-themed videos. At present, the information safety courses are compulsory for all employees at JD Health, with an exam pass rate of 100%.



From the perspective of technology, JD Health established comprehensive data protection measures that encompass data classification and grading during the data generation, data encryption during the data storage, and the isolated storage of sensitive and non-sensitive data. A thorough vetting process is implemented for the access to and use of sensitive data. We conduct close monitoring and audit of data use. The HTTPS encryption protocol is used for data transmission. In the process of data extraction and use, we control, monitor, and audit the authority of data viewing and export. Data exporting is required to be implemented and managed on the unified open platform appointed by JD.com.



Regarding our response to user rights, we follow the “JD.com User Rights Response Process,” which abides by the “Personal Information Protection Law of the PRC” and the international standards of ISO27701 and has formulated 10 specifications to safeguard user rights such as the right to know, the right to correct, and the right to delete. Released in May 2020, the Process was revised in September 2021 to meet the updated requirements of the “Personal Information Protection Law of the PRC.” At present, the Process has been fully implemented at JD Health.



Regarding our “Minimization of Data Collection and Retention” system, JD.com compiled the “JD.com Users' Personal Information Security Management Specifications” and “JD.com Privacy Compliance Detection Specifications” in adhering to relevant laws, regulations, and standards (such as the “Personal Information Protection Law of the PRC” and the “Minimization of Necessary Personal Information on Mobile Internet Applications ‘Apps’”). The above specifications regulate the security requirements that should be followed in data processing, including the collection, storage, use, and sharing of users' personal information. JD Health's processing of personal information follows the principles of legality and compliance, minimization of necessity, authorization and consent. On the basis of strict legality and compliance, only by obtaining explicit authorization and consent from our users will we collect and use the personal information necessary for our business practices.

## Responsible Marketing

For advertising management, JD Health follows the “Advertising Law of the PRC,” “Regulation on Internet Information Service,” “Provisions on the Administration of Advertisement Publishing Registration,” “Interim Measures for the Administration of Internet Advertisements,” and other laws and regulations to draft the “JD Health

Advertising Review Rules” and other regulations, conducting strict control of the risks of the advertisement by the platform. For prescription drugs and other products that are not allowed to be advertised, we strictly follow relevant regulations and avoid placing them. For products such as health and wellness products, medical devices, OTC

medication, and medical services, the corresponding qualifications are reviewed item by item before advertising. All products that involve efficacy promotion will be reviewed according to the “Advertising Review Forms,” and only products that meet the requirements of the advertising-related laws will be advertised.

We have taken the following measures to comply with the advertising-related laws and prohibition of false advertising:

### Knowledge training on advertising practices

We conduct regular training sessions on advertising-related laws both internally and externally to increase the consciousness of risk among all internal and external stakeholders.



### Pre-positioning our control

We reduce the risks of false advertising by pre-positioning our control mechanism, formulating algorithm models, and proactively intercepting any potential regulatory violation.



### Promptly respond

We promptly respond to any risk by conducting systematic and physical inspection and governance for violations regarding public opinion crises, customer complaints, and other relevant events.



### After the risk event happens

We will remove the unqualified products from our platform. The violating party will be publicized, penalized and get the deduction of credits on the platform.





# 04

## Industry Health: Promoting the Innovation and Development of the Value Chain

Industry health is an integral pillar of JD Health's ESG strategic framework. We continue to explore new formats and models of healthcare services, facilitating the digital transformation of the industry, promoting the efficiency, and driving forward the innovation and development of traditional healthcare industry.



## Industrial Responsibility

The relentless pursuit for technology innovation makes one of JD Health's core competitiveness. By taking advantages of our leading technology, we provide users with wide range of pharmaceutical and healthcare products and services to fulfill their life-long healthcare needs in all scenarios and entire medical process. Meanwhile, we proactively drive forward the upgrade of the industry to provide more high quality and convenient healthcare services to more people.

### Empowering a New Infrastructure for the Healthcare Industry by “Technology + Healthcare”

By utilizing JD Health's technology competencies, we provide our partners with greater development opportunities and smart solutions to help each player throughout the healthcare industrial chain realize the profound digital upgrade and transformation. By further opening up our expertise and resources in terms of supply chain, technology and healthcare service, JD Health commits to facilitating the ecosystem partners including governments, medical institutions, corporates to accelerate the progress of industry digitalization.



#### Building a Platform for Smart Medical Insurance

On July 12, 2021, the national medical insurance information platform was launched in Suqian, fully covering the 3,347 designated medical institutions and pharmacies in the city and serving 5.29 million insured people. We collaborated with JD Technology to create a smart medical insurance solution specifically tailored for Suqian, making it the first city in East China to launch the national medical security information platform. Meanwhile, the successful launch of the platform will serve as another exemplary case demonstrating JD Health's innovative practices in smart medical insurance.

On July 12, 2021, the national medical insurance information platform was launched in Suqian



**3,347**

Covering the 3,347 designated medical institutions and pharmacies in the city



**5.29 million**

Serving 5.29 million insured people





## Promoting the Digital Development of Healthcare

In 2021, we collaborated with a number of hospitals nationwide to create a patient-centered smart healthcare solution that runs through the entire medical process and integrates the online and offline scenarios.

In 2021, We worked with multiple public hospitals on various smart hospital projects. We collaborated with Beijing Ditan Hospital to promote the development of infectious disease prevention and treatment. Moreover, JD Health established an integrated online medical service pattern for the Beijing Ditan Hospital covering the entire medical process of pre-consultation, online consultation, and follow-ups visits. We provided users with services including door-to-door medicine delivery, health consultation, and follow-up management, among other services.



