



寶寶樹集團

BABYTREE GROUP

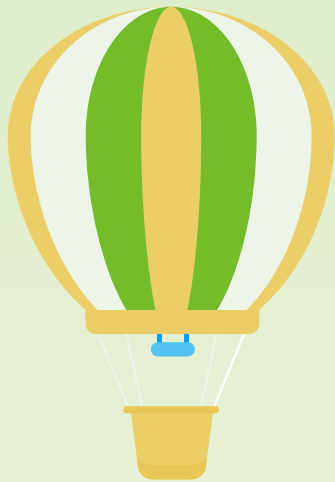
(Incorporated in the Cayman Islands with limited liability)  
(於開曼群島註冊成立的有限公司)

Stock Code 股份代號 : 1761

2021

Environmental, Social and  
Governance Report

環境、社會及管治報告



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# Environmental, Social and Governance Report

## 環境、社會及管治報告



### ABOUT THE ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

#### Introduction

BabyTree Group (1761.HK) (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to present its 2021 Environmental, Social and Governance (“**ESG**”) Report (this “**Report**”). This Report summarizes the Group’s strategy, vision and performance on ESG issues for 2021. As a responsible corporate citizen, the Group has always adhered to the concept of sustainable development, actively fulfilled its corporate social responsibilities, and integrated environmental management into its business decisions. The board (the “**Board**”) of directors (the “**Directors**”) of the Company has overall responsibility for the Group’s ESG strategy and reporting, and has overall oversight of the associated risks and opportunities. In the future, the Group will continue to monitor and improve its initiatives and performance on sustainable development, and strive to create long-term value for all stakeholders and the communities in which it operates.

#### Business description

Found in 2007 and as a top maternity and child (“**M&C**”) focused community platform in China, the Company is committed to connecting and serving young families, with a mission of “let young families enjoy a wonderful life journey”. Powerful social functions as well as high-quality and rich content are the two pillars of the Group’s community platform, on which we provide comprehensive products and services to meet the four core needs of young families in China: knowledge acquisition, communication and make friends, growth record and shopping. The Group has two main platforms: (i) “BabyTree Parenting”, the flagship platform of the Group, which comprises the Group’s mobile “BabyTree Parenting” App and babytree.com, the PC and mobile website terminal, and is the main portal for user traffic; (ii) “WeTime”, the second platform exclusively for use on mobile phones, which focuses on child development and is designed to serve as an online platform for social recording medium with rich images and early education content and tools. The Group takes “WeTime” as a natural extension of its flagship “BabyTree Parenting” platform, with an aim to extend the life cycle of our platform users and to expand our user base. Besides, the Group also operates “Meitun Mama”, a M&C product e-commerce platform, the function of which is deeply integrated in our “BabyTree Parenting” platform.

### 關於環境、社會及管治報告

#### 報告簡介

寶實樹集團(1761.HK)(下稱「**本公司**」，連同其附屬公司，統稱為「**本集團**」)欣然呈報其環境、社會及管治報告2021(下稱「**本報告**」)。本報告概述本集團就2021年環境、社會及管治事宜的策略、願景及表現。作為負責任的企業公民，本集團一直以來堅守可持續發展理念，積極履行企業社會責任，並將環境管理融入其商業決策中。本公司董事(下稱「**董事**」)會(下稱「**董事會**」)對本集團的環境、社會及管治策略及匯報承擔整體責任，全面監督相關風險及機遇。未來，本集團會持續監管及完善本集團可持續發展的措施及表現，致力為所有利益相關方及業務所在的社區創造長遠的價值。

#### 業務說明

本公司創立於2007年，作為中國母嬰類社區頭部平台，致力於連接及服務年輕家庭，並以「讓年輕家庭享受美好的生命旅程」為使命。強大的社交功能和優質豐富的內容是本集團社區平台的兩大支柱，本集團在該平台上提供全面的產品和服務，以滿足中國年輕家庭知識獲取、交流交友、記錄成長和消費購物的四大核心需求。本集團的兩個主要平台為(i)「寶實樹孕育」，該平台是本集團的旗艦平台，由本集團的「寶實樹孕育」手機應用程式和電腦及手機網站端 babytree.com 組成，是用戶流量的主要門戶；(ii)「小時光」，僅供手機使用的第二個平台，專注於兒童發展，為達致圖像豐富的社交記錄媒介，及早期教育內容及工具在線平台兩個目的而設。本集團將「小時光」視為旗艦「寶實樹孕育」平台的自然延伸，延長用戶的生命周期及進一步擴大用戶群。此外，本集團亦擁有母嬰產品類電商平台「美國媽媽」，其功能深深嵌入「寶實樹孕育」平台。

# Environmental, Social and Governance Report

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### Reporting scope and reporting period

The disclosure of environmental aspects in this Report includes the Group's offices in Beijing, Shanghai, Wuhan and Guangzhou, the PRC. As our Hangzhou office is a co-working space, it is not covered in the disclosure of environmental aspects in this Report. The disclosure of social aspects in this Report includes the locations of all the Group's operating entities in the PRC. This Report covers the period from 1 January 2021 to 31 December 2021 (the "Year" or "Reporting Period"), which is consistent with the financial year covered by the Group's annual report.

### Basis of preparation

This Report is prepared in accordance with the disclosure obligations of the Environmental, Social and Governance Reporting Guide set out in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"). This Report has complied with all mandatory disclosure requirements and the "comply or explain" provisions, as well as the principles of materiality, quantitative, balance and consistency. The Group adopted the emission factors and international standards set out in the ESG Guide published by the Stock Exchange in the preparation of this Report, which was prepared in the same manner as last year. For details of the application of the materiality Reporting principle, please refer to the section headed "Materiality Assessment" in this Report.

### Source of information and reliability statement

The information disclosed in this Report is derived from the Group's internal documents, statistical reports or relevant public information. The Group confirms that there are no false statements, misleading statements or material omissions in this Report, and is responsible for the truthfulness, accuracy and completeness of its contents.

This Report is prepared in both English and Chinese. In case of any discrepancies between the Chinese and English versions, the Chinese version shall prevail. The electronic version of this Report is available for view and download on the website of the Stock Exchange at <http://www.hkexnews.hk> and the "Financial Reports" sub-section under the "Investor Relations" column of the Group's website at <https://ir.babytree.com/>.

### 報告範圍及報告期

本報告中有關環境層面的披露包括本集團於中國北京、上海、武漢和廣州的辦公室。由於杭州辦公室為共享工作間，因此並不涵蓋在本報告中有關環境層面的披露。本報告中有關社會層面的披露則包括本集團於中國的所有營運實體所在地。本報告涵蓋2021年1月1日起至2021年12月31日止期間(下稱「本年度」或「報告期」)，與本集團年報所涵蓋的財政年度期間一致。

### 報告編製依據

本報告乃根據香港聯合交易所有限公司(下稱「聯交所」)上市規則附錄二十七所載環境、社會及管治報告指引的披露責任編製。本報告已遵守所有強制披露規定及「不遵守就解釋」條文，以及重要性、量化、平衡及一致性原則。本集團於編製本報告時採納了聯交所發佈的環境、社會及管治指引文件中所列明的排放系數及國際標準，其編製方式與上年度無異。就應用重要性匯報原則的詳情，請參閱本報告「重要性議題評估」一節。

### 資料來源及可靠性聲明

本報告中披露的資料來自本集團內部文件、統計報告或相關公開資料。本集團確認，本報告中並無虛假陳述、誤導性陳述或重大遺漏，並對其內容的真實性、準確性和完整性負責。

本報告備有英文及中文版本。如中文與英文版本有任何歧異，概以中文版本為準。本報告電子版本於聯交所網站<http://www.hkexnews.hk>以及本集團網站<https://ir.babytree.com/>「投資者關係」欄下的「財務報告」分欄可供查閱和下載。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### ENVIRONMENTAL, SOCIAL AND GOVERNANCE MANAGEMENT

### 環境、社會及管治的管理

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

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

The Group believes that environmental and social developments are closely linked to the operation of its M&C community platform. To ensure that young families in China are able to nurture their next generation in a good environment, while paying attention to economic benefits, the Group has always adhered to the concept of sustainable development, and integrated environmental protection and environmental management into its business decisions, as well as formulated its relevant ESG targets, so as to achieve the harmonious coexistence between the Group’s operations and the society and the environment. In addition, the Group also respects the opinions of internal and external stakeholders, and has been focusing on maintaining closer contact with different stakeholders. The strategic goals of the Group’s ESG development are: to keep a close eye on external environment; to make forward-looking judgment; to take up social responsibility amid our development; and to promote charity activities.

本集團深信環境及社會的發展與其母嬰社區平台運營息息相關。為確保中國年輕家庭能在美好的環境中培育下一代，本集團在關注經濟效益的同時，一直以來堅守可持續發展理念，並將環保及環境管理融入其商業決策，制定環境、社會及管治相關目標，以達到本集團運營與社會和環境的和諧共處。此外，本集團亦尊重內外部利益相關方的意見，一直專注於與不同利益相關方保持更緊密的聯繫。本集團環境、社會及管治的發展戰略目標是：對外部環境保持關注，進行前瞻性判斷，在發展中兼顧社會責任，推行公益活動。

The Group continues to strengthen its ESG governance capabilities. The Board has overall responsibility for the Group’s ESG strategy and reporting, and has overall oversight of relevant risks and opportunities. The audit committee of the Company (the “**Audit Committee**”) is responsible for review, formulate and approve the framework, standard, priority and goals for the Group’s sustainable development, and report regularly to the Board the relevant tasks carried out for sustainable development; identify the relevant issues that have a significant impact on the operation of the Group and/or the interests of other important stakeholders; supervise the development and implementation of the strategies, policies and measures for sustainable development of the Group; evaluate and review the adequacy, effectiveness and sustainability performance of the Group’s sustainable development policies and practices at least once a year or when necessary, and report and propose strategies for improvement to the Board. The implementation of various ESG strategies is supervised by the managers of the functional departments, who are responsible for overseeing the daily implementation and reporting such implementation to the Audit Committee on a regular basis. In the future, the Board will continue to monitor and improve the Group’s sustainability initiatives and performance, and strive to create long-term value for all stakeholders and the communities in which it operates.

本集團不斷加強其環境、社會及管治的治理能力。董事會對本集團的環境、社會及管治策略及匯報承擔整體責任，全面監督相關風險及機遇。本公司審核委員會（下稱「**審核委員會**」）負責審視、制訂及通過本集團的可持續發展架構、標準、優次排序和目標，並就相關可持續發展工作定期向董事會彙報；識別重大影響本集團運作和／或其他重要利益相關方權益的相關事宜；監督本集團可持續發展策略、政策及措施的發展及執行；至少每年一次或當有需要時，就本集團可持續發展政策及慣例的足夠性、有效性及可持續發展表現進行評核及檢討，並向董事會彙報和建議改善策略。各項環境、社會及管治策略的實施則由職能部門的經理級人員負責監督日常執行，並就執行情況定期向審核委員會彙報。未來，董事會將持續監管及完善本集團可持續發展的措施及表現，致力為所有利益相關方及業務所在的社區創造長遠價值。

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## 環境、社會及管治報告

### Identification of and communication with stakeholders

The Group continues to focus on key issues of concern to stakeholders in its operations. The Group understands the expectations and needs of its stakeholders through comprehensive and transparent communication, and continues to improve the Group's sustainable development strategies and plans based on the opinions of its stakeholders, so as to strengthen mutual trust and cooperation, jointly realize their sustainable development plans, create a future in which sustainable economic growth and friendly environment coexist with social development.

### 利益相關方識別與溝通

本集團在其營運過程中持續關注利益相關方關注的主要事宜。本集團透過全面且透明的溝通以了解其利益相關方的期望及需要，並按其利益相關方的意見繼續改善本集團的可持續發展策略及計劃，從而鞏固彼此的互信及合作關係，共同實現其可持續發展計劃，創造可持續的經濟增長、友善的環境及與社會發展並存的未來。

### Key issues of concern to stakeholders and corresponding measures

### 利益相關方關注的主要事宜及相應措施

Stakeholders 利益相關方	Focus 關注重點	Communication Channels 溝通渠道
Shareholders and investors 股東及投資者	<ul style="list-style-type: none"> <li>Business strategies</li> <li>Return on investment</li> <li>Corporate image</li> <li>Compliance operation</li> <li>業務策略</li> <li>投資回報</li> <li>企業形象</li> <li>合規經營</li> </ul>	<ul style="list-style-type: none"> <li>General Meeting</li> <li>Company's announcements</li> <li>Company website</li> <li>股東大會</li> <li>本公司公告</li> <li>公司網站</li> </ul>
Government and regulatory bodies 政府及監管機構	<ul style="list-style-type: none"> <li>Compliance operation</li> <li>Tax payment in accordance with the laws</li> <li>Information disclosure and reporting materials</li> <li>合規經營</li> <li>依法納稅</li> <li>信息披露及報告材料</li> </ul>	<ul style="list-style-type: none"> <li>Company website</li> <li>Company's announcements</li> <li>公司網站</li> <li>本公司公告</li> </ul>

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Stakeholders 利益相關方	Focus 關注重點	Communication Channels 溝通渠道
Industry associations 行業協會	<ul style="list-style-type: none"> <li>Compliance operation 合規經營</li> </ul>	<ul style="list-style-type: none"> <li>Visits 訪問</li> <li>Meetings 會議</li> <li>Seminars 研討會</li> <li>Exchange activities 交流活動</li> </ul>
Suppliers and business partners 供應商及業務夥伴	<ul style="list-style-type: none"> <li>Compliance operation 合規經營</li> <li>Product and service quality 產品及服務質素</li> </ul>	<ul style="list-style-type: none"> <li>Business agreements 協議</li> <li>Tendering 投標</li> <li>Review and assessment 檢討及評估</li> </ul>
Employees 僱員	<ul style="list-style-type: none"> <li>Remuneration and benefits 薪酬及福利</li> <li>Working environment and safety 工作環境與安全</li> <li>Diversity and Equal Opportunity 多元化及平等機會</li> <li>Space for training and career development 培訓及事業發展空間</li> </ul>	<ul style="list-style-type: none"> <li>Forum 論壇</li> <li>Employee training 僱員培訓</li> <li>Employee group activities 僱員團體活動</li> <li>Employee satisfaction survey 僱員滿意度調查</li> <li>Monthly magazine of the Company 本公司月刊</li> </ul>

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Stakeholders 利益相關方	Focus 關注重點	Communication Channels 溝通渠道
Platform users 平台用戶	<ul style="list-style-type: none"> <li>Content of the platform</li> <li>Product quality</li> <li>Personal privacy protection</li> </ul>	<ul style="list-style-type: none"> <li>Website of the Company</li> <li>WeChat Community</li> <li>Online customer service</li> <li>User service agreement</li> <li>Online and offline promotion activities</li> <li>本公司網站</li> <li>微信社群</li> <li>線上客戶服務</li> <li>用戶服務協議</li> <li>線上及線下宣傳活動</li> </ul>
Community 社區	<ul style="list-style-type: none"> <li>Community development</li> <li>Public welfare</li> <li>Employment opportunities</li> <li>Ecological environment</li> </ul>	<ul style="list-style-type: none"> <li>Community activities</li> <li>Volunteering activities</li> <li>Media enquiries</li> <li>Promotion activities</li> <li>Community communication meetings</li> <li>Press releases and announcements</li> <li>社區活動</li> <li>義工活動</li> <li>傳媒查詢</li> <li>推廣活動</li> <li>社區溝通會議</li> <li>新聞稿及公告</li> </ul>



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### MATERIALITY ASSESSMENT

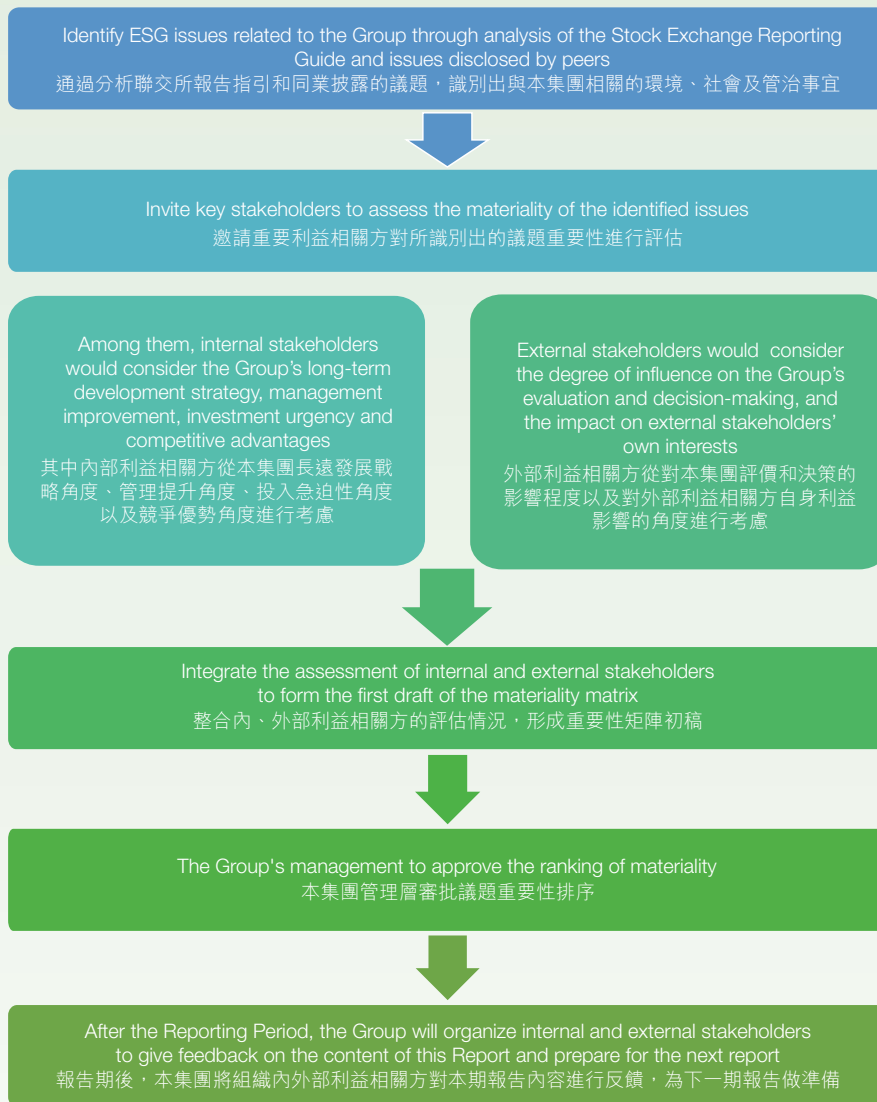
In order to ensure that this Report has fully covered and responded to the major issues of concern to stakeholders, in addition to regular communication with stakeholders, the Group has also referred to certain information such as the matters covered in the previous ESG report, the Company's internal policies, industrial trends and the materiality map of the Sustainability Accounting Standards Board to identify issues that have potential and actual impact on the sustainable development of the Group.

