

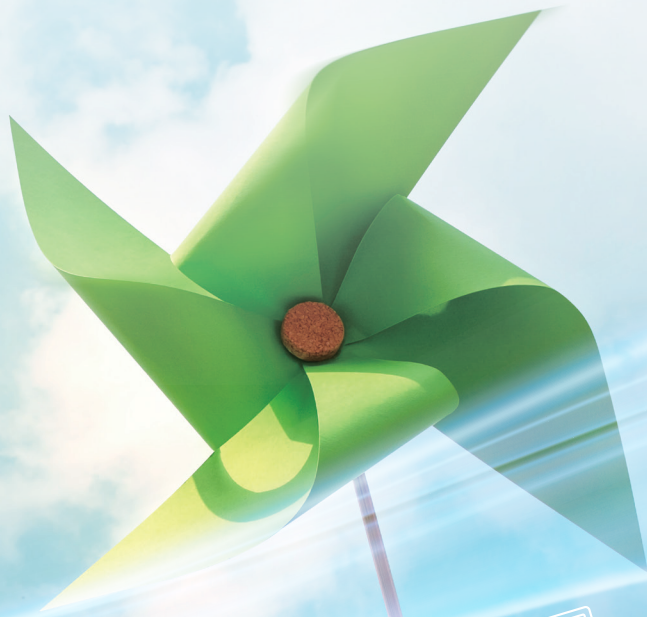


**国美**

**Stock Code: 493**

**GOME RETAIL HOLDINGS LIMITED**  
**国美零售控股有限公司 \***

*(Incorporated in Bermuda with limited liability)*



**2022** Environmental,  
Social and Governance Report

\* For identification purpose only

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# GOME RETAIL HOLDINGS LIMITED


## 2022 Environmental, Social and Governance Report

### MESSAGE FROM THE SENIOR MANAGEMENT

Since its establishment, GOME has been committed to its ideology of “Better home and lifestyle through GOME” in an effort to provide services to upgrade the living quality of domestic households in China and support the high-quality development of the real economy. As a private enterprise with 35 years of history, GOME owes its establishment and growth to various policies of the Chinese Communist Party and the nation that have encouraged, guided and supported the development of the private sector. The era has played a significant role in the success of GOME, and in return, GOME has made practical actions in response to the needs of the era. Capitalising on the opportunity of reform and opening up, GOME has innovated the household electrical appliance retail chain model with an entrepreneurial spirit of being the pioneer, having better quality and taking the lead. Attaching great importance to its trustworthiness in serving people, running business and deploying development, GOME has cooperated with its partners through maintaining interaction, providing support, complementing each other and eliminating competition. As such, a win-win situation was created where GOME and its partners were able to enjoy quality and sustainable development. Aligning with its new development concept, GOME will continue to develop a total retail eco-system sharing platform under its “Home • Living” strategy based on the development philosophy from the user-based, technology-driven, platform-based and closed-loop mindsets.

2022 marked the 35th anniversary of GOME’s establishment and development, the first five-year implementation of the “Home • Living” strategy and the year of recovery from the pandemic, which had a severe impact on major first-tier cities in the previous year, with most of the regions implementing various degrees of lockdown measures. Offline business was significantly affected while online business was hit hardest since the outbreak of the pandemic due to logistic disruptions. Nevertheless, GOME has been fully committed to its social responsibility. With “FUN” APP on the frontline and its stores as the basis of operation, GOME adopted grid-based operation and management, enabling it to play a pivotal role as a leading retail enterprise. Internally, the Group implemented pandemic prevention and control measures to ensure the stability of its employees in hundreds of cities across the country. Externally, GOME took the initiatives to maintain adequate supply at different outlets in various parts of China and on online platform during the pandemic by offering healthcare products and daily necessities at normal prices and deploying sufficient supplies to regions severely affected. With these measures, it has set an example for maintaining supply and boosting consumption during the pandemic.

Over the past year, based on in-depth consideration of new policy requirements, user demands and manufacturer appeals, GOME has consolidated its experience, resources and capabilities to reposition the strategies of the Group: with a focus on the retail and home service industries, it will develop a total retail eco-system sharing platform leveraging model innovation and technology empowerment in an effort to serve the increasing needs for “Home • Living” and allow more people to enjoy “Better home and lifestyle through GOME”.