## Improving Health Management Through Technology and Service Innovation

At JD Health, we keep improving our technology and operational competencies to further promote the sustainable business innovation. Empowered by the emerging technologies such as big data, 5G, artificial intelligence, and the Internet of Things, we continue to help regions and cities create new patterns of digital healthcare services. Focusing on family health management, we enable users to access the higher quality medical resources that fulfill their life-long healthcare needs in the entire medical process.



## Managing Chronic Diseases Through the Internet of Things and Big Data

In collaboration with the Guangdong Provincial Center for Disease Prevention and Control, JD Health launched the “Guangdong Diabetes Glucose Monitoring Map”. The project aims to achieve home-stay glucose monitoring for diabetes patients by applying IoT and big data technology. It also enhances the medical personnel’s service efficiency in the remote management of patients and follow-up services. With this project implemented, we hope to explore and practice the new and digital intelligent service pattern to manage diabetes.

## Empowering Health Services through Technology

To meet the diversified needs of users, we promote the consumption upgrade by leveraging our digital technology and providing customized services to our users. By launching the brand JingZhiKang and a series of bespoke smart devices, we effectively introduce the integrated

online and offline healthcare services pattern into the practice of improving the accessibility to quality healthcare services. Our JingZhiKang intelligent robots for disease screening enables users to check their health screening reports. At the meantime, the users can also enjoy

the on-line consultation and diagnosis services through JD Health's Online Hospital. These healthcare services are delivered by experts from the traditional Chinese medicine hospitals as well as the specialized medical departments such as psychiatry, nutrition, among others.

## Promoting and Facilitating Inclusive Healthcare Services

The industry where we operates, the core business model, and corporate mission, all make JD Health to possess the inherent responsibility to serve the society. We strive to promote the inclusive healthcare service so that everyone can have chance to access to high-quality and convenient healthcare services and enjoy a healthy life.



### Constructing a One-Stop Solution Platform for Rare Diseases

JD Health initiated the "Rare Diseases Care Project", a one-stop solution that connect with the various social forces, to promote the efficiency of resource allocation in charity programs. This one-stop solution covered medical services, medication, insurance, and public welfare. JD Pharmacy actively promoted the supply of rare disease medicines by collaborating with multiple domestic and foreign pharmaceutical companies, providing nearly 70% of medicines available for rare diseases in domestic market, which makes us one of the online retailers providing the most complete category in this regard.

To further improve the accessibility of rare disease medication in China, we launched JD Health Clinical Trail Patient Recruitment Center to help patients access to the drug clinical trial for rare disease and accelerate the time to market of the new medicine. We also joint hands with the Illness Challenge Foundation to establish a Rare Disease Charity Fund with the aim to provide the aid to patients in need. As of December 31, 2021, the JD Pharmacy Rare Disease Care Center had received a total of 723 applications. After two expert assessment meetings, a total of 69 patients benefited from the program with total donation amount of RMB 684,954.



69

The project has assisted 69 patients with rare diseases



684,954

The amount of the donation was RMB 684,954



Launch Ceremony of the JD Pharmacy Rare Disease Care Center and the Rare Disease Charity Fund

## Collaborating and Co-Creating Values With Real Economy Enterprises Driven by Digital Healthcare

JD Health is committed to facilitating the growth of the whole healthcare industry through cultivating and expanding high-quality brands. We openly share our service competencies with other brands so that we could cooperate with them and provide them with more competitive service strategies as well as development opportunities. We also facilitate and promote the development of the real economy. Through strengthening the expertise of digital healthcare services, we continue to collaborate and co-create values with real economy enterprises.

### Promoting Consumption Upgrade and Co-Construction of Quality Standards

JD Health values the expansion and cultivation of our brand partners. We have become one of the most trustworthy partners for many brands to expand their online sale channels and digital operations. We further explore the diversified needs of our target users by providing them with customized products, while offering value-added services customized to our brand partners to create greater economic value. Leveraging our supply chain capabilities, we provide brands with integrated solutions that increase their operational

efficiency by optimizing the business process. We also empower our brand partners with competitive service strategies and development opportunities.

Accelerating the progress of industry standardization is the cornerstone of high-quality development. Guided by regulations and policies, we strengthen our expertise and services capabilities and jointly formulated higher standards for the quality of products and services with our brand partners. In 2021, we collaborated

with the Chinese Academy of Inspection and Quarantine as well as the industry leaders to create product standards and certification systems based on national standards and pharmacopoeias. These standards and systems cover nutritional supplements such as cordyceps sinensis, Ejiao (colla corii asini), saffron and others. Together with our brand partners, we are committed to facilitating the improvement of product quality and the healthy development of the industry.

## Intellectual Property Protection

JD Health's trademarks, copyrights, patents, domain names, know-how, proprietary technologies, and relevant intellectual property are regarded as vital to our success. We own and continue to file for many intellectual property rights applications. Furthermore, as part of the spin-off reorganization, JD.com had initiated the transfer of some intellectual property rights relating to our operations to JD Health. At the same time, JD.com would grant the exclusive and non-exclusive license of intellectual properties owned by JD.com to JD Health, without a fee. Resultantly, we were able to use JD.com's registered trademarks, software copyrights, and patents in our operations and those that had been submitted for application. We share JD.com's comprehensive intellectual property protection policies and related internal control system to maintain our ability to obtain and uphold patents and other intellectual property and proprietary protections for a range of commercially important technologies, inventions, and know-how information. These policies also enable us to defend and enforce our

patents, preserve the confidentiality of our trade secrets, and operate without the risk of infringing, misappropriating, or violating the valid and enforceable intellectual property rights of third parties.

In 2021, we formulated and released the "Intellectual Property Management Regulations," and established an "Intellectual Property Learning Zone" to promote rules and norms related to intellectual property to merchants on our platform. We established a comprehensive communication mechanism and launched a complaint channel on our platform to actively collect information on suspected rights infringement. Internally, we established relevant data models to actively troubleshoot the products with a high risk of rights infringement. We also voluntarily conduct the sampling inspection to identify the infringement. The handling of infringement is strictly in accordance with platform regulations and rules. We actively carry out the publicity on intellectual property protection rights through various measures such as internal announcement, as well as live broadcasts at our learning center.