Our materiality assessment process:

### 重要性議題評估

為確保本報告已全面涵蓋及回應利益相關方關注的主要事宜，除了定期與利益相關方溝通外，本集團亦參考了上年度環境、社會及管治報告所涵蓋的事宜、公司內部政策、行業趨勢以及永續會計準則委員會(Sustainability Accounting Standards Board)的重要性圖譜等若干資料，以識別對本集團可持續發展具有潛在及實際影響的事宜。

重要性評估流程：

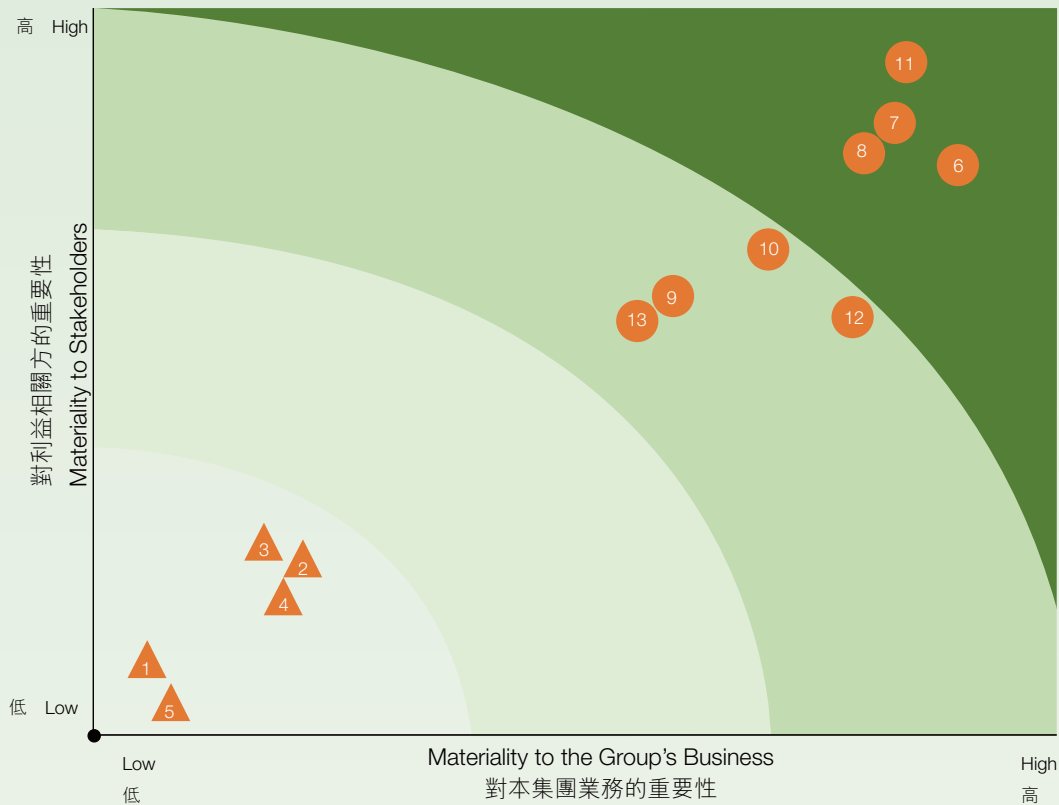


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The Group analyzes and prioritizes the ESG issues based on a number of factors such as its strategies, development and goals. The results are as follows:

本集團根據其策略、發展、目標等若干因素對環境、社會及管治事宜進行分析並就其重要性排列優次，結果如下：



**▲ ENVIRONMENTAL MATTERS**  
環境事宜

- 1 Greenhouse gas emissions  
溫室氣體排放
- 2 Waste disposal and recycling  
廢棄物處理與回收
- 3 Energy use  
能源使用
- 4 Use of water resources  
水資源使用
- 5 Climate change  
氣候變化

**● SOCIAL AND GOVERNANCE MATTERS**  
社會及管治事宜

- 6 Employment  
員工僱傭
- 7 Health and safety  
健康與安全
- 8 Development and Training  
發展及培訓
- 9 Labor standards  
勞工準則
- 10 Supply chain management  
供應鏈管理
- 11 Product responsibility  
產品責任
- 12 Anti-corruption  
反貪污
- 13 Social responsibility  
社會責任

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## 環境、社會及管治報告



### PRODUCTS FOR LOVE, PREGNANCY AND PARENTING

### 愛產品 孕育放心

#### Building an outstanding M&C community

#### 構建卓越母嬰社區

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

本集團作為中國母嬰社區中的領先品牌，致力於連接及服務年輕家庭，以「讓年輕家庭享受美好的新生命孕、育、教的旅程」作為發展使命，以「寶寶樹孕育」應用程式、「小時光」應用程式、微信公眾號和官方網站等渠道為基礎，構建具有強大社交功能和優質內容的寶寶樹社區平台。本集團在社區平台上提供全面的產品和服務，以滿足圍繞寶寶出生前後的年輕家庭知識獲取、分享交流、陪伴成長、消費購物、早教任務、健康服務、金融服務七個核心需求。從而培養健康、友愛、智慧、勇敢的新一代。

The Group understands that M&C knowledge is mothers' important need, therefore the Group is committed to providing all-round support to mothers with knowledge contents and content acquisition methods. The upgrade of the Group's products and services is based on the concept of "My Parenting Life". The "BabyTree Parenting" channel provides complete and scientific knowledge and timely response to professional Q & A. The Group accurately predicts the time available for answering questions before they are raised by users through real-time calculation supported by big data, and the questions are accurately distributed to suitable answerers through matching algorithm. By continuously enriching the professional-generated content and content generated by professional users on the platform, the Group brought the content ecosystem of "integration of broad and specialization" and the innovative form of "video + graphics" into the platform, thereby promoting the development and prosperity of the platform content ecosystem. In terms of planning professional-generated content, the Group released 13 content themes during the Reporting Period, totalling 640 professional-generated content, 2,780 expert endorsements, 200 videos and 52 self-produced parent-child early childhood education game videos, aiming to provide users with the most practical suggestions and the most professional content. In terms of contents generated by professional users, during the Reporting Period, the Group selected key opinion consumers and key opinion leaders through the "Creator Competition", of which key opinion consumers and experts jointly held a total of 3,895 live broadcasts, making full use of the Q & A interactive function in the live broadcast and providing users with the opportunity to ask questions online to experts. During the Reporting Period, the Group also launched a new M&C variety show "BabyTree Variety Bar", which integrates entertainment, shopping and education. In each phase of the program, we will invite users to come up with various themes such as pregnancy preparation, phases of pregnancy, postpartum rehabilitation, new-born and paediatrics. The celebrity guests will interact with the audience all over the internet, and combine pregnancy content with interesting Q & A sessions to learn professional M&C knowledge together.

本集團深知母嬰知識是媽媽們的重要需求，因此本集團致力從知識內容及獲取途徑方面給予媽媽們全方位的支持。本集團的產品和服務升級以「我的育兒生活」為理念，「寶寶樹孕育」頻道提供完備且具科學性的知識，並配合及時性的專業問答回覆。本集團通過大數據實時計算，在用戶提問前準確預測獲得回答的時間，並且通過算法匹配的方式精確地將問題分發給適合的回答者。本集團通過不斷豐富平台的專業生成內容及專業用戶生成內容，將「專泛結合」的內容生態及「視頻+圖文」的創新形式帶入平台，從而促進平台內容生態系統的發展及繁榮。本集團在策劃專業生成內容方面，於本報告期內發佈了13個內容主題，合共640條專業生成內容、2,780條專家代言、200條視頻及52條自製親子早教遊戲視頻，旨在為用戶提供最實用的建議和最專業的內容。在專業用戶生成內容方面，本集團於本報告期透過「創作者大賽」選出了關鍵意見消費者及關鍵意見領袖，其中關鍵意見消費者與專家合作舉辦了共3,895場直播，充分利用直播的回答互動功能，給用戶提供在線向專家提問的機會。本集團更於本報告期推出了集娛樂、購物及教育於一體的全新母嬰綜藝節目「寶樹綜藝Bar」，節目每期都會向用戶征集備孕、孕期、產後康復、新生兒、兒科等各類主題，由明星嘉賓與全網觀眾互動，將孕育內容與和趣味問答互相結合，共學專業母嬰常識。

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The Group also continued to improve the knowledge contents in the weekly parenting newsletters to establish a structured knowledge system on a weekly basis, and produced videos on key parenting knowledge, supplemented by featured programs such as the “The World in the Eyes of Babies”, the expert short video column “Chat With the Doctor and You Will Understand” and “Good Pregnancy is on Its Way”, providing professional and interesting weekly parenting newsletters to pregnant users and postpartum users. In addition, the Group provides users with knowledge covering the entire life cycle in the form of “Daily Knowledge”. It provides universal knowledge of health care and child development through M&C featured topics and research institutes; provides targeted professional knowledge for mothers through community forums and replies from experts. Via the open platform and KOL system, more professional contents are presented on the platform operated by the Group, making our platform a content community for discovery and setting a high standard for other content sharing communities to follow, leading the trend of mother’s baby parenting life. The Group also uses high-quality and interactive images on the homepage of its application to vividly and meticulously present the development changes and growth of ability of babies from the first week of pregnancy to the age of one year after birth, so that mothers can fully understand the growth of babies. During the Reporting Period, we updated the App, optimized search experience by incorporating key words into the content tool library and optimized search tool, so that users can acquire authoritative M&C knowledge with one click.

本集團亦不斷完善孕育周刊的知識內容，以一周為時間基礎來建立結構化知識體系，將重點孕育知識制作成視頻，輔以「寶寶眼裏的世界」、專家短視頻專欄「醫說就懂」及「好來了孕」等特色欄目，為孕期和產後用戶提供了專業且生動有趣的孕育周刊。此外，本集團通過「每日知識」的形式，為用戶提供覆蓋孕育全生命周期的知識；通過母嬰專題和研究院的方式，提供健康醫療和兒童發展的普適性知識；通過社區論壇交流、專家答疑等，有針對性地為媽媽們提供專業的知識；通過開放平台和達人體系，使更多專業內容呈現在本集團的平台上，打造發現型內容社區，營造出「向上看」的標杆內容分享場所，成為媽媽們育兒生活的風向標。本集團亦在其應用程式首頁以高品質、可互動的圖像形式，生動並細膩地向媽媽們展示寶寶從懷孕第一周到產後一歲的發育變化和能力成長，讓媽媽全方位了解寶寶發育狀況。應用程式於本報告期進行了優化搜索體驗的更新，其將關鍵詞納入內容工具庫、搜索工具優化，令用戶能一鍵獲取權威母嬰知識。

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For sharing and idea exchange, the Group provides mothers with communication platforms featuring KOLs, same-age group, same-city group, interest topics, etc., so as to build a communication channel for mothers.

Mothers can also create their own group and set it as a private or public group, so as to enhance the flexibility of the topic channels and the richness and timeliness of the content. Meanwhile, mothers' exchange in the group and on common topics could help to maintain good interaction. During the Reporting Period, the Group also held the "Hot Mom Singing Contest (寶樹辣媽K歌大賽)" to further promote the interaction and exchange among mothers. In terms of witnessing children's growth, the Group provides recording tools for photo albums and videos to record every moment of baby's growth, and enhance the interaction between users with the flower-sending, games and other functions, so as to facilitate the participation of the users' relatives and friends in the interaction, thus enhancing their relationship. With respect to shopping, the Group has multiple shopping platforms to cater to mothers' various needs for shopping. We strictly select e-commerce merchants to cooperate with, provide mothers with quality parenting related services and benefits within the same city, and we also join hands with thousands of experts to provide consultation service to BabyTree's members. Regarding early education tasks, the Group cooperates with teams of PhDs from Harvard University and the University of Hong Kong to establish the assessment, task and learning mechanisms for baby's growth, so that families of different economic levels can all provide professional and systematic early education to babies. The Group also cooperated with Himalaya Media Inc. to create "Bao Bao Ting (寶寶聽)", an early education tool that features nursery rhyme and story, offering audio content resources for mothers. In terms of health services, the Group provides accurate Internet-based matching of M&C groups for users, and has launched the Internet health consulting platform "Stardoc" to provide young families with amicable health consulting services. In terms of financial services, the Group makes good use of data to analyze the financial scenarios and needs of young families, approaching from a health and education perspective to match, optimize and innovate financial products. The Group also provides same-city maternity-related services for mothers, and selects high-quality partners for users to provide maternity care and related services through empowering service institutions such as infant caregiver, postnatal care center, postnatal recovery, babysitter, prolactinist, etc.

在分享交流方面，本集團為媽媽們提供達人、同齡圈、同城圈、話題等交流平台，為媽媽架起溝通的橋樑。

媽媽們亦可以自主創建圈子，圈子可設置為私密或公開，提升話題頻道的靈活性及內容的豐富度和時效性。同時，媽媽們的圈子和話題互通能造成良好的互動。本集團於本報告期更舉辦了「寶樹辣媽K歌大賽」，進一步促進媽媽們的互動交流。在陪伴成長方面，本集團提供相冊、視頻等記錄工具，記錄寶寶成長的每個瞬間，並借助送花和遊戲等提升用戶之間的互動，同時促使用戶的親朋好友參與互動，提升彼此的關注度。在消費購物方面，本集團有多個購物平台，全方位滿足媽媽購物需求，本集團嚴選合作電商，為媽媽臻選同城的育兒相關服務和權益，並聯合數千位知名專家為寶寶樹會員提供諮詢服務。在早教任務方面，本集團與哈佛大學和香港大學博士團隊合作，建立寶寶成長的評測、任務、學習機制，讓不同經濟水平的家庭也能為寶寶提供專業的系統性早期教育。本集團亦與喜馬拉雅合作打造了「寶寶聽」早教兒歌故事工具，為媽媽們提供音頻內容資源。在健康服務方面，本集團以互聯網為基礎，精準連接母嬰人群，推出互聯網健康諮詢平台「小星醫生」，為年輕家庭提供親切的健康諮詢服務。在金融服務方面，本集團以數據為核心，分析年輕家庭的金融場景和需求，從健康和教育角度切入，匹配、優化、及創新金融產品。本集團亦為媽媽們提供同城孕產相關服務，通過賦能月嫂、月子中心、產後康復、育兒嫂、催乳師等服務機構，為用戶甄選優質合作夥伴，提供孕產護理及相關服務。

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In addition, the Group is committed to expanding the age groups of users to provide all-round support for mothers of different ages. For pre-pregnancy users, the Group updated the test kit's ovulation test strip function and added the artificial intelligence recognition function during the Reporting Period. For pregnant users, during the Reporting Period, we comprehensively upgraded the test kit's obstetric inspection schedule, which is easier for users to understand and read. In response to the needs of post-pregnancy users, the Group has launched functions such as "WeTime Album", paid early education courses and parenting weekly, aiming to expand the age width of users in terms of, among others, content and tools.

During the Reporting Period, the Group was awarded the "2021 Most Rewarding Listed Company in China's New Economy" by CLS and the "2021 Best New Economy Company" in the sixth Golden Hong Kong Stocks organized by Zhitong Finance. Mr. Xu Chong, the chief financial officer of the Group, was also awarded the "Best CFO Award" by Gelonghui. The Group also won the "Highest Brand Recognition" and "The First Future Choice of Brands of the Post-95s" selected by Nielsen for the M&C industry, as well as the "Highest Overall Satisfaction", "Industry of Leading Monthly Active Users", "Highest Coverage of Parenting Population" and "Highest Recognition and Commercialization of New Generation Brands" in the industry research conducted by Bigdata Research.

In the future, the Group will create a entrepreneurial mechanism of "co-starting and re-starting" to promote continuous business growth, and build a consumption application platform for M&C family users with a focus on user insights. The Group will actively cooperate with the PRC's "Three-child Policy" and "Inclusion of nursing expenses for infants under three years old as special additional deductions for individual income tax (IIT)" issued by the government during the Reporting Period, continue to help build a pregnancy-friendly society and provide products and services with higher standards for M&C families.

此外，本集團致力擴展用戶年齡層，務求為不同年齡的媽媽們提供全方位的支持。針對備孕用戶，本集團於本報告期更新了小工具的排卵試紙功能，增加了智慧識別功能。針對孕期用戶，本報告期對小工具的產檢時間表進行了全面升級，更便於用戶理解及閱讀。針對產後用戶的需求，本集團推出了「小時光相冊」、付費早教課程、育兒周刊等功能，旨在從內容和工具等方面擴大用戶的年齡範圍。

於本報告期，本集團分別獲得由財聯社頒發的「2021中國新經濟最具投資價值上市公司」，在智通財經主辦的第六屆金港股中獲頒「2021最佳新經濟公司」，本集團的首席財務官徐翀先生亦獲得由格隆匯頒發的「最佳CFO獎」。本集團亦蟬聯尼爾森母嬰行業評選的「最高品牌認知度」和「95後群體未來品牌首選」，以及在比達諮詢行業調研中獲得「整體滿意度最高」、「月活用戶領先行業」、「孕育人群覆蓋度最高」及「新世代品牌認知率和常用度最高」等殊榮。

未來，本集團將開創「共創業、再出發」的創業機制促使業務持續增長，並以用戶洞察為中心，打造母嬰家庭用戶消費應用平台。本集團將積極配合政府於本報告期發佈的中國《三孩政策》及《三歲以下嬰幼兒照護費納入個稅專項附加扣除》等政策，繼續助力構建孕育友好型社會，為母嬰家庭人群提供更高標準的產品與服務。

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### Customer service and complaints

In order to establish a good and mutual trust relationship with platform users, the Group has formulated management systems such as Service Standards (《服務標準》), Service Wording (《服務話術》) and Quality Inspection Standards (《質檢標準》), which are uniformly managed by the Customer Service Department. The Group's customer service process includes the processes of consultation and reception as well as complaint handling. Customers can send their feedback and the issues encountered by them in respect of products and services through various channels including the customer service window of BabyTree Parenting App and WeTime App, our official hotline, chat page on our website and our WeChat official account. Upon receipt of the feedback from the customers, the Group's customer service staff will respond within 30 seconds and resolve the issues within 48 hours. If customers have any complaints, they can also contact customer service through the aforementioned channels, or contact the customer service staff through the window of complaint & suggestion on our official website. The customer service staff will handle customer complaints received prior to 4:00 p.m. on the same day and timely communicate with the customers by phone in respect of the relevant details of the complaints; and will handle customer complaints received after 4:00 p.m. before 12:00 p.m. on the next day and get in touch with customers by phone.

The Group attaches great importance to the demands of each customer, dealing with each demand under the principle of consensus with the customer and for each of the complaints, we offer two or more proposals for the customer to choose from. During the Reporting Period, the Group received a total of 340 customer complaints, 95% of which were resolved within 3 days. In response to customer needs for return and exchange of goods, the Group has set up self-service return and exchange service functions on various commodity sales platforms. When customers have a request for return or exchange after purchasing a product, they can initiate an application on our App page or WeChat official account by themselves or seek help by contacting customer service staff through various channels and the Company's customer service staff will review it on the same day. After passing the review and receiving the product returned by the customer, the refund and replacement will be processed. During the Reporting Period, the Group received a total of 3 product-related complaints. After the follow-up actions taken by the Group, all complaints have been properly resolved, and no products were recalled due to safety and health reasons.