Firstly, GOME has been committed to serving the needs of the people for a better life. It strives to promote the upgrade of consumption with excellent quality, low prices and good services. GOME is currently integrating and extending the supply chain and service system for the entire home lifestyle sector, including household items, home electrical appliances, home furnishings, home decor and home services. With genuine products provided by selected merchants, it delivers high-quality and truly low-priced goods to customers. Through the provision of whole-process services video shopping guides, timely delivery, in-store pick-up, synchronised delivery and installation and house manager services, GOME endeavours to enhance consumers' sense of happiness, achievement and security.

Next, GOME has adopted a practical approach in promoting retail digital technology innovation. It has fully utilised its digital and online technologies with substantial advantages in areas such as interconnectivity, real-time information, automation and intelligence. Placing an emphasis on the development of its online platform, "FUN" APP, GOME has integrated its online and offline, virtual and physical and store-to-home scenarios, resulting in a more coherent and coordinated positioning of its online and offline business. This has enabled manufacturers to achieve better coverage for online-to-offline (O2O) full-scenario sales at lower costs. Furthermore, through prioritising online gaming content and social features, both merchants and users can enjoy a more engaging and enjoyable purchasing and selling experience. This new entertainment-oriented marketing model, in which merchants provide entertainment and users make purchases and share the fun, will enable merchants to gain sustainable traffic at a lower cost, while significantly improving the overall shopping experience for consumers.

Additionally, GOME has provided substantial support for the development and growth of the real economy. Through three key initiatives, namely transforming physical commercial formats, improving supply chain efficiency and

enhancing service skills, GOME is promoting the shift from virtual to physical operation in the retail industry. With "GOME Home" as the core of its offline platform, GOME has prioritised the upgrade of display experience and local lifestyle services. Through adopting a grid-based layout with a wide range of products and multiple types of stores, GOME has boosted the efficiency and value of offline commercial operations. GOME has also created an omni-supply chain platform with shorter linkage and higher standards, allowing manufacturers in production regions and industrial belts to shorten the circulation process and enter the market more quickly. In addition, GOME has nurtured new service professions such as full-process shopping guides and professional buyers, providing society with sustainable modern service skills and new positions.

Building on these developments, GOME has promoted and created a new industry infrastructure and retail ecosystem that is open for sharing. GOME's "sharing and joint development platform" has been established with an aim to make available its key resources and core capacities related to "people, goods and venues", such as retail infrastructure, comprehensive resource pool and complete service toolset, to different partners in need for sharing. This has provided full support for manufacturers, distributors, social organisations and the workforce to have direct market access, without the need for repetitive development and investment. By leveraging their respective resources and strengths, new business bases for autonomous and controllable operation can be quickly and cost-effectively established, which in turn will lower the overall social costs for the retail industry.

With 35 years of operation in the market, GOME has emerged stronger, more astute and resolute. As GOME recovers from the pandemic and embarks on a new journey, it will always remember the care and support from different sectors of society over the past 35 years. We look forward to building on this long-standing relationship and working together to drive new industry developments, paving the way for a brighter future.

# ABOUT THIS REPORT

This 2022 Environmental, Social and Governance (“ESG”) Report is issued by GOME Retail Holdings Limited (the “Company”) together with its subsidiaries (the “Group” or “GOME”). It adheres to the principles of materiality, quantitiveness, balance and consistency, and discloses the ideology, major progress, achievements and future plans of the Group in terms of environmental, social and governance performance, with a period spanning from 1 January 2022 to 31 December 2022 (the “Reporting Period”). If there is any inconsistency, it will be explained in the specific content.

The Company has been releasing the ESG Report every year since 2016.

## – Reporting Principles

This report is prepared in accordance with the Appendix 27 *Environmental, Social and Governance Reporting Guide* (ESG Guide) in the Rules Governing the Listing of Securities on the Hong Kong Stock Exchange. It also takes reference to the Global Reporting Initiative (GRI) Standards, the UN Global Compact, and ISO 26000: Guidance on Social Responsibility.