JD Health's data on intellectual property in 2021:



# 197

The number of new patents filed in the year was 197



# 35

The number of new patents applied in the year was 35

Key aspects of our intellectual property protection policies and related internal control system are described as below:



We file trademarks and patents with relevant authorities to safeguard our brand image and technological innovations. We also regularly monitor third-party actions to protect our intellectual property and act appropriately against any detected infringement.



Part of our strategy to preserve our proprietary technology and processes involves entering into confidentiality agreements with our business partners. In addition, we have made confidentiality agreements and non-competition agreements with our senior management and other employees who have access to trade secrets or confidential information regarding our business. Our standard employment contract includes an assignment clause, whereby we state our ownership of the rights to all inventions, technology, know-how, and trade secrets accumulated during the whole course of employment with us.



Parties who believe their intellectual property rights have been infringed by products sold on our platform can file claims with JD.com through the online intellectual property protection system; subsequently, we will work with JD.com to process these claims in due course.



We endeavor to preserve the integrity and confidentiality of our data and trade secrets by maintaining a high level of physical security throughout our premises and infrastructure, as well as physical and electronic protection of our information technology systems.

## Supply Chain Responsibility

Leveraging our leading supply chain capability and JD.com's management system, JD Health has built a well-developed and effective mechanism for supplier admittance and management. We facilitate our supplier partners to improve their ESG performance through comprehensive environmental and social risk assessment and management. We fully support the development of the healthcare industry and the modernization of the healthcare value chain through a comprehensive supply chain infrastructure and a digital management platform.



## Supplier Compliance Audit and Management

JD Health has put in place a rigorous compliance system and established a team dedicated to the management of our suppliers with respect to supplier selection and qualification assessment. With reference to JD.com's mature management system, we developed our supplier management covering the whole business process and conducted compliance training so as to further ensure our partnership with suppliers is fully compliant.

### Supplier Compliance and Admittance

JD Health values the compliance of business operation. We strengthen our compliance management system by establishing a dedicated audit team, and conduct the compliance management prior to the partnership establishment to guarantee an effective selection of supplier. So far, we've achieved an audit coverage rate of 100%. The suppliers and third-party merchants we select to work with are chosen based on their qualifications,

brand image, past experiences with e-commerce, reliability, and volume. Prior to entering an agreement, background checks are carried out among all suppliers, third-party merchants, and the products they provide. In addition, we thoroughly examine their business licenses and other relevant licenses and certificates related to their products before considering initiating a business relationship with them. We also

evaluate their brand recognition and make inquiries regarding the market acceptance of their products among competitors in the same industry. Furthermore, we selectively conduct on-site visits to critical suppliers to assess and verify their location, scale of business, production capacity, property and equipment, human resources, research and development capabilities, quality control system, and fulfillment capability.

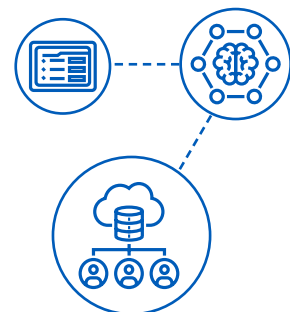
### Supplier Compliance Management

While ensuring quality compliance, our Quality Compliance Department also comprehensively manages and implements our compliance policies. Through the three procedures of background and qualification check, regular review, and risk self-examination, we strengthened compliance management and ensure compliance of our business operations. In 2021, The Quality Compliance Department of JD Health has initiated and completed the ISO 9001 certificating for some of our suppliers. Meanwhile, we further strengthened our quality control system by introducing a series of rules and regulations including the first-purchased

medication review system, the qualified supplier management system, and the medication acceptance and inspection management system.

JD Health has created an effective supplier management system for the entire operational process, and actively cultivates and maintains a strategic partnership with suppliers. Principally, we have devised a complete set of supplier management plans, including supplier sourcing, warehousing, performance, incentives and elimination, resource library management and renewal evaluation; therefore, we have covered all the aspects of supplier

management in terms of "selection, adoption, cultivation, and elimination." Concerning to the anti-corruption, intellectual property rights, outsourcing control, change control, and other similar aspects, suppliers receive a written notification with a mandatory requirement to submit the feedback.



## Environmental and Social Impact Management

JD Health actively advocates and implements green and low-carbon procurement, and wholeheartedly shows its acknowledgment of suppliers' corporate social responsibility and environmental impact. We also establish an effective risk identification and processing mechanism to effectively assess and handle our suppliers' potential environmental and social risks. Consequently, we comprehensively empower the progress of our supplier partners in their ESG performance.

### Environmental Assessment Standards and Policies for Suppliers

JD Health consistently improves its standards and policies regarding green procurement; in addition, JD.com's regulations on green procurement are rigorously implemented, including the "Green Procurement Management Regulation" and "Maximum Allowable Values of Energy Performance and Energy Efficiency Grades of Commercial Refrigerating Appliances— Part 1 Refrigerated Display Cabinets with Remote Condensing Unit." As well as comprehensively taking into account the energy-saving and environmental protection factors of product design,

procurement, production, packaging, logistics, sales, service, recycling, and reuse. JD Health strengthens the collaboration with its upstream and downstream partner companies and has formulated a green supply chain by jointly practicing corporate social responsibility in environmental protection, energy-saving, and emissions reduction.

Supplier sourcing and admittance are conducted in accordance with the specific demands of each project submitted by the business demand department. Environmental requirements are carefully

considered during the process of supplier admittance, and qualified suppliers must fulfill the requirements of green advocacy and comply with China's laws and regulations.