### 客戶服務及投訴

為與平台用戶建立良好及互信關係，本集團已制定《服務標準》、《服務話術》、《質檢標準》等管理制度，並由客戶服務部門統一管理。本集團的客戶服務流程包括諮詢接待流程和投訴處理流程。客戶可以通過「寶寶樹孕育」應用程式和「小時光」應用程式客戶服務窗口、官方熱線電話、官方網站頁面聊天、微信公眾號等多種渠道反饋訴求及所遇到產品和服務問題。本集團客戶服務人員接到客戶反饋後，會在30秒內回應，並在48小時內將問題處理完畢。若客戶有投訴需求，也可以通過前述渠道聯繫客服，或通過官方網站投訴建議窗口與客戶服務人員聯繫。客戶服務人員會於當日處理16:00前收到的客戶投訴，並及時與客戶以電話方式溝通相關細節；於次日中午12:00前處理上日16:00以後的客戶投訴，並以電話聯繫客戶。

本集團高度重視每位客戶的訴求，以與客戶協商一致的原則處理每個訴求，對每項投訴提供2種以上方案供客戶選擇。在本報告期內，本集團累計受理客戶投訴共340宗，95%的客戶投訴都能在3天內得到解決。針對客戶退、換貨需求，本集團在各產品銷售平台都設置了自助式退、換貨服務功能。客戶在購買產品後有退、換貨訴求時，可自行在應用程式頁面或微信公眾號發起申請，也可以通過各渠道聯繫客戶服務人員尋求幫助，客戶服務人員會在當日進行審核。審核通過並收到客戶寄回產品後便會進行退款、換貨處理。在本報告期內，本集團共接獲3宗與產品相關的投訴，經本集團採取跟進行動後，所有投訴個案均已得到妥善解決，概無任何產品因安全及健康原因被召回。

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### User satisfaction improvement

The Group strictly abides by the Network Security Law of the People's Republic of China (《中華人民共和國網絡安全法》), the Interim Provisions on the Administration of Internet Culture (《互聯網文化管理暫行規定》), the Internet Forum Community Services Management Provisions (《互聯網論壇社區服務管理規定》) and other relevant laws and regulations. In terms of user satisfaction improvement, the Group centered on users' needs and set up the BabyTree Research Institute to continuously tap users' needs and improve product quality through the combination of online and offline approaches. In respect of the online side, the Group would deliver product satisfaction questionnaire to users on a monthly basis, conduct customer services telephone follow-up and provide a platform where users' feedback can be taken by the App; and for the offline side, the Group improves user satisfaction by organizing internal parent surveys, user workshops, home visits, accompany of pregnancy tests, focus groups and return visit of targeted groups.

In terms of e-commerce platform and content monetization, the Group collects user needs mainly through the approaches of questionnaire and user feedback aforementioned, as well as understanding of the points of focus consulted by content monetization users, and conducting information collection through its strong big data analysis capability. The system will carry out layered analysis based on the aforesaid data, and improve conversion rate based on users' visit path, to provide users with accurate contents and goods in line with their needs. For healthcare products, the Group has set up strict quality review criteria, in general, the physicians we work with are from Class III Grade A hospitals and the nutritionists we work with are qualified as Level II or above.

In providing quality services to corporate customers, the Group is in strict compliance with the Advertisement Law of the People's Republic of China (《中華人民共和國廣告法》), Interim Measures for the Administration of the Examination of Advertisements for Pharmaceuticals, Medical Devices, Dietary Supplements and Food Formulas for Special Medical Purposes (《藥品、醫療器械、保健食品、特殊醫學用途配方食品廣告審查管理暫行辦法》) and the Anti-unfair Competition Law of the People's Republic of China (《中華人民共和國反不正當競爭法》). We updated our advertisement sample each year, covering resource types, locations, names, KPI, prices and corresponding screenshot. The Group formulates feasible and effective promotion plans for each corporate customer, holds regular corporate customer meetings, and invites corporate customers to provide feedback on the satisfaction of the service team. In addition, the Group has established the algorithm capability of smart bidding for self-service advertising, which has successfully helped customers control and reduce advertising costs and improved customer satisfaction.

### 提升用戶滿意度

本集團嚴格遵守中國《中華人民共和國網絡安全法》、《互聯網文化管理暫行規定》、《互聯網論壇社區服務管理規定》等相關法律法規。在提升用戶滿意度方面，本集團以用戶需求為中心，設立了寶寶樹用戶研究院，通過線上線下相結合的方式，不斷研究用戶需求並提高產品質量。線上方面，本集團每月向用戶發出產品滿意度調研問卷，由客戶服務人員電話回訪，並在應用程式上提供用戶反饋等方式；線下方面，本集團組織內部「寶媽寶爸」調研、用戶訪談會、家訪、醫院陪檢、焦點小組、定向人群回訪等方式，提升用戶滿意度。

在電商平台、知識付費方面，本集團主要通過前文所述的問卷信息收集和用戶反饋方式收集用戶需求，以及了解知識付費用戶諮詢的關注點，並結合強大的大數據分析進行信息收集。系統會根據上述數據進行分層分析，通過用戶訪問路徑提升轉化率，從而為用戶提供精準的知識內容和符合需求的商品。對醫療類產品，本集團已設立嚴格的資質審核標準，合作醫師一般為三甲醫院醫師，營養師一般為二級以上。

為提供優質服務予企業客戶，本集團嚴格遵守《中華人民共和國廣告法》、《藥品、醫療器械、保健食品、特殊醫學用途配方食品廣告審查管理暫行辦法》及《中華人民共和國反不正當競爭法》，每年發佈更新刊例，刊例內容包括資源類型、位置、名稱、關鍵績效指標、價格以及對應截圖。本集團為每位企業客戶訂制可行有效的推廣方案，定期舉行企業客戶會議，並讓企業客戶對服務團隊的滿意度進行反饋。此外，本集團建立了自助廣告智能出價的算法能力，成功幫助客戶控制和降低廣告成本，並提升客戶之滿意度。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



### System stability assurance

The Group believes that the provision of continuous and reliable services to users is based on a sound system stability. In order to improve the stability and security of system operation, the Group implements the “Business Sustainability Plan”, “Information System Backup Management Measures”, “Information Security Management System” and other management systems, which are implemented under the supervision of the Technology Center and include (but are not limited to) the following:

- operation and maintenance of the systems and servers may only be carried out through a bastion host, which allocates accounts and access authorization to users, and audits operation logs and screen recordings of users;
- Regularly detect and repair system security vulnerabilities;
- Standardize online service operation steps;
- Establish a review mechanism for the service structure; and
- Establish a fully cloud-based online business service system.

### 保證系統穩定性

本集團深信良好的系統穩定性可以為用戶提供持續可靠的服務。為了提升系統運行的穩定性和安全性，本集團實行《業務持續性計劃》、《信息系統備份管理辦法》、《信息安全管理制度》等管理制度，由技術中心監督執行，並包括但不限於以下內容：

- 系統和服務器的運行維護只能通過堡壘機進行，堡壘機為用戶提供賬戶號碼、分配使用權限，並審查用戶操作日誌和用戶的錄屏視頻；
- 定期檢測系統安全漏洞與進行修復；
- 規範線上服務操作步驟；
- 對服務架構設立評審機制；及
- 線上業務服務系統全面雲端化。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

In order to improve the user experience of our App and that of our WeChat official account, the Group has adopted the following technological improvements, mainly including four aspects, namely accelerating loading rate, optimizing video functions, improving user experience and multi-cloud deployment capability:

As for accelerating the loading rate of the “BabyTree Parenting” App, we have upgraded the processor for the core interface, which greatly reduced its response time and accelerated the loading rate of user information; the performance of core tools has been optimized, which improved the loading rate of the core page; our “BabyTree Parenting” App on the iOS platform has included the support for general links, so that users can directly open the corresponding page of the “BabyTree Parenting” App in the WeChat page without the need to redirect to the App page by opening a browser.

As for optimizing video functions, the “BabyTree Parenting” App now supports the form of video advertising, which refined the user experience in obtaining business information; the audio and video players have undergone unified packaging to improve user experience in playing multimedia contents; double-column waterfall streaming of videos and swipe-to-switch videos are supported to enhance user experiences in browsing videos.

As for improving user experience, the Group cooperated with mobile operators to realize the one-click quick registration and login with users’ mobile phone numbers, and reduced the cumbersome registration and login process such as inputting mobile phone numbers and filling in SMS verification code. The “BabyTree Parenting” App improved the monitoring of core business userlog, which enabled the App to immediately locate the functional problems encountered by users or the reasons for abnormal App exits. The Group also conducted structural in-depth optimization of the back-end operation activity system to improve configuration efficiency and reduce response time, thereby improved user experience.

As for multi-cloud deployment capability, the Group’s technology system has been equipped with cloud-native development, comprehensive system elasticity and multi-cloud deployment capabilities at different locations, reducing the Group’s reliance on cloud services and infrastructure providers. In addition, the Group has also upgraded the operation of artificial intelligence processing capacity, which greatly improved the ability of early warning and disaster tolerance, and improved business continuity and system stability.

為了提升應用程式及微信公眾號的用戶體驗，本集團採取了以下技術提升工作，主要包括提高加載速度、視頻功能完善、提升用戶體驗和多雲部署能力四方面：

在提高「寶寶樹孕育」應用程式加載速度方面，核心介面已進行處理器升級，令其反應時間大幅下降，提升用戶信息加載速度；核心工具性能優化，提升了核心頁面加載速度；對在蘋果公司操作系統的「寶寶樹孕育」應用程式增加了對通用鏈接的支持，使得用戶可以在微信頁面中直接打開「寶寶樹孕育」應用程式對應頁面，而無需通過打開瀏覽器再轉跳至應用程式頁面。

在視頻功能完善方面，「寶寶樹孕育」應用程式已支持視頻廣告的形態，完善用戶獲取商業信息的體驗；音視頻播放器進行統一封裝，提升用戶播放多媒體內容的體驗；支持雙瀑布視頻流和視頻上下滑動切換，提升用戶瀏覽視頻的體驗。

在提升用戶體驗方面，本集團與移動運營商合作，實現用戶手機號一鍵快捷註冊登錄，減卻輸入手機號、填寫短信驗證碼等繁瑣的註冊登錄流程；「寶寶樹孕育」應用程式對核心業務用戶的日誌監控進行完善，應用程式能夠第一時間自動找出用戶所遇到的功能問題或應用程式異常退出的問題；對後端運營活動系統進行架構性深層次優化，以提升配置效率及降低反應時間，從而改善用戶體驗。

在多雲部署能力方面，本集團的技術體系已具備雲原生開發，以及全面的系統彈性和不同地點的多雲部署能力，減少本集團對雲服務及基礎設施供應商的依賴。此外，本集團亦已升級運營人工智能處理能力，大幅提升預警和容災能力，提升業務連續性和系統穩定性。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Protection of intellectual property rights

The Group is in strict compliance with the Tort Law of the People's Republic of China (《中華人民共和國侵權責任法》), the Patent Law of the People's Republic of China (《中華人民共和國專利法》), the Trademark Law of the People's Republic of China (《中華人民共和國商標法》), the Copyright Law of the People's Republic of China (《中華人民共和國著作權法》) and other relevant laws and regulations. The Group has formulated the Management System (《第三方知識產權使用管理制度》) for the Use of Third-party Intellectual Property Rights to emphasize the use of genuine software and materials and set up management departments and accountability methods in order to manage the use of third-party intellectual property rights throughout the process, which covers receipt of complaints, internal verification, procurement of genuine products, removal of counterfeit products and defence against infringement. We reduce the infringement risk of the Group through strictly following requirements of the systems, utilize existing third-party intellectual property right resources, regulate the use of copyrights by employees, clearly define the ownership of works produced by employees in the scope of their duties, and strengthen compliance management of intellectual property rights in order to avoid infringement of the intellectual property rights of others. As at the end of the Reporting Period, the Group owns intellectual property rights including trademarks, software copyrights, works copyrights, domain names, which are mainly under the systematic management of the legal department of the Group covering application for all types of intellectual property rights, integration and update of the list of intellectual property rights, and daily management of intellectual property rights qualification certificates.

The terms on protection of intellectual property rights are included in all of the cooperation agreements and user's agreements entered into between the Group and its suppliers, customers, registered merchants and other partners, so as to protect the intellectual property rights of the Group, clearly divide the ownership of intellectual property rights of each party and duties for protection on each party. In case of complaints or reports relating to infringement of intellectual property rights of third parties received during the Group's daily website management, we have set up a special team to handle such complaints or reports by deleting, blocking, disconnecting, terminating transactions or services in connection with the possible infringement of intellectual property rights of third parties to the extent permissible by the laws and regulations.

### 保護知識產權

本集團嚴格遵守《中華人民共和國侵權責任法》、《中華人民共和國專利法》、《中華人民共和國商標法》及《中華人民共和國著作權法》等相關法律法規。本集團已制定《第三方知識產權使用管理制度》，強調使用正版軟件及素材，並設置管理部門及追責辦法，對使用第三方知識產權進行流程化管理，包含投訴接收、內部核實、正版採購、盜版下架、侵權應訴等流程環節。通過嚴格執行制度要求，降低本集團的侵權風險，有效利用存量第三方知識產權資源，規範僱員使用版權行為，對僱員於職務範圍制作的作品進行明確的權屬約定，加強知識產權合規化管理，防止侵犯他人的知識產權。本集團於本報告期末擁有的知識產權類別包括商標、軟件著作權、作品著作權、域名，主要由集團法務部進行系統管理，包括各類知識產權的申請、知識產權清單的整合更新、知識產權資質證書的日常管理。

本集團與供應商、客戶、入駐商家等合作群體的合作業務協議文件及用戶協議中均包含知識產權保護條款，以保護本集團的知識產權，明確劃分各方知識產權歸屬及列明各方的保護責任。如本集團在日常網站管理時收到關於第三方知識產權侵犯的投訴或舉報，本集團設有專門團隊處理投訴或舉報，依法對可能侵權第三方知識產權的內容在法律法規允許的範圍內採取刪除、屏蔽、斷開鏈接、終止交易或服務等措施。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

The Group has independently developed and established a copyright database management platform to uniformly manage the original and introduced copyright ownership and distribution. The Group clearly specifies the ownership of employees' works produced during the performance of their duties. While actively carries out trademark registration, the Group also conducts inspections of its trademarks and domain names on the Internet, regularly monitors counterfeit products and carries out timely preservation of electronic evidence for cases involving unfair competition and copyright infringement. During the Reporting Period, the Group successfully spotted and reported two WeChat public accounts involved in copyright infringement. The Group has demonstrated and enhanced its copyright value and market position through multi-dimensional methods such as infringement monitoring and rights protection actions.

The Group has also prepared semi-monthly newsletters on Internet laws for internal reference, so as to promptly introduce much-discussed provisions of intellectual property right laws, regulatory policies and typical cases to relevant business segments of the Group and to enhance compliance awareness of the employees on copyrights.

### User privacy protection

The Group strictly abides by the Cybersecurity Law of the People's Republic of China (《中華人民共和國網絡安全法》), the Decision of the Standing Committee of the National People's Congress on Strengthening Network Information Protection (《全國人民代表大會常務委員會關於加強網絡信息保護的決定》), the Telecommunications Regulations of the People's Republic of China (《中華人民共和國電信條例》), the Provisions on the Protection of Children's Personal Information on the Internet (《兒童個人信息網絡保護規定》), the Information Security Technology—Personal Information Security Specification (《信息安全技術個人信息安全規範》), the Identification Methods for Illegal Collection and Use of Personal Information by App (《App違法違規收集使用個人信息行為認定方法》) and other laws and regulations, and regularly updates user service agreements and privacy policies. In addition, the Group has formulated the Company Information Security Management System (《公司信息安全管理制度》) to establish a data compliance approval process, pursuant to which process control is performed over collection, use and output of business data, financial data and user data, so as to maximize protection of the legitimate rights and interests of users.

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

本集團自主研發並建立了版權庫管理平台，對原創和引進的版權持權情況、分發情況進行統一管理。本集團亦對旗下員工的職務作品進行明確權屬規定。本集團在積極進行商標註冊的同時，進行商標、域名全網巡查，並定期進行盜版監測，對涉及不正當競爭、著作權侵權等案件及時進行電子存證保存。本集團於本報告期成功檢舉了2個涉及侵權的微信公眾號。本集團通過監測侵權和維權行動等多維度方式體現和提升公司的版權價值和市場地位。

本集團亦製作半月刊的網絡法作內部參考，及時向本集團的相關業務版塊反饋熱點知識產權法律規定、監管政策以及典型案例，提高僱員版權的合規意識。

### 維護用戶隱私

本集團嚴格遵守《中華人民共和國網絡安全法》、《全國人民代表大會常務委員會關於加強網絡信息保護的決定》、《中華人民共和國電信條例》、《兒童個人信息網絡保護規定》、《信息安全技術個人信息安全規範》、《App違法違規收集使用個人信息行為認定方法》等法律法規，定時更新用戶服務協議及隱私政策。此外，本集團制定了《公司信息安全管理制度》，建立數據合規審批流程，對業務數據、財務數據、用戶數據的收集、使用和輸出進行流程控制，最大程度地保障用戶合法權益和利益。

在信息安全層面，本集團加強防止外部攻擊措施，部署互聯網出口、防火牆、網絡入侵檢測系統，以保障用戶賬號安全，及防止外部攻擊竊取用戶和訂單數據資料。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



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

For data encryption, asymmetric encryption algorithm is used for all the information related to user privacy in the database to store private data (mobile phone number, name, order, etc.) of customers upon encryption, and encrypted data transfer is used. The encrypted information includes: user name, registered mobile phone number, name of receivers, mobile phone number of receivers, delivery address, email address, ID number, etc. For data desensitization, users' privacy information will be displayed on the platform after desensitization and blurring treatment.

For data export and flow, when the private information of users is required to be submitted to a third party (order information sent to a third-party merchant for product delivery), the Group uses online system connection, where our order system connects with the merchant's system for direct transmission. Encrypted documents are submitted offline to third-party merchants for delivery to reduce the possibility of data leakage during the transmission process. In addition, to prevent internal data leakage, the Group also conducts regular security audits on data security, engaging independent professional teams to inspect the protection of sensitive information on a regular basis, and also carries out information security awareness training and publicity to enhance employees' awareness of sensitive information protection.

在數據採集層面，本集團注重保護用戶知情權、修改權等信息權益，合法收集用戶信息，調整用戶信息收集權限設置。本集團通過用戶協議明確告知用戶採集數據的範圍。在部分涉及收集用戶個人隱私的特殊情況下，本集團會提醒並告知用戶本集團將收集或使用的信息內容，並要求用戶進行授權同意。

在數據加密層面，數據庫中對涉及用戶隱私的信息全部採用非對稱加密算法，加密存儲客戶的隱私數據(手機號、姓名、訂單等)，並使用加密傳輸數據。加密內容包括用戶姓名、註冊手機號、收貨人姓名、收貨人手機號、收貨地址、郵箱、身份證號等。在數據脫敏層面，平台於顯示用戶隱私信息時採用打碼展示，並控制資料訪問權限。

在數據導出和流轉層面，在需要將用戶隱私數據提交第三方(給第三方商家訂單信息用於發貨)時，本集團採用線上系統對接，訂單系統對接商家系統直接傳輸。線下提交加密文件予第三方商家用於發貨，以減少數據在流轉過程中泄漏的可能。此外，為防止內部數據泄漏，本集團亦對數據安全進行定期安全審計，由獨立的專業團隊定期對敏感資訊的保護進行檢查，也會開展資訊安全意識培訓和宣導，提高僱員保護敏感資訊的意識。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Quality management

The Group believes that quality M&C products are vital to the development of mothers, infants, families and babies, and strictly complies with the Product Quality Law of the People's Republic of China (《中華人民共和國產品質量法》), the Food Safety Law of the People's Republic of China (《中華人民共和國食品安全法》), the Consumer Rights Protection Law (《消費者權益保護法》) and other relevant laws and regulations. The Group has established the Code of Conduct for Sampling Inspection of Product Quality and Safety (《商品品質安全抽檢行為規範》), Code of Conduct for Product Release (《商品發佈規範》) and Quality Management Process of Suppliers for Self-operated Commodity (《自營商品供應商質量管理流程》) to ensure that the highest quality products are available for mothers to purchase.

In terms of product quality management, the Group conducts safety sampling inspection against all products sold on its platforms, including quality sampling and mysterious shopping experience. The mysterious shopping experience refers to our simulation of an ordinary consumer placing an order on the Group's platform and undergoing testing and appraisal. Quality sampling items include but are not limited to:

- Quality testing items: the quality indicators marked on the products, the quality requirements explicitly set out by the platform and the relevant laws and regulations, etc;
- Commodity experience: functionality of products, consistency of description, timeliness of logistics, etc;
- Descriptions on commodity detail pages; and
- Labelling inspection items.

### 質量管理

本集團相信優質的母嬰產品對母嬰家庭和寶寶發展至關重要，嚴格遵守《中華人民共和國產品質量法》、《中華人民共和國食品安全法》、《消費者權益保護法》等相關法律法規。本集團已制定《商品品質安全抽檢行為規範》、《商品發佈規範》、《自營商品供應商質量管理流程》等規範，以確保媽媽們能購買最高質量的產品。

在商品質量管理方面，本集團對所有在平台上售賣的商品均進行安全抽檢，包括品質抽樣檢測及神秘購買體驗。神秘購買體驗指模擬普通消費者在本集團的平台下單購買商品，並進行檢測鑒定。品質抽樣檢測項目包括但不限於：

- 質量檢測項目：商品標明的質量指標、平台明確的商品質量要求及相關法律法規的有關規定等；
- 商品體驗：商品功能性、描述一致性、物流時效性等；
- 商品詳情頁描述內容；及
- 標籤檢查項目。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



If one or more of the quality testing items do not meet the product quality standards or the platform's product quality requirements, the sampled products will be determined to be off-specification and will be taken down from the shelves by the Group in a timely manner. The Group will deduct the points of merchants who sell off-specification products or are involved in other violations in accordance with the Rules for the Management of Merchant Points of Meitun Mama established by the Group (《美國媽媽商家積分管理規則》). The number of points to be deducted will be determined according to the severity, such as 25 points for each off-specification material composition and 100 points for each identified counterfeit product. If the total number of points deducted reaches 100, the Group has the right to dismiss the merchant from our platforms.

In addition, the Group implements a point-based review system for all manufacturers for its self-owned brand. In addition to the review before cooperation, the Group also conducts annual rating review for the manufacturers. The review shall include aspects including quality, material, production site, product labelling, etc., and the full score would be 100. Manufacturers with quality review scores below 90 are required to undergo a second improvement review, and those score below 60 for two consecutive times will be suspended from cooperation.

The Group will continue to strictly enforce its quality management standards to protect the legitimate rights of consumers, and strive to build a high-quality consumer application platform for M&C family users.

所檢測質量項目存在一項或以上不符合產品質量標準或平台商品質量要求時，抽檢商品會被判定為不合格，本集團會將其及時下架。本集團根據其制定的《美國媽媽商家積分管理規則》，對售賣不合格商品或涉及其他違規行為的商家扣分處罰。扣分數目則因應嚴重性而訂，如材質成分不合格每次扣25分；鑑定為假冒商品每次扣100分。扣分累計達到100分的，本集團有權對商家做清退處理。

此外，本集團對所有自營品牌生產廠商均進行評分審核制度。除了合作前的審核外，本集團亦為生產廠商進行年度評分審核。審核內容包括資質、材料、生產現場、產品標籤等，評分以100分為滿分。品質審核評分低於90分的生產廠商需進行第二次改善審核，連續兩次審核評分低於60分的生產廠商會被停止合作。

本集團將繼續嚴格執行其品質管理規範，保障消費者們的合法權益，致力打造高品質的母嬰家庭用戶消費應用平台。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### EMPLOYEE CARE, HAPPY WORK

#### Employment

The Group firmly believes that employees are the most valuable assets of an enterprise and one of the most important factors for the sustainable development and success of the Group. The ultimate objective of the Group's human resource management is to build a sound platform for employees' career development, encourage them to maximize their potential, achieve a virtuous circle of their personal value enhancement and the development of the enterprise, and become the most trusted partners while assisting the Group to achieve its development strategies.

The Group strictly complies with all employment-related laws and regulations, including but not limited to the Labor Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), the Labor Law of the People's Republic of China (《中華人民共和國勞動法》), the Regulation on Paid Annual Leave for Employees (《職工帶薪年休假條例》), the Law of the People's Republic of China on the Protection of Rights and Interests of Women (《中華人民共和國婦女權益保障法》), the Regulation on Labor Security Supervision (Order No. 423 of the State Council of the People's Republic of China) (《中華人民共和國國務院令(第423號)勞動保障監察條例》), the Provisions of the State Council on Working Hours of Employees (《國務院關於職工工作時間的規定》), the Law of the People's Republic of China on the Protection of Disabled Persons (《中華人民共和國殘疾人保障法》) and the Social Insurance Law of the People's Republic of China (《中華人民共和國社會保險法》). The Group has also formulated human resources related systems such as the Key Position Management System (《關鍵崗位管理制度》), Promotion Management System (《晉升管理制度》), Employee Attendance and Leave Management System (《員工考勤休假管理制度》) and Remuneration and Welfare Management Measures (《薪酬福利管理辦法》) to set up a sound foundation for human resources management.

The Group's recruitment principles are "open recruitment, equal competition, strict assessment and merit-based enrollment". The Group ensures that employees are entitled to equal rights in the recruitment and promotion process, free from discrimination or deprivation of such opportunities on the basis of gender, ethnic background, religion, skin color, sexual orientation, age, marital status or family status, physical ability, so as to create an equal and diversified employment environment for employees. The Group has even established the Women's Committee during the Reporting Period to protect the rights, interests and development of women in the new era. The elected female representatives are responsible for the thought leadership and policy promotion of the Group's female employees, they are to reflect the opinions and suggestions of female employees to the Group's management, giving full play to the advantages and role of women's organizations, and safeguarding the rights and interests of female employees. In the event of any discrimination matters, employees can also file a complaint through the email address hrSSC@babytree-inc.com. In addition, the Group has always paid attention to the long-term cooperation relationship with employees and strived to avoid dismissal of employees. If an employee resigns voluntarily, the human resources department of the Group will seek the underlying reason of his/her resignation as a reference for our future optimization and improvement.

### 愛員工 工作順心

#### 僱傭

本集團堅信僱員為企業最寶貴的資產，並為本集團的可持續發展及成功的最重要因素之一。本集團人力資源管理的最終目標是為僱員搭建良好的職業發展平台，鼓勵僱員發揮最大潛能，實現個人價值提升與企業發展的良性循環，在幫助本集團實現發展策略的同時成為本集團最信賴的合作夥伴。

本集團嚴格遵守所有與僱傭有關的法律及法規，包括但不限於《中華人民共和國勞動合同法》、《中華人民共和國勞動法》、《職工帶薪年休假條例》、《中華人民共和國婦女權益保障法》、《中華人民共和國國務院令(第423號)勞動保障監察條例》、《國務院關於職工工作時間的規定》、《中華人民共和國殘疾人保障法》及《中華人民共和國社會保險法》。本集團亦制定《關鍵崗位管理制度》、《晉升管理制度》、《員工考勤休假管理制度》及《薪酬福利管理辦法》等人力資源相關制度，為人力資源管理訂立完善基礎。

本集團的招聘原則是公開招聘、平等競爭、嚴格考核、擇優錄取。本集團確保僱員於招聘及晉升過程中權利平等，在性別、種族背景、宗教、膚色、性取向、年齡、婚姻狀況或家庭崗位、身體機能方面免受歧視或被剝奪該等機會，為僱員創造平等和多元化的就業環境。本集團更於本報告期成立了婦女委員會，致力保障新時代的女性權益與發展。經投票選出的婦女代表負責對本集團的女性僱員做好思想領導及政策宣傳，並向本集團管理層反映女性僱員的意見和建議，發揮婦女組織的優勢及作用，維護女性僱員權益。如發生受歧視事件，僱員亦可通過hrSSC@babytree-inc.com郵箱進行申訴。此外，本集團一向注重與僱員長期合作關係，盡力避免辭退僱員。如僱員主動提出辭職，本集團的人力資源部門將向僱員充分了解其離職原因，作為日後優化改善之參考。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



In order to enhance the cohesion and centripetal force of the Group, motivate employees to innovate and develop vigor, the Group has refined, summarized and upgraded the values of employees. The upgraded six major values are:  $1+1=\infty$ ; user safety is our spring; a small step forward every day; innovation is in everyone everywhere; think like a CEO; free, inclusive, simple and reliable. While preserving the cultural heritage of BabyTree, the upgraded new values have been interpreted in a way that is closer to the perspective of employees, easy to convey, and closer to young people, thus laying a solid foundation for the Group to unite employees with corporate culture.

In addition, the Group has established the Internal Recommendation System (《內部推薦制度》) to further enhance the introduction of outstanding talents. It not only follows the principle of open recruitment, but also stimulates the enthusiasm of employees for internal recommendation, and clarifies the requirements and reward mechanism for internal recommendation. It is hoped that every employee is a “talent magnet”, and continuously explores and invites outstanding partners to join the BabyTree team. The Group will carry out comprehensive organizational upgrade and personnel replacement, attract external high-quality talents to join us, open up internal training and promotion channels, closely link employees with the Group’s performance and market value, optimize the design of the position and rank system, and supplement the corresponding diversified incentive plans, including equity incentives, to increase employees’ sense of belonging and create a corporate culture focuses on high-performance.

為增強本集團凝聚力、向心力，激勵僱員開拓創新、建立鬥志，本集團針對僱員價值觀進行提煉總結和升級。升級版六大價值觀為： $1+1=\infty$ ；用戶安好，才是春天；每天進步一小步；創新無處不在，人皆可為；像CEO一樣思考；自由包容，簡單可依賴。升級後的新版價值觀在保留寶寶樹文化傳承的同時，採用更加貼近僱員視角、易於傳播、且貼近年輕人的形式進行演繹，成為本集團以企業文化凝聚僱員的基礎。

此外，本集團設立了《內部推薦制度》，進一步提高優秀人才的引進力，既遵從公開招聘原則又能激發僱員內部推薦的熱情，明確內部推薦的要求及獎勵機制，希望每名僱員都是「人才吸鐵石」，不斷發掘及邀請優秀的夥伴加入寶寶樹團隊。本集團將進行全面的組織升級和人員更替，吸引外部高素質人才加入、開放內部培訓晉升通道、讓僱員與本集團業績和市場價值緊密掛鉤、優化關於崗位職級制度的設計，並補充相應的多元化激勵計劃，包括股權激勵，以增加僱員的歸屬感，營造高績效的企業文化。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Total number and types of employees

### 僱員總數與類別

As at 31 December 2021, the Group had a total of 525<sup>1</sup> employees, details of which are as follows:

於2021年12月31日，本集團總僱員人數為525<sup>1</sup>人，僱員詳情如下：

Total number of employees		
僱員總數		
Employee Gender Distribution	僱員性別分佈	
Female	女性	348
Male	男性	177
Age Distribution		
年齡分佈		
<25	<25	26
25-29	25-29	138
30-39	30-39	319
40-49	40-49	30
>50	>50	12
Number of employees by employment type		
不同僱傭類型的僱員人數		
Full-time	全職	502
Part-time	兼職	23
Number of employees by geographical region		
按地區劃分僱員人數		
Beijing	北京	367
Shanghai	上海	79
Hangzhou	杭州	8
Wuhan	武漢	43
Guangzhou	廣州	28

<sup>1</sup> The total number of employees was 525, including 502 full-time employees and 23 part-time employees, while the Group's 2021 annual report only covered 502 full-time employees.

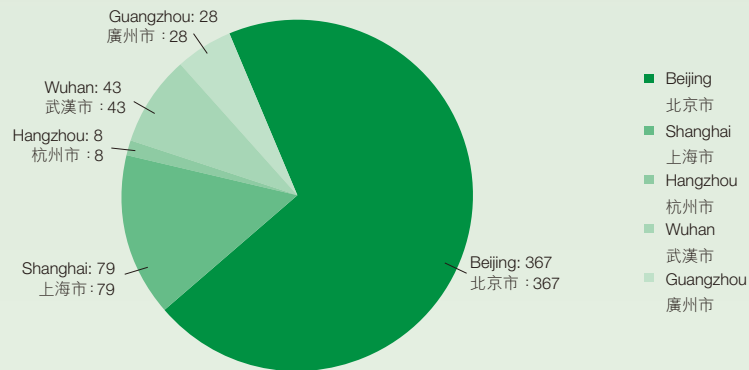
<sup>1</sup> 總僱員人數525人包含全職僱員502人及兼職僱員23人，而本集團2021年年報只涵蓋全職僱員502人。

# Environmental, Social and Governance Report

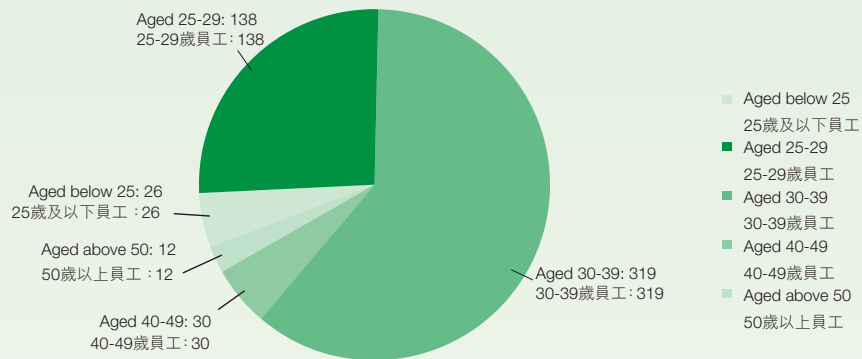
## 環境、社會及管治報告



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



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



# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Employee turnover rate

### 僱員流失比率

Details of the Group's employee turnover rate as at 31 December 2021 are as follows:

本集團於2021年12月31日的僱員流失比率詳情如下：

Total employee turnover 總僱員流失		Number of employees 僱員人數	Percentage of total employees 佔總僱員人數百分比
Total turnover	總流失	275	52%
By gender 按性別分佈		Number of employees 僱員人數	Percentage of employees turnover of the gender 佔該性別僱員流失百分比
Female	女性	161	46%
Male	男性	114	64%
By age 按年齡分佈		Number of employees 僱員人數	Percentage of employees turnover of the age 佔該年齡僱員流失百分比
<25	<25	20	77%
25-29	25-29	69	50%
30-39	30-39	165	52%
40-49	40-49	17	57%
>50	>50	4	33%
Number of employee turnover by region 按地區分佈的僱員流失人數		Number of employees 僱員人數	Percentage of employees turnover in the region 佔該地區僱員流失百分比
Beijing	北京	193	53%
Shanghai	上海	37	47%
Hangzhou	杭州	14	175%
Wuhan	武漢	17	40%
Guangzhou	廣州	13	46%
Ningbo	寧波	1	100% <sup>2</sup>

<sup>2</sup> During the Reporting Period, the Group closed the e-commerce warehouse in Ningbo and lost the only employee there. As a result, the percentage of employee turnover in Ningbo was 100%.

<sup>2</sup> 本集團於本報告期內關閉了寧波的電子商務倉庫，流失該地唯一的一名僱員。因此寧波僱員流失百分比為100%。

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## 環境、社會及管治報告



### Remuneration and benefits

The Group has established a diversified salary system including basic salary, performance salary, floating salary and annual salary according to different positions and business types. The Human Resources Center is responsible for regular evaluations of the compensation for different positions. The Group assesses the salary standards of employees in different positions based on factors such as their work content, skill level, actual work experience, educational background, comprehensive quality, rights and responsibilities, labor intensity and working environment, and offers them different remuneration packages accordingly. Meanwhile, the Group will adjust the compensation each year based on the conditions of the industry, prices and market so as to catch up with the industry standards and achieve fairness and competitiveness of its internal and external compensation system.

In terms of welfare, the Group cares about the health and personal safety of employees by purchasing medical insurance and accident insurance for employees. The Group also cares for employees' children and purchases medical insurance for employees' children. For families with new-born babies, the Group will prepare a big gift package for every newborn family, which contains baby and maternity items. The Group provides solatium and visit gifts for sick employees and their immediate family members. In order to alleviate the work pressure of employees, the Group keeps pet cats and pet dogs in the workplaces, creating a relaxed working atmosphere.

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

### 薪酬福利

本集團根據不同崗位及業務類型，建立了包括基本工資、績效工資、浮動工資、年薪制等多樣化的薪酬體系，由人力資源中心負責定期評估各崗位薪資情況。本集團依據僱員工作內容、技能水平、實際工作經驗、教育背景、綜合素質、權利責任、勞動強度以及工作環境等因素對不同崗位僱員的薪酬標準進行評定，給付不同的薪資待遇。同時本集團也會依據每年行業、物價、市場等情況進行薪酬的行業對標及調整，實現內部外部的薪酬公平和競爭力。

在福利方面，本集團關心僱員身體健康與人身安全保障，為僱員購買醫療保險及意外險。本集團亦關愛僱員的子女，為僱員子女購買醫療保險。對於擁有新生兒的家庭，本集團會為每一個新生家庭準備大禮包，包含寶寶和產婦用品。本集團會為患病僱員及僱員直系親屬準備慰問金及探望禮。為了減緩僱員的工作壓力，本集團在職場飼養了寵物貓和寵物狗，營造了輕鬆的工作氛圍。

在假期方面，本集團嚴格按照國家相關規定執行，僱員享有正常年假、法定節假日、事假、病假、婚假、產檢假、產假、陪產假、哺乳假、喪假等。年假按照僱員司齡及工齡相結合的方式進行計算。女性僱員孕期內的產前檢查，請假時間按照正常出勤處理。此外，本集團在節假日標準上增加了子女生日假。工作日當天如遇子女生日，可享有1天帶薪假。本集團亦進一步規範僱員考勤休假管理，營造守時、有序、高效、快捷的工作氛圍，充分提高僱員的積極性和創造性。本集團最新的考勤及假期政策包括：出於僱員的安全考慮及降低接觸性風險，將原來的考勤打卡形式由指紋或面部識別，調整為無接觸式的釘釘考勤；出於對女性僱員的關愛，福利中增加了「生理期假」，對於痛經期不能正常上班的女僱員，每月最多可申請2天在家辦公。

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As for employee communication, the Group organizes induction communication meetings for new employees to help them quickly integrate into the corporate culture and adapt to the working environment. The Group also regularly conducts CEO luncheons, business dinner meetings and various team building activities with the theme of business innovation and cultural communication, such as outdoor team building activities organized by various departments, to provide effective communication channels for employees.

### Labor standards

The Group resolutely resists and opposes any form of employment of child labor and forced labor, and strictly complies with the applicable laws and regulations of the PRC, including the Labor Law of the People's Republic of China (《中華人民共和國勞動法》), the Law of the People's Republic of China on the Protection of Minors (《中華人民共和國未成年人保護法》) and the Provisions on the Prohibition of Using Child Labor (《禁止使用童工規定》) when recruiting employees, in order to protect their legitimate rights and interests and build a legal and harmonious labor relationship.

All employees have entered into labor contracts with the Group after being formally employed to ensure that they are entitled to various rights and obligations under the Labor Law of the People's Republic of China (《中華人民共和國勞動法》). Employees are entitled to receive remuneration in accordance with their work performance, which shall not be lower than the minimum wage standard prescribed by the PRC, and wages are paid to employees in cash on a monthly basis. The Group shall never deduct and default on payment of employees' wages, and ensures that employees are entitled to social insurance and welfare.

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

The Group's human resources department strictly monitors the recruitment process, conducts background checks on its job applicants and verifies their credentials, and will not employ the candidates who are not considered suitable. Use of any false documents will be considered as fraud and any relevant signed labor contract will be deemed invalid.

During the Reporting Period, the Group did not use child labor or forced labor, nor did we receive any related complaints.