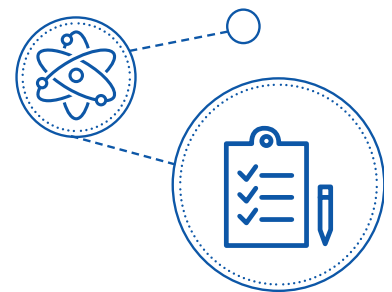
To satisfy our green procurement requirements, candidate suppliers must strictly follow JD.com's logistics-related technical standards throughout the processes of bid calling, price inquiry, and bidding. Suppliers must also provide qualified green products and services.

### Risk Identification and Management

Based on the supplier performance rating system, we add a corresponding environmentally conscious clause to our green procurement process, to monitor suppliers' environmental protection, resource-saving ability, corporate social responsibility, and sustainable development.

The Merchant and Crisis Management Department at JD Health keeps updated with the applicable laws and regulations. To optimize the risk control management of our pharmaceutical

suppliers, we constructed a new regulatory system for our digital procurement platforms in 2021. Assessments on suppliers' risk control system and on-site inspections were conducted with the aim to ensure the quality and safety of pharmaceutical and healthcare products on our platform. We also implemented a negative list system for green procurement. For suppliers shortlisted in the green procurement system, we shall suspend or terminate the procurement contracts if any circumstances defined in the negative list or other environmental problems occurred.



# 05

## All-People Health: Caring About Everyone's Well-Being

JD Health cares about everyone's health. Through continuously investing in society and public welfare initiatives, we actively undertake social responsibilities and are fully committed to the development of everyone's well-being.



# Social Responsibility

JD Health is always committed to using our own competencies to empower the development of primary care and public health. We promote the construction of healthcare infrastructure in rural areas through digital technology, so as to facilitate rural revitalization. We provide accessible health services to our users while participating in public welfare projects and caring for underprivileged groups. We actively pursued our commitment to corporate social responsibility by quickly responding to unexpected disasters and normalized pandemic prevention and control.

## Our Community Responsibility

The medical and healthcare industry has emerged with its inherent mission that to serve the public health and welfare. JD Health is committed to contributing to the national “Healthy China 2030” Plan, while supporting the health management of individuals and using our leading technology and resources to jointly initiate public welfare projects with our partners.

## Promoting Rural Revitalization

JD Health is committed to opening up our supply chain and healthcare service capacities to rural areas in China, empowering the construction of primary care infrastructure and further promoting rural revitalization. In reaching out to less-developed areas in Yunnan, Guizhou, Sichuan and other regions,

we organized livestream events on our platform enabling rural residents to enjoy the virtual face-to-face consultations with well-known doctors.

We launched the “Healthy China Medicine Subsidy Project”, which has a wide coverage in China, providing subsidies

of RMB1,000 per person each year to purchase medicines for registered poverty households. We will continue to embrace the rural revitalization strategy, strengthening and enhancing poverty alleviation efforts.



## Promoting the Public Welfare

We are committed to applying our successful experience in achieving inclusive healthcare to serve for people's urgent needs and desires. In 2021, we actively mobilized resources on our platform to facilitate donations as well as emergency disaster relief. By creating innovative service models and corporate philanthropy mechanisms, we made a great effort to address the healthcare needs of more public groups, such as patients with rare diseases and rural residents.



### JD Health Public Welfare Platform

During the Reporting Period, leveraging our supply chain capabilities, technology, and medical resources, we formally launched the “JD Health Public Welfare Platform.” The platform helped gather information on public welfare projects, mobilize resources from our partners and improve the efficiency of resource allocation, provide public aid, medical advice, medical assistance, and online free consultations for people in need.

With the support of JD.com's public welfare platform, JD Health cooperated with brand partners to launch the charity donation program “Aixindongdong.” When users purchase medical and health products through “Aixindongdong,” merchants will make the donating to a certain public-raising foundation who we partner with. We implemented a number of measures to support brands and merchants participating in the fundraising of “Aixindongdong,” aiming to continuously create social value together with our ecosystem partners.

At the same time, we also launched our online free consultation service on the JD Health Public Welfare Platform, inviting top experts with multiple specialties to provide consultations, diagnosis, and treatment for patients.



Interface for “Aixindongdong”





## Elderly Care Project

Paying close attention to the aging population problem, we take full advantage of our competencies in the healthcare industry to provide in-kind assistance and service to the elderly population.

### Facilitating “Digital Elderly Care” Through Disability Assistance

In October 2021, JD Health launched “Beijingtong Elderly & Disabled Pension Card” platform, making us one of the official subsidy service providers in Beijing. In response to the health needs of the disabled elderly at home, we provided high-quality health products and services including elderly care, homecare, accompaniment to clinic visits, clinic registration, as well as 24-hour health consultation. When making a purchase and accessing our services, users can directly use the disabled elderly subsidy or the elderly allowance (e-voucher) to pay.



### The “Empty-Nest Action”: Caring for Alzheimer’s patients

On August 18, 2021, JD Health officially launched the “Empty-Nest Action,” which was centered on providing care for Alzheimer’s patients. The purpose of this initiative is to raise the whole society’s awareness and improve the overall understanding of the disease and its prevention.



## Children’s Cabin: Caring for Children’s Growth

JD Health cares for children’s growth. By building the “JD Health Caring Cabin,” and by providing in-kind and service donations to China Association of SOS Children’s Village, we care for the healthy growth of orphans.

In order to provide children at the SOS Children’s Village with access to more care and protection, JD Health and China Association of SOS Children’s Village jointly established “JD Health Caring Cabin” in many SOS Children’s Villages across the country. By collaborating with a number of brands and merchants, we donated materials valued at an estimate of RMB 500,000, including COVID-19 relief supplies, commonly used medication, as well as nutritional food, aiming to protect the healthy growth of children with practical actions.



In addition to leading the donation of supplies during the implementation of this project, JD Health also provided 800 free psychological consultations for the Children’s Cabin in collaboration with Prof. Zheng Yi, Wang Wenqiang, Jia Yanbin and many other top doctors from our Mental and Psychological Health Medical Center.

## Rapid Response to Disasters and Epidemics

JD.com has an internal regulation on disaster emergency response. Once a disaster occurs, the closest warehouse is entitled and required to donate materials needed for disaster alleviation and should ensure that materials will be delivered as soon as possible. The warehouse manager does not need to report to anyone for clearance during this emergency response process. JD Health established an effective disaster emergency response mechanism to safeguard people's livelihood by facilitating prompt supports for pandemic control assistance and people's urgent needs.

### Heavy Rain and Flood Alleviation in Henan

When Henan province was inundated by severe floods in mid-July 2021, we responded swiftly in the relief work including launching 24/7 free online consultation services, donating disinfection and anti-pandemic materials, dispatching medical rescue teams on site, and providing supportive measures for local partners.



**A Doctor of the Medical Team Treating a Rescue Team Member with Trauma Injury**

### Facilitating Epidemic Prevention and Control Through Our Service Capability



JD Health launched a registration platform to provide the medicine supply information and medication services to the people in need to assist them in obtaining medications. We also provided free consultation services in the epidemic severely affected areas to meet people's needs for emergency medical treatment.



During the COVID-19 epidemic outbreak in Shijiazhuang, Hebei in January 2021, JD Health and JD Logistics co-donated 240,000 medical masks and 1,000 bottles of vitamin C supplements to the Shijiazhuang Health Commission, supporting the city's implementation of epidemic prevention and control.



In September 2021, JD Health donated daily necessities as well as disinfection and anti-pandemic materials, including drinking water, food, tents, bedding, masks, and rubbing alcohol, to the Putian Xianyou Red Cross Society.



# 06

## Ecological Health: Co-Building a Green Homeland

JD Health firmly believes that a healthy ecological environment is vital to everyone's health and the Company's sustainable development. Under the guidance of JD.com, JD Health actively responds to China's "30-60" carbon peak and carbon neutrality goals, and takes measures to address risks of climate change and reduce the ecological footprint, eventually to build a green homeland and facilitate the green transformation of the industry value chain.



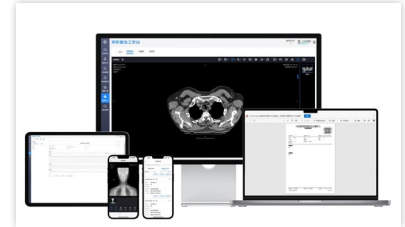


# Environmental Responsibility

JD Health implements rigorous management for any potential environmental risks, and complies with laws and regulations including “Environmental Protection Law of the PRC,” “Law of the PRC on Energy Conservation,” “Law of the PRC on the Prevention and Control of Environmental Pollution by Solid Waste.” By cooperating with the entire industry value chain, we promote green operations and encourage carbon reduction behaviors among our employees. We also adhere to green procurement and implement green logistics. We manage medical waste in the most rigorous way and strive to become an environmentally-friendly enterprise.

## Green Medical Care

With the help of digital storage, we innovated the Cloud Imaging Platform as a good substitute for traditional medical films. Cloud imaging can largely reduce the health hazards and environmental pollution as the use of traditional medical films. The platform promoted the integration of environmental and economic benefits, largely facilitating the green development of medical care.



- According to relevant data, the annual production of traditional medical films in China exceeded four billion<sup>1</sup> in 2020.
- Components of traditional medical films contain silver salt, a toxic, hazardous, and non-degradable substance. The toxic iodide, ammonia, generated during the production and use of traditional medical films is a major source of air pollution.
- Thermal films produce gas of bisphenol A, a carcinogen, during the imaging process. Recycling and destroying waste films create a large amount of toxic and hazardous gases as well as substances of silver ion's chemical reaction, all are damaging to the air and quality of water. In addition, they could cause occupational injury to relevant workers during processing.

## Green Operations

JD Health continues to consolidate our green practices by further lowering our carbon footprint in all aspects of the Company's daily operation. Through the use of the green and low-carbon data center, the building of green office, and the advocacy of green commuting, JD Health achieved positive results in reducing carbon emissions in operations.







### Green and Low-Carbon Data Center

Based on JD.com's efficient low-carbon data center, JD Health continues to lower the Company's carbon emissions. The data center is highly efficient in consolidating green and low-carbon practices through low carbon design, green procurement, energy management, effective use of resources, waste management, as well as daily green operation mechanisms. The data center employs energy-saving technologies such as frequency conversion and indirect evaporative cooling. Through a process of refined operations and maintenance management, the average annual power usage efficiency (PUE) has steadily been declining on an annual basis. In 2021, the new green data center has achieved an annual PUE of less than 1.1, a 30% reduction in the energy consumption of infrastructure, and a 10% reduction in total carbon emissions.

### Green Office

JD Health pays close attention to energy saving and environmental protection in the office operation. We encourage employees to make better use of resources and energy. We adhere to sustainably recycle our office waste, so that practices of energy-saving and environmental protection can be integrated into the everyday life in workplace.

Note 1: The data were calculated according to the number of imported films declared at China Customs and the market shares of imported and domestic films.

-  We have installed induction lighting in the office space to make energy saving more intelligent.
-  We promote a paperless office environment to reduce paper consumption.
-  Priority is given to the green performance when purchase daily office supplies.
-  We sort waste generated in the office building, daily waste, as well as waste resources in accordance with local regulations, after which we hand them over to a qualified third-party company for disposal.
-  To reduce energy consumption in summer, we strictly implement the standard of 26°C for air conditioning, which is uniformly dispatched by the central control system, and all panel setting temperatures are centrally controlled accordingly.
-  We have been gradually optimizing our existing Intranet infrastructure to create a completely wireless office environment, reducing the use of wiring and switches in the workplace.