在僱員溝通方面，本集團組織新僱員入職溝通會，以幫助新僱員快速融入企業文化和適應工作環境。本集團亦定期開展以業務創新、文化傳達為主題的行政總裁午餐會、業務晚餐會，以及不同類型的團建交流活動，例如由各部門舉辦的戶外團建活動，為僱員提供有效的交流通道。

### 勞工準則

本集團堅決抵制及反對任何形式的童工及強制勞工僱用，並於招聘僱員時嚴格遵守中國適用法律及法規，包括《中華人民共和國勞動法》、《中華人民共和國未成年人保護法》及《禁止使用童工規定》等，以保護彼等的合法權益，構建合法和諧的勞資關係。

所有僱員被正式錄用之後，均與本集團簽訂勞動合同，確保僱員享有《中華人民共和國勞動法》規定的各項權利和義務。僱員有權按勞取酬，薪酬不得低於中國規定的最低工資標準，工資以貨幣形式按月支付給僱員。本集團絕不克扣和拖欠僱員工資，並確保僱員享有社會保險和福利的權利。

在工作時數的規定上，嚴格按照《中華人民共和國勞動法》的要求，實行標準工時制，並對於僱員上班時間，予以一定時間上的彈性，即若工作日加班時間較長，可以於下一工作日晚點上班，及對於加班給予加班費或者加班調休，避免強制勞動現象的發生。

本集團人力資源部嚴格監察招聘程序，對其求職者進行背景調查，並核實其證書，如認為應徵者不合適，將不會僱用。使用任何虛假文件將被視為欺詐，任何相關已簽署的勞動合同將被視為無效。

於報告期內，本集團並無使用童工或強制勞工，或接獲任何相關投訴。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Employee health and safety

The Group strictly complies with the Labor Law of the People's Republic of China (《中華人民共和國勞動法》), the Labor Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), the Law of the People's Republic of China on the Prevention and Control of Occupational Diseases (《中華人民共和國職業病防治法》) and the Provisions on the Supervision and Administration of Occupational Health at Work Sites (《工作場所職業衛生監督管理規定》). In respect of the PRC laws and regulations relating to occupational health standards and production safety, the Group did not record any material non-compliance during the Reporting Period. Due to the nature of the Group's business, employees mainly work in the office, and the risk of work-related injuries is low. Therefore, the Group did not have any work-related fatalities and serious work injuries in the past three years including the Reporting Period. The Group has formulated the Employee Health and Safety Management System (《員工健康與安全管理制度》) to establish various health and safety measures in its workplaces, including employee health checks and safety guidelines for employee induction training, and formulated the Emergency Management System and Emergency Prevention Plan (《應急管理制度及應急預防方案》) to deal with emergencies encountered.

In response to the COVID-19 epidemic, the Group carried out effective epidemic prevention work and adopted the following major countermeasures:

- To conduct daily disinfection and sterilization, and fully spray disinfectants in the office area for three times;
- To conduct daily temperature monitoring for all personnel entering the Company;
- To distribute masks to employees during the epidemic and require employees to wear masks in the office area;
- To keep opening windows for ventilation at 9: 00 a.m., 1: 00 p.m. and 4: 00 p.m. every day to ensure air circulation;
- To organize employees to voluntarily conduct nucleic acid testing;
- To arrange employees to work dispersedly and work from home during the epidemic;
- To post epidemic prevention reminders in offices, and provide disinfection supplies in key areas (front desk, toilet, pantry, etc.); and
- To notify real-time epidemic situation.

The Group will continue to assess the development of the epidemic and regularly review relevant countermeasures in accordance with government regulations to ensure the effectiveness of the measures.

### 僱員健康與安全

本集團嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《中華人民共和國職業病防治法》、《工作場所職業衛生監督管理規定》。就中國有關職業健康標準及安全生產的法律及法規而言，本集團於報告期內並無錄得任何重大不合規情況。由於本集團的業務性質，僱員主要於辦公室工作，遭遇工傷機會較低，因此本集團在包括本報告期的過去三年，並無發生任何因工亡故及嚴重工傷。本集團已制定《員工健康與安全管理制度》，於其工作間建立各種健康及安全措施，包括僱員健康檢查及僱員入職培訓安全指引，並制定《應急管理制度及應急預防方案》以處理遇到的緊急情況。

本集團針對新冠肺炎疫情，組織了有效的防疫工作並採取了以下主要應對措施：

- 每日堅持消毒殺菌，辦公區域全面噴灑消毒液3次；
- 每日堅持對所有進入公司的人員進行體溫監測；
- 疫情期間給僱員發放口罩，並要求僱員在辦公區內佩戴口罩；
- 堅持每日早上9時、下午1時及下午4時定時開窗通風，保證空氣流通；
- 組織僱員自願進行核酸檢測；
- 疫情期間安排僱員分散辦公及在家辦公；
- 在辦公室張貼防疫提示，於關鍵區域(前台、衛生間、茶水間等)提供消毒物品；及
- 疫情情況實時通報。

本集團會持續評估疫情發展，並根據政府規範定期審視相關應對措施，以確保措施的有效性。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

Potential occupational hazards that employees may encounter during their work include dry eye syndrome, cervical spondylosis, lumbar spondylosis, chronic fatigue syndrome, etc.. To ensure the health of employees, the Group has adopted the following specific measures:

- Offering physical examination for employees once every year, and the medical examination package, which involves healthy life, increased immunity and traditional cancer screening, can be selected by the employee according to his or her own situation;
- Providing a small medicine box in the office area, which contains non-prescription drugs such as cold medicine, antipyretic medicine, band-aids, and electronic thermometer, etc., to facilitate treatment and relief for employees who are feeling unwell;
- Traditional Chinese medicine consultation activities are held regularly to provide employees with services such as physiotherapy, electrotherapy, scraping, skin care, shoulder and neck massage;
- Inviting ophthalmologists to provide free onsite medical treatment for employees on a regular basis; and
- Organize activities such as yoga classes regularly to enhance employees' physical fitness while entertaining and promoting employee cohesion.

### Employee development and training

#### Employee promotion

With great importance attached to the direction of employees' career development, the Group has built a rank system and designated two promotion channels including M model (managerial talents) and P model (professional talents) for employees' development path considering their merits, strengths and preference. The managerial channel consists of M1 to M17, and the professional channel consists of P1 to P12. Managerial talents are capable of making proper plans and influence, supervise, lead and organize their team members to achieve the targets under the circumstance of asymmetric information, and they are accountable to team management and the operating results; professional talents are capable of collecting and analyzing information, cases and experience and explore the regularity, and could elevate their analysis to theoretical level, so as to give play to their professional knowledge within the Group.

僱員工作過程中可能遇到的潛在職業病危害包括乾眼症、頸椎病、腰椎病、慢性疲勞綜合症等。本集團為保證僱員健康，採取了以下具體措施：

- 每年組織一次僱員體檢，體檢套餐可由僱員依據自身情況自行選擇，包括健康生活、增加免疫和傳統癌症篩查三個方面；
- 於辦公室安置小藥箱，內附感冒藥、退燒藥、創可貼等非處方藥、電子體溫計等，方便僱員身體不適時得到治療和緩解；
- 定期舉行中醫問診活動，為僱員提供包括理療、電療、刮痧、皮膚護理、肩頸按摩等服務；
- 定期邀請眼科專家上門服務為僱員免費診治；及
- 定期組織瑜珈課程等活動，在娛樂及促進僱員凝聚力的同時，增強了僱員體質。

### 僱員發展與培訓

#### 僱員晉升

本集團充分重視僱員的職業發展方向，綜合僱員的優勢、特長及喜好，搭建職級體系，為僱員的發展路徑設計了M型(管理型人才)和P型(專家型人才)兩個晉升通道，管理通道M1-M17，專業通道P1-P12。管理型人才在信息不對稱的情況下，善於計劃並影響、監督、率領和組織成員達成目標，負責管理團隊，對經營結果負責；專家型人才善於收集與分析信息、案例、經驗和探尋規律，並能提升分析到理論層面，使自身掌握的專業領域在本集團內發揮價值。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



The Group adopts a promotion mechanism which integrates level-by-level promotion with frog-leaping promotion, and vertical promotion with cross-department promotion. The assessment includes the consideration of basic conditions (education, work seniority, experience, performance), professional competence (the requisite knowledge, skills and performance required by the corresponding rank) and reference items (morality, quality, corporate culture and values).

Based on the competency model, the Group has divided the employee's capability level as well as their ranking. The Group will continue to sort out and review positions and ranks according to market characteristics and industrial conditions, and will also introduce professional and management courses to assist the development of talents of the Group.

### Employee training

In respect of employee training management, the Group aims to achieve sharing of resources in knowledge, skills and best solutions to problems, overall improvement in skills and establishment of a learning-type corporate organization. The Group has adopted the Training Management Policy (《培訓管理制度》), which specified the detailed rules for implementation of training at system level, empowered different departments and the management with training responsibilities and obligations, and standardized external training standards and procedures. The Group has established its internal exclusive corporate university, Xiaoshu University (小樹大學), whose training system is rooted in the corporate culture, values and systems, and is directed by the corporate mission, vision and strategy. It mainly includes four parts: training operation system, training course system, trainer system and training support system.

The training course system set up by the Group includes new employee induction training, general capability training, professional skills training and management capability training. New employee induction training is arranged from time to time according to the frequency of induction, through which our internal lecturers give lessons to help newcomers become familiar with our business, culture and institutional processes, and master working methods. During the Year, two sessions of new employee induction training were carried out, covering 198 persons/session. Management capability training is held 2-3 times a year, and external courses are introduced to improve leadership of the management team. During the Year, our Leadership Excellency Training for middle and senior management covered 53 persons/session. During the Year, the Company's training focused on the establishment of talent team, the cultivation of talents for organizational development and the creation of cultural atmosphere. For the first half of the Year, our training focused on online generic training, and for the second half of the Year, our training focused on the training of high potential personnel and backup personnel.

本集團的晉升機制為逐級晉升和越級晉升相結合，直線晉升與跨線條晉升相結合。評估的內容包括對基本條件(學歷、工作年限、經驗、績效)、專業能力(本職級需要的必備知識、技能及行為表現)和參考項(品德、素質、企業文化價值觀)的考量。

本集團已基於勝任力模型，劃分僱員能力水平並劃分職級。本集團將根據市場特點及行業情況，持續對崗位和職級進行梳理和複盤；也同時將引入專業及管理類課程，幫助本集團的人才發展。

### 僱員培訓

本集團的僱員培訓管理目標為：實現知識、技能、問題最優解決方式的資源共享，實現技能水平的整體提升，以及實現企業學習型組織的構建。本集團已設立《培訓管理制度》，從制度上明確實施培訓的細則，賦予各部門及管理層培訓職責及義務，同時規範外派培訓標準及流程。本集團內部設立專屬企業大學—小樹大學，培訓體系以企業文化、價值觀及制度為根基，以企業使命、願景及戰略為方向，主要包括培訓運營體系、培訓課程體系、培訓師體系及培訓支持體系四部分內容。

本集團設置的培訓課程體系，包括新人入職培訓、通用能力培訓、專業技能培訓和管理能力培訓。新人入職培訓根據入職頻率不定期安排，通過內部講師授課幫助新人熟悉公司業務、文化、制度流程，掌握工作方法，本年度公司進行兩次新人入職培訓，覆蓋198人/次；管理能力培訓每年2-3次，通過引入外部課程，提升管理團隊領導能力，本年度的中高層《卓越領導力培訓》共覆蓋53人/次。本年度公司培訓重點在支持公司人才梯隊建設，培養組織發展需要的人才與營造文化氛圍。上半年側重在線上通用培訓，下半年側重在高潛、後備人員的培訓。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

Details of the Group's employee training during the Reporting Period are as follows: 本集團於報告期內的僱員培訓詳情如下：

<b>Employee training</b> 僱員培訓		<b>Number of employees</b> 僱員人數	<b>Percentage of total employees</b> 佔總僱員人數百分比
Total number of employees trained	已培訓總人數	181	34%
<b>Gender</b> 性別		<b>Number of employees</b> 僱員人數	<b>Percentage of total employees trained</b> 佔已培訓總僱員人數百分比
Female	女性	112	62%
Male	男性	69	38%
<b>Employee Category</b> 僱員類別		<b>Number of employees</b> 僱員人數	<b>Percentage of total employees trained</b> 佔已培訓總僱員人數百分比
Junior staff	初級員工	150	83%
Middle-level employees	中層員工	25	14%
Management	管理層	6	3%
<b>Training hours</b> 培訓時數			
Total hours (hours)	總時數 (小時)	1,872	
Average training hours completed	平均已完成培訓時數	3.57	
<b>Average training hours completed (by gender)</b> 平均已完成培訓時數 (按性別)			
Female (hours)	女性 (小時)	3.33	
Male (hours)	男性 (小時)	4.03	
<b>Average training hours completed (by employee category)</b> 平均已完成培訓時數 (按僱員類別)			
Junior employees (hours)	初級員工 (小時)	1.21	
Middle-level employees (hours)	中層員工 (小時)	48.00	
Management (hours)	管理層 (小時)	12.00	

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### CARE FOR PARTNERS WITHOUT BIASED OPERATION

### 愛夥伴 營運不偏心

The Group is well aware that supply chain management has an inseparable relationship with its sustainable development, and is therefore committed to establishing long-term and harmonious cooperation relationships with its suppliers. The Group expects its suppliers to adhere to the principles of integrity and pragmatism, as well as strictly comply with the requirements of applicable laws and regulations when providing products and services. To regulate our supplier management and stabilize supplier teams, the Group has formulated the Supplier Management Policy (《供應商管理制度》), striving to forge long-term and mutual-beneficial supply-demand relationships with suppliers and promote integrity and self-discipline.

本集團深知供應鏈管理與其可持續發展有著不可分割的關係，因此致力與其供應商建立長期和諧的合作關係。本集團預期其供應商將堅守誠信和務實的原則，並在提供產品及服務時嚴格遵守適用法律及法規的規定。為了規範本集團供應商管理，穩定供應商隊伍，本集團制訂了《供應商管理制度》，力求與供應商建立長期互惠的供求關係，促進廉潔自律。

The Group pays attention to the safety and labor issues while receiving services from suppliers and requires the manufacturing factory suppliers to pass ISO9000 system certification. The Group had IT-hardware-type, office-type, service-type, employee-benefit-type, decoration-type and marketing-type suppliers. For the Reporting Period, the Group had a total of 133 major qualified suppliers, all of which were located in Mainland China and Hong Kong. The Group manages all suppliers in accordance with the Supplier Management System (《供應商管理制度》) in order to select potential suppliers, control the number of suppliers equipped, and evaluate and assess the suppliers.

本集團關注供應商提供服務時的安全和勞務問題，且要求製造工廠供應商必須通過ISO9000體系認證。本集團的供應商種類包括IT硬件類、辦公類、服務類、僱員福利類、裝修類、市場活動類等。於報告期內，本集團共有133名主要合格供應商，全部位於中國內地和香港。本集團在管理所有供應商時均根據《供應商管理制度》，以選擇潛在供應商、控制供應商數量配備，及對供應商進行評審與考核。

In terms of selecting potential suppliers, the Group first ensures that suppliers are not blacklisted by the Sunshine Integrity Alliance and the Anti-Fraud Alliance, and then selects top manufacturers in various industries as the preliminarily screened suppliers based on the procurement category. The Group will comprehensively inspect the supplier's corporate strength, service level, qualification certificate, environmental protection measures and other shortlisted standards, and only those who meet the conditions can be shortlisted.

在選擇潛在供應商方面，本集團首先確保供應商不在陽光誠信聯盟及反舞弊聯盟的黑名單上，然後依據採購類別，選擇各行業的頭部廠家作為初篩供應商。本集團會綜合考察供應商的企業實力、服務水平、資質證書、環保措施等入圍標準，滿足條件的供應商方可入圍。

In terms of the number of suppliers, the Group adopts the principle of "1+2+N" in selecting the number of suppliers of similar products. "1+2+N" means that there should be one primary supplier among the same type of suppliers, and about 50% of the procurement should be made with the primary supplier; two auxiliary suppliers, who would provide about 30%-40% of the amount of procurement; and N (a number of) suppliers to be examined, the remaining amount of procurement can be made with such suppliers to be examined. This supplier allocation principle ensures that even if the primary supplier encounters any issues, other suppliers can serve as replacement immediately. An unlimited number of "suppliers to be examined" are not only a backup force for auxiliary suppliers, but also enable the Group to avoid situations where no supplier is available when procuring extremely special supplies.

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

## Environmental, Social and Governance Report

### 環境、社會及管治報告

In terms of supplier appraisal, the Group would pay a return visit to and carry out assessments on each of its suppliers on a regular basis. In regular return visit, the procurement personnel of the Group pays visits to suppliers on a regular basis to check whether their office address is valid, and whether they are qualified to render the service required; in regular assessment, the Group's procurement department organizes the appraisal panel on a quarterly basis, and the information security department would assess the suppliers in respect of contract performance, service quality during the contract period, rate of qualified goods procured and settlement term. Suppliers with a low recognition rate of each department will be included in the pre-elimination list, and may be replaced if there are other better-rated suppliers in the subsequent review.

The Group appraises suppliers in terms of prices, delivery, quality, service and management, etc.. In terms of inspecting suppliers' social responsibilities, the Group prohibits suppliers from employing child labor or forced labor. Suppliers shall provide their employees with a healthy and safe working environment in accordance with the Labor Law of the People's Republic of China (《中華人民共和國勞動法》) and the Labor Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), and shall follow the statutory working hours in the PRC to provide corresponding salary and remuneration. At the same time, suppliers should implement non-discrimination policies in terms of gender, age, religion, skin color, physical ability, nationality, etc.. For inspection on the environmental protection aspect of suppliers, suppliers should follow the Environmental Protection Law of the People's Republic of China (《中華人民共和國環境保護法》) and other relevant policies and regulations, and handle all waste materials and production by-products in a responsible manner. Suppliers shall establish and demonstrate the safety practices and standards for the treatment of hazardous waste, master the emission indicators of pollutants, and rectify the excessive or abnormal emissions in a timely manner.

In the future, the Group plans to continue to expand supplier resources, optimize and update suppliers to meet the needs of the Group's different product and service categories, and strengthen the inspection on suppliers' social responsibility and environmental protection.

在供應商評審方面，本集團對每名供應商進行定期回訪和考核。在定期回訪過程中，本集團採購人員定期對供應商進行上門拜訪，查看供應商辦公地點是否屬實，供應商是否具備所需服務能力等；在定期考核中，本集團採購部每季度組織評審小組，並由信息安全部對供應商的合同履程度、合同期的服務品質、採購物品的合格率、結帳周期等進行評估，各部門認可率較低的供應商將列為待淘汰對象。進入考察階段後，若後續出現評級更優的其他供應商，可進行替代。

本集團通過價格、交付、質量、服務及管理等方面對供應商進行考核。在考察供應商的社會責任方面，本集團禁止供應商僱用童工或使用強迫性勞工。供應商應按《中華人民共和國勞動法》及《中華人民共和國勞動合同法》為其僱員提供健康安全的工作環境，並遵從中國的法定工作時間，提供與之對應的薪資報酬。同時供應商應對性別、年齡、宗教、膚色、體能、國籍等方面實行不歧視政策。在考察供應商的環境保護方面，供應商應遵從《中華人民共和國環境保護法》等相關政策法規，以對環境負責的態度依法處理所有廢棄材料和生產副產品。供應商應建立和展示處理危險廢物的安全做法和標準，並掌握污染物的排放指標，對超標或異常排放及時整改。

未來，本集團計劃不斷地擴大供應商資源，不斷的優化更新供應商，以滿足本集團不同產品及服務類別的需求，並加強對供應商社會責任以及環境保護方面的考察。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### CARE FOR INTEGRITY, SELF-DISCIPLINE AND INCORRUPTIBLE

### 愛廉潔 公私不二心

The Group strictly complies with anti-corruption related laws and regulations, including the Anti-Money Laundering Law of the People's Republic of China (《中華人民共和國反洗錢法》), the Anti-Unfair Competition Law of the People's Republic of China (《中華人民共和國反不正當競爭法》) and the Criminal Law of the People's Republic of China (《中華人民共和國刑法》), and adheres to the basic standards of integrity and self-discipline. The Group absolutely rejects corrupt or bribery behaviors. In order to eliminate corruption and bribery behaviors among employees, the Group has formulated the Anti-corruption Policy (《反腐敗制度》), the Code of Conduct on Integrity and Self-discipline for Employees (《員工廉潔自律守則》) and the Gift Registration Management System (《禮品禮金上繳管理制度》), requiring employees to be honest and self-disciplined and firmly reject corrupt behaviors.