## Green Commute

JD Health takes various measures to encourage our employees to commute green. To reduce the carbon emissions generated by private cars, not only do we offer company shuttles for employees' daily commute, but we also cooperate with DiDi to encourage carpooling.

## Green Procurement

JD Health strictly abides by JD.com's "Green Procurement Management Regulations" and Green Procurement Negative List System, ensuring that green procurement could be effectively implemented.

JD Health continuously improves the performance in energy conservation and environmental protection in the procurement process by thoroughly measuring product design, sourcing, production, packaging, logistics, sales, service, recycling, reuse, as well as other

aspects pertaining to sustainability. We prioritize the sourcing of raw materials, products, and services that is sustainable, energy-saving and lower of energy consumption, and conducive for resource comprehensively utilizing.

## Green Logistics

JD Health concerns about the carbon footprint of in logistics process. By cooperating with JD Logistics, the first domestic logistics company in China to announce its SBTs, we strive to reduce resource consumption and carbon emissions in the process of decreasing product packaging, optimizing the transport structure through utilization of electric vehicles, and scientific route planning.

## Drug Disposal Management

For hazardous wastes requiring special regulations such as disposed medications, JD Health has formulated the "Management System for Medication that is Near to the Shelf Life," the "Unqualified Product Management Regulation," and the "Medication Return Management Regulation" in accordance with the "Good Supply Practice for

Pharmaceutical Products." Different treatment methods are formulated according to the nature of the medications. Unqualified medications are regularly cleaned up and destroyed. Wastewater, waste residues, exterior packaging and other wastes are strictly managed and controlled

to prevent leakage that may cause incidents of personal injury and environmental pollution, among other potential risks. The medications with the approaching expiration date are required to return to suppliers or third-party merchants, who are responsible for processing them.



# Appendices

## Appendix 1: Key Performance Indicator List

### 2021 Environmental Key Performance Indicators

#### Emissions and Use of Resources

	Indicator (unit)	Data
Emissions of air pollutants	Nitrogen oxide (g)	26,700
	Sulphur oxide (g)	157
	Particulate matter (g)	2,486
Greenhouse gas (GHG) emissions	Direct (Scope 1) GHG emissions (tCO <sub>2</sub> e)	33.71
	Energy indirect (Scope 2) GHG emissions (tCO <sub>2</sub> e)	505.82
Waste produced	Total waste (tonnes)	1,402.77
	Total hazardous waste (tonnes)	0
	Total non-hazardous waste (tonnes)	1,402.77
Use of resources	Natural gas consumption (m <sup>3</sup> )	3,318.57
	Diesel fuel consumption (liters)	9,737.91
	Gasoline consumption (liters)	0
	Electricity use (kWh)	825,363.87
	Water consumption (tonnes)	6,562.64
	Total packaging (tonnes)	7,158.70
	Packaging materials used per product (g)	52

Note: Since JD Health shares office space and operating facilities with JD.com, relevant environmental key performance could not be counted separately. Therefore, the above environmental key performance indicators are calculated according to the proportion of corresponding JD Health data in JD.com. Among them, indicators calculated according to the ratio of the number of JD Health employees to the number of JD.com employees in 2021 include: emissions of air pollutants, greenhouse gas emissions, use of resources (natural gas consumption, diesel fuel consumption, gasoline consumption, electricity use, water consumption); indicators calculated according to the ratio of JD health revenue to JD.com revenue in 2021 include: waste produced, use of resources (total packaging). Packaging materials used per product refer directly to JD.com's data disclosure.

## Green Operations

	Indicator (unit)	Data
Administration	Accumulative number of meeting attendees of Joymeeting online meeting	227,793
	Reduction of carbon emission by the use of electric shuttle buses (tonnes)	5.75
Operations	Reduction of carbon emissions by E-invoice (tonnes)	10,094.51
	Electricity saved by server optimization (kWh)	15,154.25

Note: Since JD Health shares office space and operating facilities with JD.com, relevant environmental key performance could not be counted separately. Therefore, some of the above environmental key performance indicators are calculated according to the proportion of corresponding JD Health data in JD.com. Among them, indicators calculated according to the ratio of the number of JD Health employees to the number of JD.com employees in 2021 include: administration; indicators calculated according to the ratio of JD health revenue to JD.com revenue in 2021 include: electricity saved by server optimization.

## 2021 Social Key Performance Indicators

### Employee Data

	Indicator (unit)	Data
Total number of employees	Male employees	1,513
	Female employees	1,792
	Employees under 30	2,171
	Employees between 30-50	1,126
	Employees above 50	8
	Employees with disability	44
	Ethnic Han employees	3,105
	Employees from ethnic minorities	200
	Employees with Chinese nationality	3,303
	Foreign employees	2
Percentage of female senior managers (%)		36.8