本集團嚴格遵守反貪污相關法律及法規，包括《中華人民共和國反洗錢法》、《中華人民共和國反不正當競爭法》及《中華人民共和國刑法》等，並堅守誠信及自律的基本標準。本集團對於貪污腐敗、行賄受賄等行為持堅決反對的態度，在杜絕僱員貪污、受賄等行為上，本集團已制訂《反腐敗制度》、《員工廉潔自律守則》及《禮品禮金上繳管理制度》，要求僱員廉潔自律，堅決抵制腐敗行為。

In the process of employee induction and resignation, the Group's audit center conducts background checks on the incoming employees. Through information disclosure, the Sunshine Integrity Alliance and the Anti-Fraud Alliance's inquiry, the Group will investigate whether the prospective employees have committed fraud or illegal acts, so as to conduct preliminary screening. Employees who intend to resign are subject to approval by the person in charge of the audit center on the premise that there is no suspicion of fraud found for the time being before agreeing to such resignations.

在僱員入職及離職過程中，本集團稽核中心對即將入職的僱員進行背景調查。通過執行信息公示、陽光誠信聯盟、反舞弊聯盟查詢，調查擬入職僱員是否有舞弊前科或違法行為，從而進行初步篩選。擬離職僱員需要經稽核中心負責人批准，確定暫未發現舞弊嫌疑，方可同意離職。

The Group regularly conducts anti-fraud publicity, explaining to all employees its strict prohibition of fraud and disciplinary behaviors through staff emails and DING (釘釘社區) at the company level, and conducts anti-fraud and internal control training for key departments. During the Reporting Period, the Group provided more than nine sessions of anti-corruption training for the management of the procurement department, middle-level employees of the procurement department and new employees from different departments. All Directors receive trainings on corporate governance provided by the Company prior to our listing or at the time of joining us to ensure that they are aware of their duties and responsibilities on integrity. The Company also encourages Directors to participate in continuous professional development activities and arranges relevant trainings for them based on actual needs.

本集團定期進行反舞弊宣傳，通過發出郵件和釘釘社區，向僱員講解本集團嚴厲禁止舞弊違紀行為，並對重點部門進行反舞弊、內控培訓。在本報告期，本集團提供了超過9節反貪污培訓，培訓對象包括採購部管理層、採購部中層僱員和不同部門的新入職僱員等。所有董事於上市前或入職時均獲本公司提供的企業管治培訓，以確保董事清楚知悉其職責並履行誠信責任，本公司亦鼓勵董事參與持續專業發展活動，並會按實際需求為其安排相關培訓。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

The Group carries out appraisals and evaluations on the important processes in its operation and businesses through daily internal audit tasks, so as to monitor any abnormal circumstance or clue in relation to fraud. Investigation process will be launched for any situation of suspected fraud; the audit and integrity department of the Group is responsible for investigating the suspected case, and determining the corresponding penalties for the violation based on the nature, severity and evidence obtained in relation to the case. Serious violations will be referred to the relevant government enforcement authorities. In addition, the Group has established telephone and email reporting channels and encourages real-name reporting. Our public reporting hotline is: 021-80180493-1008; Reporting email is: jubao@babytree-inc.com. During the Reporting Period, the Group has conducted routine internal audit and internal control projects for the departments responsible for procurement, substantial administrative expenses, e-commerce, advertisement and sales, among others. During the Reporting Period, the Group is not aware of any non-compliance relating to corruption, bribery, extortion, fraud or money laundering.

本集團通過日常內部審計工作，對經營過程中的重要流程和業務進行審計，以監察是否有異常情況或舞弊線索，出現懷疑舞弊情況時將進入調查程序，由本集團的審計廉政部門負責調查懷疑個案，並根據個案性質、嚴重程度和所獲得的證據釐定違規行為的相應處罰，嚴重者將轉交相關政府執法部門。此外，本集團亦建立了電話和郵箱舉報渠道，並鼓勵實名舉報。對外公佈舉報電話：021-80180493-1008；舉報郵箱jubao@babytree-inc.com。在本報告期，本集團對採購、大額行政支出、電子商戶、廣告銷售等部門已進行例行的內審內控項目。於報告期內，本集團並不知悉任何涉及本集團有關貪污、賄賂、勒索、欺詐或洗黑錢的違規情況。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



### CARE FOR CHARITY TO FULFILL RESPONSIBILITY

### 愛公益 傳遞責任心

As a top platform of M&C communities in China, the Group actively responds to the call of the Party and the State on the basis of helping each family to cultivate healthy lives and enjoy a happy journey, strives to fulfill corporate social responsibility, continuously deepens and expands public welfare and charity, and focuses on poverty alleviation in the villages and promote common prosperity to meet the needs of the community. Following the formation of the “1+1+5” public welfare system in 2020, the Group upgraded the system to the “2+1+6” public welfare system during the Reporting Period, namely two public welfare bases (Yongsheng County of Yunnan and Dajing Village of Qahar Right Rear Banner of Inner Mongolia), one joint project (Healthy and Heart-warming Poverty Alleviation for Rural Doctors) and six featured projects (Health Care +1, Rural BabyTree Program, A Tiny Star for You, BabyTree’s Literary Creation for Charity Purpose, public welfare documentaries – the Guardians series and the Orphanage Assistance Program), promoted projects in respect of women’s rights and interests and caring for children’s rights and interests, so as to promote the in-depth development of social responsibility work.

作為中國母嬰社區頭部平台，本集團在幫助每個家庭孕育健康生命、享受快樂旅程的基礎上，積極響應黨和國家的號召，努力實踐企業社會責任，在公益慈善事業上不斷深化拓展，並以鄉村脫貧及推動共同富裕為中心，配合社區的需要。繼2020年度形成「1+1+5」公益體系，本集團於本報告期將該體系升級為「2+1+6」公益體系，即2個公益基地（雲南永勝縣、內蒙古察右後旗大井村），1個聯合項目（健康暖心鄉村醫生扶貧項目）和6個特色項目（健康醫+1、鄉村寶寶樹計劃、送你一顆小星星、寶寶樹公益文創、《守望》系列公益紀錄片和孤島援助計劃），並推進女性權益及關愛兒童權益方面的項目，推動社會責任工作向縱深發展。

The Group will always strive to fulfill its corporate social responsibility and never forget its original intention, continue to give full play to its advantages in the M&C field. It will call on more social forces to participate in charitable and public welfare undertakings in order to continue to improve its public welfare system, and in turn strive to fulfill corporate social responsibility, as well as holding on to its charity and public welfare undertakings.

本集團將始終努力踐行企業社會責任，不忘初心，繼續充分發揮自身在母嬰領域的優勢，號召更多的社會力量參與慈善公益事業，不斷完善本集團公益體系，努力踐行企業社會責任，將慈善公益事業進行到底。

Some of the public welfare activities participated by the Group during the Reporting Period are as follows:

本集團於本報告期參與的部分公益活動如下：

- Since 2018, through the “Healthy and Warm-hearted Rural Doctors” project, the Group has donated materials and funds of RMB4.77 million to Yongsheng County, Lijiang Municipality, Yunnan Province;
- Since 2018, a total of 2,189 accident and critical illness insurances have been provided to rural doctors in Yongsheng County, Lijiang Municipality, Yunnan Province, with the insurance premium amounting to RMB258,274;
- 自2018年起，「健康暖心鄉村醫生」項目已累積向雲南麗江市永勝縣捐贈物資和資金達人民幣477萬元；
- 自2018年起已累積為雲南麗江市永勝縣鄉村醫生提供意外險和重疾險2,189份，保費金額達人民幣258,274元；

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- The Group has donated RMB100,000 to support the reconstruction of the health room in Shuanghe Village, Liude Township;
- Together with Wanfu Health, we donated M&C health materials worth RMB155,670 to Yongsheng County, Lijiang Municipality, Yunnan Province;
- The Group has donated an artificial intelligence-based tuberculosis intelligent screening system with a value of RMB2.23 million to Shuanghe Village, Liude Township through the “Pulmonary Aid” public welfare project;
- Since 2019, through the “Health Care +1” project, the Group has donated medicines, M&C supplies, toiletries and children’s extracurricular reading materials to Yongsheng County, Lijiang Municipality, Yunnan Province, with a total value of RMB900,000; and
- A total of RMB10,647 was donated through the “Orphanage Assistance Program”.
- 捐贈人民幣10萬元支持六德鄉雙河村衛生室重建；
- 聯合萬孚健康向雲南麗江市永勝縣捐贈價值人民幣155,670元的母嬰健康物資；
- 通過「肺腑之援」公益項目向六德鄉雙河村捐贈價值人民幣223萬元的人工智能肺結核智能篩查系統；
- 自2019年起，「健康醫+1」項目已累積向雲南麗江市永勝縣捐贈藥品、母嬰用品、洗護用品及課外兒童讀物等物資，總價值人民幣90萬元；及
- 「孤島援助計劃」捐贈善款人民幣10,647元。

### BabyTree’s charity bases

In December 2018, WANG Huainan, the founder and chairman of the Board, visited Yongsheng County, Lijiang Municipality, Yunnan Province for investigation and research, and established the first charity base of BabyTree within the country in Yongsheng County under the witness of the People’s Government of Yongsheng County and the Health Bureau of Yongsheng County. The current Reporting Period has been the fourth consecutive year that the Group dispatched 4 employees to Yongsheng County for poverty alleviation, and carried out public welfare activities such as “Healthy and Heart-warming Poverty Alleviation for Rural Doctors”, “Health Care +1”, “Rural BabyTree Program” and “Public Welfare Cultural and Creative Gift Packages”. Since 2018, the Group has donated a total of RMB4.77 million in materials and funds, and successfully helped Yongsheng County to get rid of poverty in 2020. Going forward, the Group will continue to make efforts to contribute to the construction of a beautiful countryside in Yongsheng County.

During the Reporting Period, based on the liaison of Development and Reform Commission of Chaoyang District, Beijing Municipality, the Group entered into an agreement with Dajing Village, Qahar Right Rear Banner, Inner Mongolia to provide paired assistance and develop the Group’s second public welfare base. In the future, the Group will leverage its resource advantages to consolidate and expand the results of poverty alleviation and contribute to the local rural revitalization.

### 寶寶樹公益基地

於2018年12月，本集團創始人兼董事會主席王懷南親赴雲南麗江市永勝縣調研，並在永勝縣人民政府、永勝縣衛生健康局的見證下，在該地建立了本集團全國首個公益基地。本報告期已是本集團連續第四年派駐了4名企業僱員到永勝縣駐點扶貧，開展「健康暖心鄉村醫生」、「健康醫+1」、「鄉村寶寶樹計劃」、「公益文創禮包」等公益行動，從2018年起已累計捐贈物資和資金合共人民幣477萬元，並成功助力永勝縣在2020年成功脫貧。未來，本集團將繼續發力，為永勝縣的美麗鄉村建設貢獻力量。

在北京市朝陽區發改委的牽線下，本集團於本報告期與內蒙古察右後旗大井村簽署協議結對幫扶，開展本集團第二個公益基地。未來，本集團將發揮其資源優勢，鞏固及拓展脫貧攻堅成果，為當地鄉村振興事業貢獻己量。



# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Healthy and heart-warming rural doctors

In March 2018, under the guidance of the Poverty Alleviation Office of the National Health Commission, the “Health Journal”, the Fosun Foundation collaborated with companies and institutions such as BabyTree, etc., to launch the “Project on Health Poverty Alleviation for Rural Doctors”. The project was renamed as the “Healthy and Heart-warming Rural Doctors Project” during the Reporting Period. The Group has been deeply involved in the project since its very beginning. From 2018 to the present, the Group has sent a total of 4 on-site poverty alleviation team members to Yongsheng County, Lijiang Municipality, Yunnan Province, to visit more than 440 rural doctors in 150 administrative villages in 15 townships in the county, established basic information files for rural doctors and rural clinics, invited front-line experts to carry out training and free medical consultations for rural doctors and villagers, and provided free accidental injury insurance and critical illness insurance for rural doctors for four consecutive years. The premium of such insurance amounted to RMB258,274, and there were 2,189 beneficiaries. Two rural doctors received accident insurance compensation, involving a compensation amount of RMB11,210. Other rural public welfare projects participated by the Group also included: donation of RMB100,000 to support the reconstruction of the health room in Shuanghe Village, Liude Township, donation of artificial intelligence-based tuberculosis intelligent screening system with a value of RMB2.23 million to the local areas through the public welfare project of “Pulmonary Aid” and donation of masks to help the local epidemic prevention work.

### 健康暖心鄉村醫生

於2018年3月，在國家衛生健康委扶貧辦的指導下，《健康報》社、復星基金會聯合本集團等多家企業及機構推出「鄉村醫生健康扶貧項目」，項目於本報告期更名為「健康暖心鄉村醫生項目」。本集團從項目開始便深入參與，從2018年至今，本集團共向雲南麗江市永勝縣派駐了4名駐點扶貧隊員，深入實地走訪了全縣150個鄉鎮150個行政村的440餘名鄉村醫生，為鄉村醫生及鄉村衛生室建立基本信息檔案，邀請一線專家為鄉村醫生及村民開展培訓及義診，並連續四年為鄉村醫生提供免費的意外傷害保險和重大疾病保險，保費金額達人民幣258,274元，受益人次為2,189人次，並有2名鄉村醫生獲得意外保險賠償，涉及賠償金額為人民幣11,210元。本集團參與的其他鄉村公益項目亦包括：捐贈人民幣10萬元支持六德鄉雙河村衛生室重建、通過「肺腑之援」公益項目向當地捐贈價值人民幣223萬元的人工智能肺結核智能篩查系統、捐贈口罩助力當地防疫工作等。



Rural Doctor of Yongsheng County, Lijiang Municipality, Yunnan Province  
雲南麗江市永勝縣鄉村醫生

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Health Care +1

In response to the lack of necessary M&C supplies and poor nutrition intake of infants and toddlers in rural areas, the Group took advantage of its platform to launch the “Health Care +1” campaign in cooperation with a number of M&C enterprises, bringing together the efforts of all walks of society, deploying online and offline resources to gradually improve the physical and mental health of the M&C family in poverty-stricken areas, and provide rural doctors with training on daily disease prevention, diagnosis and treatment, and M&C health knowledge.

In November 2021, the Group, together with Wanfu Health, donated M&C health supplies worth RMB155,670 to Yongsheng County, Lijiang Municipality, Yunnan Province. Since 2019, through the “Health Care +1” project, the Group has donated medicines, M&C supplies, toiletries, children’s extracurricular reading materials and other materials to Yongsheng County, Lijiang Municipality, Yunnan Province, with a total value of more than RMB900,000, actively improving the health of the local population.

### 健康醫+1

針對鄉村母嬰人群缺少必要的母嬰用品，嬰幼兒營養不良等問題，本集團發揮平台優勢，聯合眾多母嬰企業發起「健康醫+1」行動，匯集社會各界力量，調配線上線下資源，逐步改善貧困地區母嬰家庭人群的身心健康狀況，並為鄉村醫生開展日常疾病預防、診療及母嬰健康專業知識培訓。

於2021年11月，本集團聯合萬孚健康向雲南麗江市永勝縣捐贈價值人民幣155,670元的母嬰健康物資。自2019年起，「健康醫+1」項目已累積向雲南麗江市永勝縣捐贈藥品、母嬰用品、洗滌用品及課外兒童讀物等物資，總價值人民幣90萬餘元，積極提升當地人口健康狀況。



Donation received by Yongsheng County Maternity and Child Health Hospital, Lijiang Municipality, Yunnan Province  
雲南麗江市永勝縣婦幼保健院接收捐款

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Rural BabyTree program

In response to the lack of scientific parenting knowledge among young parents in rural areas, the Group launched the “Rural BabyTree Program”. By setting up common education centers in rural areas, the Group gave full play to the advantages of the Group’s online content community, and regularly carried out activities such as child companionship and scientific parenting knowledge popularization, so that rural mothers and infants can also receive systematic and scientific parenting knowledge.

In December 2021, the Yanyin Village Common Education Center in Lancang County, Yunnan Province was completed and opened, which is the third joint education center built by the Group in Yunnan Province, following the Zhonghe Village Common Education Center in Yongsheng County and the Shengping Town Common Education Center in Deqin County. In addition to providing rural mothers and children with picture books and toys, and the arrangement that rural doctors, as operators, regularly carry out child companionship and scientific parenting knowledge popularization, the Group also relies on the platform resources to establish a mother group of common education centers online, so that rural families can also receive parenting knowledge conveniently. In addition, the Group’s employees also initiated the “Warm Spring Campaign” to donate a total of 363 pieces of picture books and toys to the common education center.

### 鄉村寶寶樹計劃

針對農村年輕父母缺乏科學孕育知識的現狀，本集團推出「鄉村寶寶樹計劃」，通過在鄉村設立共育中心，發揮本集團線上內容社區的優勢，定期開展兒童陪伴、科學孕育知識普及等活動，讓鄉村母嬰人群也能接收到系統化、科學化的育兒知識。

於2021年12月，雲南省瀾滄縣岩因村共育中心建成開放，這是繼永勝縣中和村共育中心、德欽縣昇平鎮共育中心後，本集團在雲南省建成的第三個共育中心。除了為鄉村媽媽和孩子提供知識繪本、玩具，由鄉村醫生作為運營人員定期開展兒童陪伴、科學孕育知識普及外，本集團還依托平台資源，在線上建立共育中心媽媽群，讓鄉村家庭也能方便地接收育兒知識。此外，本集團僱員亦發起了「暖春大行動」，為共育中心捐贈繪本和玩具合共363件。



Construction of Yanyin Village Common Education Center in Lancang County, Yunnan Province has been completed  
雲南省瀾滄縣岩因村共育中心建成

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### A Tiny Star for You – a public welfare activity of caring for autistic groups

At the end of March 2021, the Group joined hands with the Autism Children Assistance Fund of the China Social Welfare Foundation to launch the public welfare activity of “A Tiny Star for You” to care for autistic people. Through the publication of the White Paper on the Survey of the Autism Family Status in China (《中國自閉症家庭情況調研白皮書》), the Group launched the challenge project of “Can you stand for three minutes”, the Group launched live broadcast by experts, and the charity sale of peripheral products created by autistic people. The Group called on the public to protect the “children of the stars” from multiple perspectives such as rational cognition, hands-on experience and action support, so as to give more positive recognition, understanding and tolerance to autistic groups, so that they can have the courage and confidence to embrace the society and return to the society. This is also the fourth consecutive year that the Group has held public welfare activities to care for autistic groups.

### 送你一顆小星星－關愛自閉症群體公益行動

於2021年3月底，本集團聯合中國社會福利基金會自閉症兒童救助基金發起「送你一顆小星星」關愛自閉症公益群體公益行動，通過發布《中國自閉症家庭情況調研白皮書》、發起「你能堅持3分鐘嗎」挑戰項目、開展專家直播、進行自閉症群體創作作品周邊產品義賣等，從理性認知、親身感受到行動支持等多個角度呼籲公眾一同守護「星星的孩子」，給予自閉症群體更多的正確認知、理解和包容，讓他們能夠擁有擁抱社會、回歸社會的勇氣和信心。這也是本集團連續第四年舉行關愛自閉症群體公益行動。



The offline activity of “A Tiny Star for You”  
「送你一顆小星星」線下活動現場

### BabyTree's literary creation for charity purpose

Since the launch of the “BabyTree Public Welfare Cultural and Creative” project in October 2020, the project has been continuously expanding the scope of charity cooperation. Through the establishment of a social participation cultural and creative platform, the Group has carried out innovative and in-depth cooperation with government agencies, poverty alleviation regions, non-profit organizations, corporate brands, successors of intangible cultural heritage, etc., and launched characteristic co-branded public welfare cultural and creative products to support the development and growth of rural characteristic industries in poverty-stricken areas through branding, systematization and ecological development.

### 寶寶樹公益文創

自2020年10月，本集團推出「寶寶樹公益文創」項目起，該項目不斷拓展公益合作外延，通過搭建社會參與的文創平台，與政府機構、幫扶地區、公益組織、企業品牌、非遺傳人等展開創新深入合作，推出特色的聯名公益文創產品，通過品牌化、規模化、生態化發展，支持脫貧地區鄉村特色產業發展壯大。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



During the Reporting Period, the Group established the “BabyTree Zhongming Party Branch”, which not only played a leading role in Party building, but also accelerated the Group’s pace to actively participate in rural cause, empower rural economy and promote rural development. After the launch of the project, the Group cooperated with Yongsheng County to conduct local inspection and selection, and deeply participated in tracking cultivation, picking and logistics, so as to give full play to the efficiency of digital supply chain of Internet enterprises. The Group has successively launched public welfare cultural and creative products such as “Beautiful Countryside Gift Pack” and “Snow Mountain Golden Fungus”, and launched local featured agricultural products such as quinoa, rice noodle, mushroom and edible fungus to the market, so as to promote the public understanding while exploring sales channels.

In addition, the Group has also set up a “Public Welfare Cultural and Creative Base” in Yongsheng County during the Reporting Period, and cooperated with Dajing Village, Qahar Right Rear Banner, Inner Mongolia to carry out the “Ten Thousand Enterprises and the Ten Thousand Villages” campaign. Relying on the high-quality agricultural and side-line products and characteristic intangible cultural heritage resources in the two places aforementioned, the Group cooperated with enterprise brands, public welfare institutions and other platforms to jointly create public welfare cultural and creative products. Relying on their strong brand influence, communication power and credibility, online and offline sales channels were opened up, and a new model of helping farmers from orchards to dining tables, from fungus shacks to dining tables and from barns to dining tables was realized.

於本報告期，本集團成立了「寶寶樹眾鳴黨支部」，在發揮黨建引領作用的同時也加速了本集團積極投身鄉村事業、賦能鄉村經濟、助力鄉村發展的步伐。項目啟動後，本集團與永勝縣開展合作，親赴當地考察甄選，並深度參與跟蹤培植、採摘及物流，充分發揮互聯網企業的數字化供應效率，先後推出了「美好鄉村大禮包」和「雪山金耳」等公益文創產品，將當地的藜麥、米線、菌菇、金耳等特色農產品推向市場，讓公眾增加了解的同時開拓銷售渠道。

此外，本集團亦於本報告期在永勝縣設立了「公益文創基地」，並與內蒙古察右後旗大井村結對開展「萬企興萬村」活動，依托兩地優質的農副產品和特色非物質文化遺產資源，聯合企業品牌、公益機構等平台共同打造公益文創產品。依托強大的品牌影響力、傳播力和公信力，打通線上線下售賣渠道，實現從果園到餐桌、從菌棚到餐桌、從麥田到餐桌的幫農助農新模式。



Public welfare cultural and creative product “Snow Mountain Golden Fungus”  
公益文創產品「雪山金耳」

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Public welfare documentaries – “the Guardians” series

In order to truly record the actual situation of remote rural areas in central and western China, and advocate the society to pay attention to and actively participate in rural revitalization, charity and assistance, the Group, based on the public welfare base in Yongsheng County, has launched a public welfare documentary “The Guardians”, every year since 2018. At present, 4 episodes have been launched in this series.

In October 2021, “The Guardians IV” was launched in Muke Village, Sanchuan Town, Yongsheng County. The documentary focused on the story of the country’s implementation of rural revitalization strategy. While safeguarding the health of villagers, the family of rural doctors strived to pursue a happy life through the agricultural industry. After the documentary went online in January 2022, the number of views on the social media platform exceeded 1 million, triggering heated debate in the society.

### 《守·望》系列公益紀錄片

為了真實記錄中國中西部偏遠鄉村地區的實際狀況以及倡導社會共同關注並積極參與鄉村振興、慈善幫扶事業，本集團立足公益基地永勝縣，從2018年開始，每年推出一部《守·望》公益紀錄片，目前該系列已推出4部作品。

於2021年10月，《守·望4》在永勝縣三川鎮睦科村開拍，紀錄片聚焦於在國家實施鄉村振興戰略的背景之下，鄉村醫生家庭在守護村民健康的同時，努力通過農業產業追求幸福生活的奮鬥故事。紀錄片於2022年1月上線後，在社交平台上的播放量超100萬，引發社會熱烈迴響。



Poster of the public welfare documentary “The Guardians”  
《守·望》公益紀錄片海報

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Orphanage assistance program

In April 2021, Wang Yu, the secretary of the Group's "BabyTree Zhongming Party Branch", led the charity research group to visit Yongsheng County. When learning that the local villagers recovered from leprosy are facing difficulties, they took the initiative to set the leprosy village as a "Party Member Volunteer Service Base". On the basis of multiple visits and surveys conducted by the on-site team members, the Group launched the "Orphanage Assistance Program" public welfare project, calling on the Group's employees and the public to raise funds for the elderly in leprosy rehabilitation village, Xiaochangping, Yongsheng County, for the recruitment of professional nursing personnel, procurement of nursing materials, medical drugs, and living and education support for children in need.

As of 31 December 2021, the project has raised more than RMB18,000. During the Reporting Period, the Group also went to Yunnan for the project to donate materials such as warm clothes and medicines for the elderly, and provided a living education subsidy of RMB3,000 for the only local child, with a total donation of RMB10,647.

### 孤島援助計劃

於2021年4月，本集團的「寶寶樹眾鳴黨支部」書記王玉帶領公益調研團到永勝縣走訪調研。當了解到當地麻風病康復村民遇上困難時，主動將麻風村設立為「黨員志願服務基地」。在駐點隊員多次走訪調研的基礎上，本集團發起了「孤島援助計劃」公益項目，號召本集團僱員及社會愛心人士為永勝縣小長坪麻風病康復村的老人募集善款，用於專業護理人員聘請、護理物資、醫療藥品採購及困境家庭兒童生活教育支持等方面。

截止2021年12月31日，該項目已募集人民幣18,000餘元，本集團亦於本報告期前往雲南執行項目，捐贈老人保暖衣物、藥品等物資，並為當地唯一的一名兒童提供人民幣3,000元生活教育補助金，捐贈善款總金額為人民幣10,647元。



The staff of the "Orphanage Assistance Program" delivered warm clothes to the elderly in leprosy rehabilitation village  
「孤島援助計劃」工作人員向麻風病康復村老人送保暖衣物

The Group's dedication to charity and public welfare has been fully recognized over the years. During the Reporting Period, the Group was awarded the "Excellent Case Award" in the 2021 China Corporate Social Responsibility Observer Report (《2021中國企業社會責任觀察報告》) organized by China Philanthropy Times. In the future, the Group will continue to adhere to the original intention of public welfare, continue to improve its own public welfare system while implementing its existing projects, focus on promoting upgrade and launch of projects for public good to spread warmth and strength to the society.

本集團多年來盡心慈善、投身公益方面獲得充分肯定，於本報告期榮獲由公益時報主辦《2021中國企業社會責任觀察報告》的「優秀案例獎」。未來，本集團將持續堅守公益初心，執行現有項目的同時，不斷完善自身公益體系，重點推進公益項目的升級以及開展，向社會傳播溫暖與力量。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### CARE FOR ENVIRONMENT AND SAFEGUARD LIFE

### 愛環境 生命安心

#### Emissions

As an internet enterprise, the Group's business operation does not have a significant impact on the environment. However, the Group is still concerned about each and every environmental issue and incorporates the concept of sustainable development into its daily management to enhance the environmental awareness of the Group's employees. The Group strictly complies with laws and regulations related to environmental protection, including but not limited to the Environmental Protection Law of the PRC (《中華人民共和國環境保護法》), the Law of the PRC on the Prevention and Control of Atmospheric Pollution (《中華人民共和國大氣污染防治法》), the Law of the PRC on the Prevention and Control of Water Pollution (《中華人民共和國水污染防治法》), the Law of the PRC on the Prevention and Control of Environmental Pollution by Solid Waste (《中華人民共和國固體廢物污染環境防治法》) and the Energy Conservation Law of the PRC (《中華人民共和國節約能源法》).

As the Group does not own or control any stationary or mobile combustion sources for combustion of fuels during the Reporting Period, no air emissions were generated from our daily operations.

#### Greenhouse gas

As the Group did not own vehicles during the Reporting Period, there was no direct greenhouse gas emissions, while indirect greenhouse gas emissions mainly came from purchased electricity, paper disposal and air travel by employees.

During the Reporting Period, the types and amounts of greenhouse gas emissions of the Group are as follows:

#### 排放物

作為一家互聯網企業，本集團的業務並不會對環境造成重大影響。然而，本集團仍然關注一切與環保相關的事宜，將可持續發展理念融入其日常管理，以提升本集團僱員的環保意識。本集團嚴格遵守環保相關法律及法規，包括但不限於《中華人民共和國環境保護法》、《中華人民共和國大氣污染防治法》、《中華人民共和國水污染防治法》、《中華人民共和國固體廢物污染環境防治法》及《中華人民共和國節約能源法》。

由於本集團在本報告期內並無擁有或控制燃燒燃料之任何固定燃燒源或流動燃燒源，故日常營運過程中並無產生任何氣體排放。

#### 溫室氣體

由於本集團在本報告期內並無擁有汽車，故無直接溫室氣體排放，而間接溫室氣體排放則主要來自所購電力、紙張棄置及僱員出差乘搭的飛機。

於報告期內，本集團的溫室氣體排放物種類及排放量如下：



# Environmental, Social and Governance Report

## 環境、社會及管治報告



Main types of emissions 主要排放物種類	Unit 單位	Emissions in 2021 2021排放量	Emissions in 2020 2020排放量
<b>Scope 1</b>			
<b>範圍一</b>			
Total emissions from vehicle fuel combustion 汽車燃料燃燒產生的總排放量	tCO <sub>2</sub> e 噸二氧化碳當量	Nil 無	4.59
<b>Scope 2</b>			
<b>範圍二</b>			
Electricity <sup>3</sup> 電力 <sup>3</sup>	tCO <sub>2</sub> e 噸二氧化碳當量	220.48	320.34
<b>Scope 3<sup>4</sup></b>			
<b>範圍三<sup>4</sup></b>			
Waste paper 廢紙	tCO <sub>2</sub> e 噸二氧化碳當量	17.15	Nil 無
Business travel by employees 僱員出差	tCO <sub>2</sub> e 噸二氧化碳當量	91.32	Nil 無
Total emissions 總排放量	tCO <sub>2</sub> e 噸二氧化碳當量	328.95	324.93
Intensity of total emissions 總排放量密度	tCO <sub>2</sub> e/employee <sup>5</sup> 噸二氧化碳當量／僱員 <sup>5</sup>	0.63	0.77

Compared with 2020, the total greenhouse gas emission intensity during the Reporting Period decreased, mainly due to the decrease in the office area covered in the Reporting Period as compared with 2020<sup>6</sup>, resulting in a decrease in the indirect greenhouse gas emissions from the use of electricity. The Group will continue to strive to reduce greenhouse gas emissions, aiming to achieve the goal of maintaining or reducing the intensity of total greenhouse gas emissions in the next reporting year based on 2021.

與2020年度相比，本報告期的溫室氣體總排放量密度有所下降，主要原因是本報告期所涵蓋的辦公室面積比2020年度下降<sup>6</sup>，令使用電力所間接產生的溫室氣體排放因而下降。本集團將繼續致力減低溫室氣體排放，旨在實現以2021年度為基準，在下個報告年度內維持或減少溫室氣體總排放量密度的目標。

<sup>3</sup> The greenhouse gas emission factor of purchased electricity is based on the grid emission factor of "Accounting Methods and Reporting Guidelines for Greenhouse Gas Emissions of Enterprises – Power Generation Facilities" issued by the Ministry of Ecology and Environment of the People's Republic of China. The national average emission factor of power grid in 2021 is 0.5839 tCO<sub>2</sub>/MWh (2020: 0.6101 tCO<sub>2</sub>/MWh).

<sup>4</sup> For more comprehensive environmental disclosure, Scope 3 GHG – Other Indirect GHG Emissions were newly covered in the Reporting Period.

<sup>5</sup> As of 31 December 2021, the total number of employees of the Group was 525 (2020: 424).

<sup>6</sup> The total office area of the Group is 7,649.17 square meters (2020: 11,701.76 square meters).

<sup>3</sup> 外購電力的溫室氣體排放係數採用中華人民共和國生態環境部發佈的《企業溫室氣體排放核算方法與報告指南—發電設施》之電網排放因子，2021年全國電網平均排放因子為0.5839 tCO<sub>2</sub>/MWh (2020: 0.6101 tCO<sub>2</sub>/MWh)。

<sup>4</sup> 為作更全面的環境披露，本報告期新涵蓋了溫室氣體範圍三—其他間接溫室氣體排放。

<sup>5</sup> 截至2021年12月31日，本集團的總僱員人數為525人(2020: 424人)。

<sup>6</sup> 本集團旗下之辦公室總面積為7,649.17平方米(2020: 11,701.76平方米)。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Measures to reduce greenhouse gas emissions

The Group actively promotes the concept of low-carbon environmental protection within the Group. In terms of electric power conservation, the Group uses durable and energy-saving light-emitting diode (commonly known as LED lights) in its offices, and the lighting switches are set at the minimum area. In the absence of visitors' visit, the cabinet lights and performance lights will not be switched on to reduce electricity consumption. The Group's administrative personnel inspect whether the electrical facilities have been turned off before leaving the office every day, and remind employees to turn off the relevant electrical equipment when leaving. The Group conducts weekly electricity consumption analysis and proposes corresponding feasible energy-saving plans based on the difference in electricity consumption in each office area. In the future, the Group will continue to strengthen the promotion of electricity saving and electricity safety, and enhance employees' awareness of energy conservation through posters and slogans.

In terms of employees' business trips, the Group advocates green travel by encouraging employees to take public transportation, go cycling or walking instead of driving private cars, so as to reduce greenhouse gas emissions. For details of the measures adopted by the Group to reduce paper waste disposal, please refer to the section headed "Measures to reduce waste generation" in this Report.

### 減低溫室氣體排放量的措施

本集團於集團內部積極倡導低碳環保理念相關宣傳。在節約用電方面，本集團辦公室全部使用耐用節能的發光二極管（俗稱LED燈），照明開關按最小區域設置。在無訪客參觀的情況下，裝櫃燈、效果燈不會開啟以減少用電。本集團的行政人員於每天下班前會巡查用電設施是否已關閉，並提示僱員下班時關閉相應的用電設備。本集團每週會進行電量分析，根據各區域的用電量差異，提出相對應的可行性節能方案。未來本集團會繼續加強節電和用電安全的宣傳，通過海報和標語等形式提高僱員節能意識。

在僱員出差方面，本集團提倡僱員綠色出行，鼓勵僱員多乘坐公共交通工具、駕自行車或步行，以代替駕駛私家車，從而減少溫室氣體的排放。就有關本集團採用的減低廢紙棄置量措施詳情，請參閱本報告「減低廢棄物產生量的措施」一節。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Hazardous waste

The Group's sources of hazardous waste are mainly fluorescent tubes and batteries. Due to the Group's business nature, the Group does not generate other significant hazardous waste in the ordinary course of business.

Details of hazardous waste of the Group for the Reporting Period are as follows:

Type of Waste 廢物種類	Unit 單位	Emissions in 2021 2021排放量	Emissions in 2020 2020排放量
Fluorescent tubes 螢光燈管	kg 千克	19.89	23.74
Battery 電池	kg 千克	11.83	20.13
Total hazardous waste 有害廢棄物總量	kg 千克	31.72	43.87
Hazardous waste intensity 有害廢棄物密度	kg/employee 千克／僱員	0.06	0.10

Thanks to the Group's highly effective waste reduction measures, the Group's total hazardous waste and its intensity decreased during the Reporting Period. The Group will continue to adhere to the principle of environmental protection, aiming to achieve the goal of maintaining or reducing the intensity of hazardous waste in the next reporting year based on the year 2021. For details of the waste reduction measures adopted by the Group, please refer to the section headed "Measures to reduce waste generation" in this Report.

### 有害廢棄物

本集團的有害廢棄物來源主要是螢光燈管和電池。鑒於本集團的業務性質，本集團於日常業務過程中並無產生其他重大有害廢棄物。

於報告期內的有害廢棄物詳情如下：

有賴於本集團高成效的減低廢棄物措施，本集團於本報告期的有害廢棄物總量及其密度均有所下降。本集團將繼續堅守環保原則，旨在實現以2021年度為基準，在下個報告年度內將維持或減少有害廢棄物密度的目標。就有關本集團採用的減低廢棄物措施詳情，請參閱本報告「減低廢棄物產生量的措施」一節。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Non-hazardous waste

The Group's solid emissions mainly come from various recyclable and non-recyclable daily office wastes generated in the Group's offices, such as paper, office supplies, lunch boxes, plastics and pandemic prevention supplies such as masks, as well as food waste from employees' meals.

Details of non-hazardous waste of the Group for the Reporting Period are as follows:

Type of Waste 廢物種類	Unit 單位	Emissions in 2021 2021排放量	Emissions in 2020 2020排放量
Non-hazardous Waste 無害廢棄物	kg 千克	245,000	63,233
Non-hazardous waste intensity 無害廢棄物密度	kg/employee 千克／僱員	466.67	149.13

As the Group adopted a more accurate approach to reflect the actual consumption during the Reporting Period to calculate the amount of non-hazardous waste produced, the total amount of non-hazardous waste and its intensity during the Reporting Period increased as compared with 2020. The Group will adhere to the principle of environmental protection and aim to achieve the goal of maintaining or reducing the intensity of non-hazardous waste in the next reporting year based on the year of 2021.

### 無害廢棄物

本集團的固體排放物主要來自本集團辦公室產生的各種可回收及不可回收的日常辦公室廢物，如紙張、辦公室用品、餐盒、塑膠及口罩等防疫用品，亦包括僱員用餐產生的廚餘。

於報告期內的無害廢棄物詳情如下：

由於本集團於本報告期採用了更能精準地反映實際用量的方法來計算無害廢棄物產生量，導致本報告期的無害廢棄物總量及其密度比2020年度上升。本集團將堅守環保原則，旨在實現以2021年度為基準，在下個報告年度內將維持或減少無害廢棄物密度的目標。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Measures to reduce waste generation

The Group actively promotes the green office initiative and adheres to the “4R” principle of environmental protection in its daily operations (i.e. reduce, reuse, recycle and replace), aiming to minimize the generation of waste and maximize the utilization of resources. The Group has implemented waste segregation since 1 May 2020 to strengthen employees’ knowledge of waste sorting by holding the “Waste Segregation Knowledge Popularization Week” and playing promotional video clips on office televisions.