Indicator (unit)			Data
Number of full-time employees	Male employees		1,513
	Female employees		1,792
Number of permanent employees	Beijing	Male employees	1,009
		Female employees	1,003
	Offices in regions other than Beijing	Male employees	504
		Female employees	789
Number of new employees	Male employees		660
	Female employees		832
	Employees under 30		606
	Employees between 30-50		885
	Employees above 50		1
	Employees with disability		15
	Ethnic Han employees		1,398
	Employees from Ethnic minorities		94
	Employees with Chinese nationality		1,490
	Foreign employees		2
Training	Rate of employees who have received training (%)		93.5
	Number of male employees who have received training		1,409
	Number of female employees who have received training		1,681
	Total training hours completed of male employee (hours)		58,332
	Total training hours completed of female employee (hours)		76,076
	Rate of male employees who have received training (%)		93.1
	Rate of female employees who have received training (%)		93.8
	Number of senior managers who have received training		69
	Number of middle-level managers who have received training		302
	Rate of senior managers who have received training (%)		100
	Rate of middle-level managers who have received training (%)		100
	Number of employees who have received training		2,719
	Employees' average training hours		40.7
	Employees' annual total training hours		134,408
Total staff turnover rate (%)			21.8
Turnover rate (based on gender, %)	Male employees		23.3
	Female employees		20.6
Turnover rate (based on age, %)	Employees under 30		12.9
	Employees between 30-50		35.2
	Employees above 50		0
Turnover rate (based on region, %)	Beijing		22.3
	Offices in regions other than Beijing		21.2
Number of work-related fatalities	2019		0
	2020		0
	2021		1 <sup>1</sup>
Rate of work-related fatalities (%)	2019		0
	2020		0
	2021		0.03
Working days lost due to work injury (days)			0
Number of full-time employees receiving mandatory employee benefits such as paid vacation time, the five insurances, and the housing fund			3,305
Rate of full-time employees receiving mandatory employee benefits such as paid vacation time, the five insurances, and the housing fund (%)			100

Note 1: This case of work-related fatal injury, occurred when the employee was on the way to work in the company's shuttle bus, was caused by the employee's underlying medical condition. Compensation has been made to the employee's family in accordance with regulations.

Indicator (unit)		Data
Number of full-time employees receiving additional benefits	Additional medical insurance	3,305
	Additional vacation	401
Rate of full-time employees receiving additional benefits (%)	Additional medical insurance	100
	Additional vacation	12.1
Number of employees having the right to parental leave	Male employees	840
	Female employees	839
Number of employees on parental leave	Male employees	48
	Female employees	76
Retention rate of employees taking parental leave (%)	Male employees	100
	Female employees	100
Volunteering hours of employee volunteers		2,000

## Supplier Data

Indicator (unit)		Data
Number of suppliers in JD Health's supply chain		2,542
Number of suppliers in Mainland China		2,335
Number of suppliers overseas or in Hong Kong China, Macao China, and Taiwan China		207
Number of operations and suppliers using young workers for hazardous work		0
Number of operations and suppliers using child labor		0
Percentage of new suppliers screened by environmental or social criteria (%)		67
Number of suppliers conducting environmental or social impact assessment		1,693
Number of suppliers identified as having significant negative environmental or social impact		0

## 2021 Governance Key Performance Indicators

Indicator (unit)		Data	
Anti-corruption	Number of corruption cases that were filed and investigated	0	
	Number of incidents in which employees were fired or punished due to corruption	5	
	Hours of anti-corruption training	3,876	
	Number of employees that has attended the anti-corruption training	5,945	
	Rate of employees that has attended the anti-corruption training (%)	100	
	Rate of employees that has passed the anti-corruption exam (%)	100	
Number of people in the Board of Directors		Male	6
		Female	3
		Between 30-50	8
		Above 50	1
Rate of female Board members (%)		33	

# Appendix 2: Hong Kong Stock Exchange ESG Reporting Guide Content Index

Number	ESG Indicator	Disclosure	Reporting Section or Explanation
<i>Mandatory Disclosure Requirements</i>			
	Governance Structure (Including a Statement from the Board)	Disclosed	ESG Governance
	Reporting Principles	Disclosed	Report Introduction
	Reporting Boundary	Disclosed	Report Introduction
<i>"Comply or Explain" Provisions</i>			
<i>Aspect A1: Emissions</i>			
	General Disclosure	Disclosed	Environmental Responsibility
A1.1	The types of emissions and respective emissions data	Disclosed	Appendix 1: Key Performance Indicator List
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Disclosed	Appendix 1: Key Performance Indicator List
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Disclosed	Appendix 1: Key Performance Indicator List
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Disclosed	Appendix 1: Key Performance Indicator List
A1.5	Description of emission target(s) set and steps taken to achieve them	Undisclosed	JD health will comprehensively respond to China's overall schedule of reaching carbon peak by 2030 and carbon neutrality by 2060, and continuously facilitate the carbon neutrality targets of Scope 1 and Scope 2. To optimize the reduction of carbon emissions in our workplace, we will continue to operate green. In addition, for Scope 3, with the focus on emissions reduction in logistics, we are now working with JD Logistics, the first logistics enterprise in China to announce the SBT. Through their professional services, we can achieve the goal of 50% emissions reduction in logistics by 2030 compared with that in 2019, and continue to promote the path and process of achieving the goal of carbon neutrality by 2060.
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them	Partially disclosed	Environmental Responsibility We cooperate with professional, efficient and compliant partners to empower green healthcare with digital means and to deal with the waste generated in daily business operations and order production process. Together, we will work to achieve our goals of waste reduction at a higher standard.
<i>Aspect A2: Use of Resources</i>			
	General Disclosure	Disclosed	Environmental responsibility
A2.1	Direct and / or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility)	Disclosed	Appendix 1: Key Performance Indicator List
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility)	Disclosed	Appendix 1: Key Performance Indicator List
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them	Undisclosed	We choose partners who are efficient, energy-saving and compliant in energy use to achieve higher standards of energy efficiency with us.
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them	Undisclosed	Not applicable. JD Health's water usage mainly comes from municipal water supply, and does not involve external water sources.
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced	Disclosed	Appendix 1: Key Performance Indicator List
<i>Aspect A3: The Environment and Natural Resources</i>			
	General Disclosure	Disclosed	Environmental responsibility
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	Disclosed	Environmental responsibility