In terms of paper consumption, the printers in the Group’s offices are leased and regularly maintained by professional companies to reduce the waste of paper, ink cartridges and toner cartridges due to equipment failure, and at the same time the Group ensures the subsequent recycling of ink cartridges and toner cartridges to avoid environmental pollution. In addition, the Group also encourages employees to use online communication and encourages employees to reuse single-sided paper to improve paper utilization.

### Use of resources

The Group’s energy consumption mainly comes from purchased electricity and water resources. As the water consumption of the Group’s Beijing office is charged as part of the rent, our water consumption only covers the water consumption statistics of non-property management such as showers and barreled water. For details of the electricity saving measures adopted by the Group, please refer to the section headed “Measures to reduce greenhouse gas emissions” in this Report.

In terms of water conservation, the Group promotes water conservation through induction training, emails and theme activities to cultivate employees’ awareness of water conservation. The Group conducts monthly analysis on the water consumption of drinking water and adheres to the principle of “replace the barrel only when it is empty”, and orders water barrels according to the actual consumption. At the same time, the Group also checks the replacement of water barrels carried out by suppliers to prevent waste of water resources.

### 減低廢棄物產生量的措施

本集團積極推行綠色辦公室，於日常運營中奉行環保四用原則(減少廢物、廢物利用、循環再造和更換代替)，旨在最大限度地減少廢棄物的產生和最有效地利用資源。本集團自2020年5月1日起已執行垃圾分類工作，通過舉行「垃圾分類知識普及週」，及以辦公室電視輪播宣傳短片的形式，鞏固僱員對垃圾分類的知識。

就紙張方面，本集團辦公室的打印機均採用租賃的形式，並由專業公司進行定期維修保養，以減少因設備故障浪費紙張、墨盒及硒鼓，同時保障後續墨盒和硒鼓的回收處理，避免造成環境污染。此外，本集團亦鼓勵僱員使用線上溝通方式，及提倡僱員重用單面紙張，以提高紙張利用率。

### 資源使用

本集團的能源耗量主要來自所購電力及水資源。由於本集團北京辦公室的水費作為租金的其中一部分收費，水資源消耗量只涵蓋淋浴間及桶裝水等非物業管理的用水統計。就有關本集團採用的節約用電措施詳情，請參閱本報告「減低溫室氣體排放量的措施」一節。

在節約用水方面，本集團通過入職培訓、郵件、主題活動進行節約用水宣傳，培養僱員節約用水意識。本集團每月均進行飲用水的用水量分析，並堅持「喝完再換」的原則，根據實際用量來預訂用水，同時亦會檢查供應商換水情況，杜絕浪費水資源。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Total energy consumption

### 總能源耗量

Energy type 能源種類	Unit 單位	Consumption in 2021 2021耗量	Consumption in 2020 2020耗量
<b>Electricity</b>			
<b>電力</b>			
Total electricity consumption 總耗電量	kWh 千瓦時	377,605.82	525,058.19
Total electricity consumption intensity 總耗電密度	kWh/m <sup>2</sup> 千瓦時/平方米	49.37	44.87
<b>Water resources</b>			
<b>水資源</b>			
Total water consumption 總耗水量	m <sup>3</sup> 立方米	240.75	390.69
Total water consumption intensity 總耗水量密度	m <sup>3</sup> /m <sup>2</sup> 立方米/平方米	0.03	0.03

As the office area covered in the Reporting Period decreased as compared with 2020<sup>7</sup>, the total electricity consumption and total water consumption in the Reporting Period decreased as compared with 2020. The decrease in the Group's office area also led to an increase in the total electricity consumption intensity by square meters. However, the total water consumption intensity during the Reporting Period was the same as that in 2020, which represented the remarkable results of the Group's water conservation measures. The Group still aims to achieve the goal of maintaining or reducing the total electricity consumption intensity and total water consumption intensity in the next reporting year based on the year of 2021.

由於本報告期所涵蓋的辦公室面積比2020年度下降<sup>7</sup>，本報告期的總耗電量及總耗水量與2020年度相比均有所下降。本集團辦公室面積的下降亦同時導致以平方米為單位的總耗電密度上升，但本報告期的總耗水量密度卻與2020年度相同，代表本集團的節約用水措施成效顯著。本集團仍旨在實現以2021年度為基準，在下個報告年度內維持或減少總耗電密度及總耗水密度為目標。

<sup>7</sup> The total office area of the Group is 7,649.17 square meters (2020: 11,701.76 square meters).

<sup>7</sup> 本集團旗下之辦公室總面積為7,649.17平方米(2020: 11,701.76平方米)。

# Environmental, Social and Governance Report

## 環境、社會及管治報告



### Suitable water source

The Group does not have any issue in sourcing water that is fit for purpose, and its offices have a stable supply of water to meet daily operational needs.

### Packaging materials

Due to the Group's business nature, the Group does not involve any significant utilization of packaging materials in the ordinary course of business.

### The environment and natural resources

The Group's daily operations do not have a significant impact on the environment or natural resources. During the course of its business, the Group always adheres to the principle of protecting the environment and natural resources, complies with ESG policies and procedures, adopts corresponding energy saving policies and green initiatives, and strives to avoid significant impact on the environment or excessive consumption of natural resources during the course of its business.

### Climate change

In response to the international community's concern on climate change, the Group has included climate change-related risks as one of the ESG issues, and made relevant disclosures based on the recommendations of the Task Force on Climate-related Financial Disclosures. The Audit Committee regularly analyzes the potential risks brought by climate change and maintains close contact with stakeholders on an ongoing basis to identify major climate change-related issues that affect the Group's operations or the interests of different stakeholders, and evaluates and reviews its response strategies at least once a year and reports to the Board.

### 合適水源

本集團於求取適用水源方面並無任何問題，旗下辦公室均具備穩定的水源供應以滿足日常運營需求。

### 包裝材料

鑑於本集團的業務性質，本集團於日常業務過程中並無涉及任何包裝材料的重大使用。

### 環境及天然資源

本集團的日常營運中並無對環境或天然資源造成重大影響。本集團於其業務過程中一直堅守保護環境及天然資源的原則，遵守環境、社會及管治政策與程序，採用相應的節省能源政策及綠色措施，並致力避免對環境造成重大影響或過度耗用天然資源。

### 氣候變化

因應國際社會對氣候變化的關注，本集團已將氣候變化相關風險納入環境、社會及管治議題之一，並根據氣候相關財務揭露工作小組的建議進行相關披露。審核委員會定期對氣候變化帶來的潛在風險進行分析，持續與利益相關方保持緊密聯繫，以識別影響集團運作或不同持份者權益的重大氣候變化相關事宜，並至少每年一次評核及檢討其應對策略及向董事會彙報。

# Environmental, Social and Governance Report

## 環境、社會及管治報告

The Group's analysis of potential financial risks brought by climate change and response strategies are as follows:

本集團對氣候變化帶來的潛在財務風險分析及應對策略如下：

Risk Type	Possible financial effects	Short-term	Medium term	Long term	Response strategy
	Low ■ Medium ■ High ■	(the Reporting Period)	(1 to 3 years)	(4 to 10 years)	
風險類別	潛在財務影響	短期	中期	長期	應對策略
	低 ■ 中 ■ 高 ■	(本報告期)	(一至三年)	(四至十年)	
<b>Physical risks</b>	<b>Acute</b> Extreme weather events, such as increased flooding, resulting in asset losses, revenue declines or supply chain disruptions				Develop safety rules and contingency plans in response to extreme weather conditions
<b>實體風險</b>	<b>急性</b> 極端天氣情況如水災加劇而導致資產損失、收入下降或供應鏈中斷				制定安全守則及應急方案以應對極端天氣情況
	<b>Chronic</b> Electricity consumption increased due to continuous hot weather, which in turn affected operating costs				Adopt energy saving policies and green initiatives to avoid excessive consumption of natural resources
	<b>慢性</b> 持續高溫的酷熱天氣導致耗電量增加，繼而影響營業成本				採用節省能源政策及綠色措施，避免過度耗用天然資源
<b>Transition risk</b>	<b>Policies and regulations</b> More stringent climate policies and regulations, such as stricter electric power constraints, may increase compliance costs and operating costs				Strictly implement emission reduction measures (e.g. electricity saving measures and green travel policies) to maintain low emission level
<b>過渡風險</b>	<b>政策與法規</b> 更嚴格的氣候政策與法規(如更嚴格的限電令)或增加合規成本及營運成本				嚴格實行減低排放量的措施(如節約用電措施及綠色出行政策)，以保持低排放水平
	<b>Marketplace</b> Consumers shifted to M&C community platforms more actively engaged in promotion of environmental protection concepts, resulting in a decrease in the number of users and revenue				While adhering to the Group's sustainable development philosophy, we are committed to providing high-quality products and services to meet the expectations of consumers and the market
	<b>市場</b> 消費者轉向更積極推環保理念的母嬰類社區平台，導致用戶人數及收入下降				堅守集團的可持續發展理念的同時，致力於提供高質量產品和服務，以滿足消費者與市場期待



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Although the climate change risks identified by the Group do not have a significant impact on its business, the Group still reviews the potential impact of climate change on its business on an annual basis and adopts corresponding measures to mitigate any potential risks.

儘管本集團所識別的氣候變化風險不會對其業務產生重大影響，本集團亦會每年檢視氣候變化對其業務的潛在影響並採納相應的措施以減輕任何潛在風險。

The following sets out the General Disclosures and KPIs in the Environmental, Social and Governance Reporting Guide of the Stock Exchange:

以下列載聯交所《環境、社會及管治報告指引》中一般披露及關鍵績效指標：

Item 項目	Description 描述	Reference Section 參考章節
<b>A. ENVIRONMENTAL</b>		
<b>A. 環境</b>		
<b>A.1: Emissions</b>		
<b>A.1 : 排放物</b>		
General Disclosure 一般披露	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste. 有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	Emissions 排放物
Key Performance Indicators 關鍵績效指標	A1.1 The types of emissions and respective emissions data. A1.1 排放物種類及相關排放數據。 A1.2 Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions and intensity. A1.2 直接(範圍1)及能源間接(範圍2)溫室氣體排放量及密度。 A1.3 Total hazardous waste produced and intensity. A1.3 所產生有害廢棄物總量及密度。 A1.4 Total non-hazardous waste produced and intensity. A1.4 所產生無害廢棄物總量及密度。 A1.5 Description of emission target (s) set and steps taken to achieve them. A1.5 描述所訂立的排放量目標及為達到這些目標所採取的步驟。 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. A1.6 描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟。	N/A 不適用 Greenhouse gas 溫室氣體 Hazardous waste 有害廢棄物 Non-hazardous waste 無害廢棄物 Greenhouse gas; Measures to reduce greenhouse gas emissions 溫室氣體； 減低溫室氣體排放量的措施 Hazardous waste; Measures to reduce waste generation 有害廢棄物； 減低廢棄物產生量的措施

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Item 項目	Description 描述	Reference Section 參考章節
<b>A2: Use of Resources</b>		
<b>A2 : 資源使用</b>		
General Disclosure 一般披露	Policies on the efficient use of resources, including energy, water and other raw materials. 有效使用資源(包括能源、水及其他原材料)的政策。	Use of resources 資源使用
Key Performance Indicators 關鍵績效指標	A2.1 Direct and/or indirect energy consumption by type in total and intensity. A2.1 按類型劃分的直接及／或間接能源總耗量及密度。 A2.2 Water consumption in total and intensity. A2.2 總耗水量及密度。 A2.3 Description of energy use efficiency target (s) set and steps taken to achieve them. A2.3 描述所訂立的能源使用效益目標及為達到這些目標所採取的步驟。 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. A2.4 描述求取適用水源上可有任何問題，以及所訂立的用水效益目標及為達到這些目標所採取的步驟。 A2.5 Total packaging material used for finished products and with reference to per unit produced. A2.5 製成品所用包裝材料的總量及每生產單位佔量。	Total energy consumption 總能源耗量 Total energy consumption 總能源耗量 Greenhouse gas; Measures to reduce greenhouse gas emissions 溫室氣體； 減低溫室氣體排放量的措施 Total energy consumption; Suitable water source; Use of resources 總能源耗量； 合適水源； 資源使用 Packaging materials 包裝材料
<b>A3: The Environment and Natural Resources</b>		
<b>A3 : 環境及天然資源</b>		
General Disclosure 一般披露	Policies on minimising the issuer's significant impacts on the environment and natural resources. 減低發行人對環境及天然資源造成重大影響的政策。	The environment and natural resources 環境及天然資源
Key Performance Indicators 關鍵績效指標	A3.1 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them. A3.1 描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動。	The environment and natural resources 環境及天然資源

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Item 項目	Description 描述	Reference Section 參考章節
<b>A4: Climate Change</b>		
<b>A4 : 氣候變化</b>		
General Disclosure 一般披露	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer. 識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策。	Climate change 氣候變化
Key Performance Indicators 關鍵績效指標	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. A4.1 描述已經及可能會對發行人產生影響的重大氣候相關事宜，及應對行動。	Climate change 氣候變化
<b>B. SOCIAL</b>		
<b>B. 社會</b>		
<b>B1: Employment</b>		
<b>B1 : 僱傭</b>		
General Disclosure 一般披露	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare. 有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	Employment; Remuneration and benefits; Employee promotion 僱傭； 薪酬福利； 僱員晉升
Key Performance Indicators 關鍵績效指標	B1.1 Total workforce by gender, employment type (for example, full-or part-time), age group and geographical region. B1.1 按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的僱員總數。 B1.2 Employee turnover rate by gender, age group and geographical region. B1.2 按性別、年齡組別及地區劃分的僱員流失比率。	Total number and types of employees 僱員總數與類別 Employee turnover rate 僱員流失比率

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Item 項目	Description 描述	Reference Section 參考章節
<b>B2: Health and Safety</b>		
<b>B2 : 健康與安全</b>		
General Disclosure 一般披露	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards. 有關提供安全工作環境及保障僱員避免職業性危害的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	Employee health and safety 僱員健康與安全
Key Performance Indicators 關鍵績效指標	B2.1 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year. B2.1 過去三年(包括匯報年度)每年因工亡故的人數及比率。 B2.2 Lost days due to work injury. B2.2 因工傷損失工作日數。 B2.3 Description of occupational health and safety measures adopted, how they are implemented and monitored. B2.3 描述所採納的職業健康與安全措施，以及相關執行及監察方法。	Employee health and safety 僱員健康與安全 Employee health and safety 僱員健康與安全 Employee health and safety 僱員健康與安全
<b>B3: Development and Training</b>		
<b>B3 : 發展及培訓</b>		
General Disclosure 一般披露	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. 有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。	Employee training 僱員培訓
Key Performance Indicators 關鍵績效指標	B3.1 The percentage of employees trained by gender and employee category (e.g. senior management, middle management). B3.1 按性別及僱員類別(如高級管理層、中級管理層等)劃分的受訓僱員百分比。 B3.2 The average training hours completed per employee by gender and employee category. B3.2 按性別及僱員類別劃分，每名僱員完成受訓的平均時數。	Employee training 僱員培訓 Employee training 僱員培訓

# Environmental, Social and Governance Report

## 環境、社會及管治報告



Item 項目	Description 描述	Reference Section 參考章節
<b>B4: Labor Standards</b>		
<b>B4 : 勞工準則</b>		
General Disclosure 一般披露	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labor. 有關防止童工或強制勞工的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	Labor standards 勞工準則
Key Performance Indicators 關鍵績效指標	B4.1 Description of measures to review employment practices to avoid child and forced labor. B4.1 描述檢討招聘慣例的措施以避免童工及強制勞工。 B4.2 Description of steps taken to eliminate such practices when discovered. B4.2 描述在發現違規情況時消除有關情況所採取的步驟。	Labor standards 勞工準則 Labor standards 勞工準則
<b>B5: Supply Chain Management</b>		
<b>B5 : 供應鏈管理</b>		
General Disclosure 一般披露	Policies on managing environmental and social risks of the supply chain. 管理供應鏈的環境及社會風險政策。	Care for Partners without Biased Operation 愛夥伴 營運不偏心
Key Performance Indicators 關鍵績效指標	B5.1 Number of suppliers by geographical region. B5.1 按地區劃分的供應商數目。 B5.2 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored. B5.2 描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目、以及有關慣例的執行及監察方法。 B5.3 Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored. B5.3 描述有關識別供應鏈每個環節的環境及社會風險的慣例，以及相關執行及監察方法。 B5.4 Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored. B5.4 描述在揀選供應商時促使多用環保產品及服務的慣例，以及相關執行及監察方法。	Care for Partners without Biased Operation 愛夥伴 營運不偏心 Care for Partners without Biased Operation 愛夥伴 營運不偏心 Care for Partners without Biased Operation 愛夥伴 營運不偏心 Care for Partners without Biased Operation 愛夥伴 營運不偏心

# Environmental, Social and Governance Report

## 環境、社會及管治報告

Item 項目	Description 描述	Reference Section 參考章節
<b>B6: Product Responsibility</b>		
<b>B6：產品責任</b>		
General Disclosure 一般披露	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress. 有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	User satisfaction improvement; User privacy protection 提升用戶滿意度； 維護用戶隱私
Key Performance Indicators 關鍵績效指標	B6.1 Percentage of total products sold or shipped subject to recalls for safety and health reasons. B6.1 已售或已運送產品總數中因安全與健康理由而須回收的百分比。 B6.2 Number of products and service related complaints received and how they are dealt with. B6.2 接獲關於產品及服務的投訴數目以及應對方法。 B6.3 Description of practices relating to observing and protecting intellectual property rights. B6.3 描述與維護及保障知識產權有關的慣例。 B6.4 Description of quality assurance process and recall procedures. B6.4 描述品質檢定過程及產品回收程序。 B6.5 Description of consumer data protection and privacy policies, how they are implemented and monitored. B6.5 描述消費者資料保障及私隱政策，以及相關執行及監察方法。	N/A 不適用 Customer service and complaints 客戶服務及投訴 Protection of intellectual property rights 保護知識產權 Customer service and complaints; Products for Love, Pregnancy and Parenting 客戶服務及投訴； 愛產品 孕育放心 User privacy protection; System stability assurance 維護用戶隱私； 保證系統穩定性

# Environmental, Social and Governance Report

## 環境、社會及管治報告



Item 項目	Description 描述	Reference Section 參考章節
<b>B7: Anti-corruption</b>		
<b>B7 : 反貪污</b>		
General Disclosure 一般披露	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering. 一般披露有關防止賄賂、勒索、欺詐及洗黑錢的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	Care for Integrity, Self-discipline and Incorruptible 愛廉潔 公私不二心
Key Performance Indicators 關鍵績效指標	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. B7.1 於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果。 B7.2 Description of preventive measures and whistle-blowing procedures and how they are implemented and monitored. B7.2 描述防範措施及舉報程序，以及相關執行及監察方法。 B7.3 Description of anti-corruption training provided to directors and staff. B7.3 描述向董事及員工提供的反貪污培訓。	Care for Integrity, Self-discipline and Incorruptible 愛廉潔 公私不二心 愛廉潔 公私不二心 愛廉潔 公私不二心
<b>B8: Social Responsibility</b>		
<b>B8 : 社會責任</b>		
General Disclosure 一般披露	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests. 有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。	Care for Charity to Fulfill Responsibility 愛公益 傳遞責任心
Key Performance Indicators 關鍵績效指標	B8.1 Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport). B8.1 專注貢獻範疇(如教育、環境事宜、勞工需求、健康、文化、體育)。 B8.2 Resources contributed (e.g. money or time) to the focus area. B8.2 在專注範疇所動用資源(如金錢或時間)。	Care for Charity to Fulfill Responsibility 愛公益 傳遞責任心 愛公益 傳遞責任心



孕育愛，幸福家

Deliver Loving Parenting, Empower Happy Family