Number	ESG Indicator	Disclosure	Reporting Section or Explanation
<i>Aspect A4: Climate Change</i>			
	General Disclosure	Disclosed	Environmental Responsibility
A4.1	Description of the significant climate related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them	Disclosed	Environmental Responsibility
<i>Aspect B1: Employment</i>			
	General Disclosure	Disclosed	Working Environment
B1.1	Total workforce by gender, employment type (for example, full or part-time), age group and geographical region	Disclosed	Working Environment Appendix 1: Key Performance Indicator List
B1.2	Employee turnover rate by gender, age group and geographical region	Disclosed	Appendix 1: Key Performance Indicator List
<i>Aspect B2: Health and Safety</i>			
	General Disclosure	Disclosed	Working Environment
B2.1	Number and rate of work-related fatalities occurred in each of the past three years, including the reporting year	Disclosed	Appendix 1: Key Performance Indicator List
B2.2	Lost days due to work injury	Disclosed	Appendix 1: Key Performance Indicator List
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored	Disclosed	Working Environment
<i>Aspect B3: Development and Training</i>			
	General Disclosure	Disclosed	Working Environment
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	Disclosed	Appendix 1: Key Performance Indicator List
B3.2	The average training hours completed per employee by gender and employee category	Disclosed	Appendix 1: Key Performance Indicator List
<i>Aspect B4: Labour Standards</i>			
	General Disclosure	Disclosed	Working Environment
B4.1	Description of measures to review employment practices to avoid child and forced labour	Disclosed	Working Environment
B4.2	Description of steps taken to eliminate such practices when discovered	Disclosed	Working Environment Supply Chain Responsibility
<i>Aspect B5: Supply Chain Management</i>			
	General Disclosure	Disclosed	Supply Chain Responsibility
B5.1	Number of suppliers by geographical region	Disclosed	Appendix 1: Key Performance Indicator List
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	Disclosed	Supply Chain Responsibility Appendix 1: Key Performance Indicator List
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored	Disclosed	Supply Chain Responsibility
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored	Disclosed	Supply Chain Responsibility
<i>Aspect B6: Product Responsibility</i>			
	General Disclosure	Disclosed	Corporate Governance Product Responsibility Responsibilities to Consumers
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	Disclosed	Responsibilities to Consumers
B6.2	Number of products and service related complaints received and how they are dealt with	Disclosed	Responsibilities to Consumers
B6.3	Description of practices relating to observing and protecting intellectual property rights	Disclosed	Industrial Responsibility
B6.4	Description of quality assurance process and recall procedures	Disclosed	Product Responsibility
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored	Disclosed	Responsibilities to Consumers

Number	ESG Indicator	Disclosure	Reporting Section or Explanation
<i>Aspect B7: Anti-corruption</i>			
	General Disclosure	Disclosed	Corporate Governance
B7.1	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	Disclosed	Appendix 1: Key Performance Indicator List
B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored	Disclosed	Corporate Governance
B7.3	Description of anti-corruption training provided to directors and staff	Disclosed	Corporate Governance Appendix 1: Key Performance Indicator List
<i>Aspect B8: Community Investment</i>			
	General Disclosure	Disclosed	Topic One: Responding to the "14 <sup>th</sup> Five-Year Plan" and Promoting Common Prosperity Driven by Inclusive Healthcare Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control Social Responsibility
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	Disclosed	Topic One: Responding to the "14 <sup>th</sup> Five-Year Plan" and Promoting Common Prosperity Driven by Inclusive Healthcare Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control Social Responsibility
B8.2	Resources contributed (e.g. money or time) to the focus area	Disclosed	Topic One: Responding to the "14 <sup>th</sup> Five-Year Plan" and Promoting Common Prosperity Driven by Inclusive Healthcare Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control Social Responsibility

## Appendix 3: GRI Standards Content Index

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102	General Disclosures	Company Profile ESG Governance
103	Management Approach	ESG Governance Corporate Governance
201	Economic Performance	Message From CEO
202	Market Presence	Working Environment
203	Indirect Economic Impacts	Topic One: Responding to the “14 <sup>th</sup> Five-Year Plan” and Promoting Common Prosperity Driven by Inclusive Healthcare Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control Social Responsibility
204	Procurement Practices	Supply Chain Responsibility
205	Anti-Corruption	Corporate Governance Appendix 1: Key Performance Indicator List
206	Anti-Competitive Behavior	Corporate Governance
207	Tax	N/A
301	Materials	Supply Chain Responsibility Environmental Responsibility
302	Energy	Environmental Responsibility Appendix 1: Key Performance Indicator List
303	Water and Effluents	Environmental Responsibility Appendix 1: Key Performance Indicator List
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306	Waste	Environmental Responsibility Appendix 1: Key Performance Indicator List
307	Environmental Compliance	Environmental Responsibility
308	Supplier Environmental Assessment	Supply Chain Responsibility Appendix 1: Key Performance Indicator List
401	Employment	Working Environment Appendix 1: Key Performance Indicator List
402	Labor/Management Relations	Working Environment
403	Occupational Health and Safety	Working Environment Appendix 1: Key Performance Indicator List
404	Training and Education	Working Environment Appendix 1: Key Performance Indicator List
405	Diversity and Equal Opportunity	Corporate Governance Working Environment Appendix 1: Key Performance Indicator List
406	Non-Discrimination	Working Environment
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408	Child Labor	Working Environment Appendix 1: Key Performance Indicator List
409	Forced or Compulsory Labor	Working Environment
410	Security Practices	Working Environment
411	Rights of Indigenous Peoples	N/A

Number	Category	Reporting Section
412	Human Rights Assessment	Working Environment
413	Local Communities	Topic One: Responding to the “14 <sup>th</sup> Five-Year Plan” and Promoting Common Prosperity Driven by Inclusive Healthcare Topic Two: Entering a New Phase of Digital Healthcare in the Context of Normalized COVID-19 Prevention and Control Social Responsibility
414	Supplier Social Assessment	Supply Chain Responsibility Appendix 1: Key Performance Indicator List
415	Public Policy	Corporate Governance
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