## – Reporting Scope and Boundaries

Unless otherwise specified, the policies, statements, and materials in this report cover the whole business scope of the Group, which is the same as that of the annual report issued by the Company.

Unless otherwise specified, RMB is the currency unit used in this report.

## – Definition of Terms

Unless otherwise specified, the terms used in this report have the same meanings as those defined in the Company’s 2022 Annual Report.

## – Data Source and Reliability Statement

All data used in the report comes from the Company. The board of directors of the Company (the “Board”) is responsible for the truthfulness, accuracy, and completeness of this report.

## – Confirmation and Approval

This report has been approved by the Board for release.

## – Access and Response to This Report

You can access to the electronic version of this report through the following website:

<https://www.gome.com.hk>

# 01

## ESG Governance and Participation of the Board



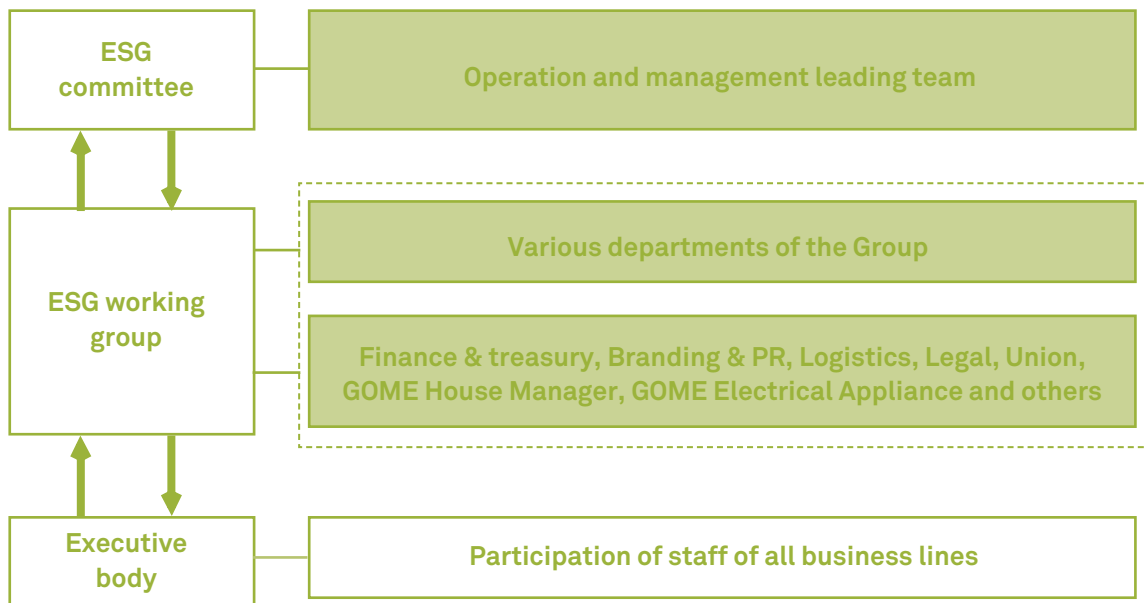
# ESG GOVERNANCE AND PARTICIPATION OF THE BOARD

## PARTICIPATION OF THE BOARD IN ESG

ESG work is a strategic routine of GOME. The Group has established a sustainable development organisational system across all levels vertically and covering all functional departments horizontally, which comprises three major levels:

- ESG committee: it consists of the top management of the Group. The committee regularly evaluates and provides recommendations on the sustainable growth of the Group, including the progress of major projects, annual budgets and annual work plans. In case of any major emergencies, the committee will hold extraordinary meetings for decision-making.
- ESG working group: it is led by the Board office of the Group and consists of the management of all functional departments. The working group conducts internal discussion and project design for customer review, compliance, environmental protection, health and safety, supplier management and other works. Members of the working group also regularly communicate and directly report to the committee.
- Executive body: Staff of all business lines jointly participate in the daily promotion and coordination of sustainable development work of GOME.

Organisational structure of sustainable development of the Group

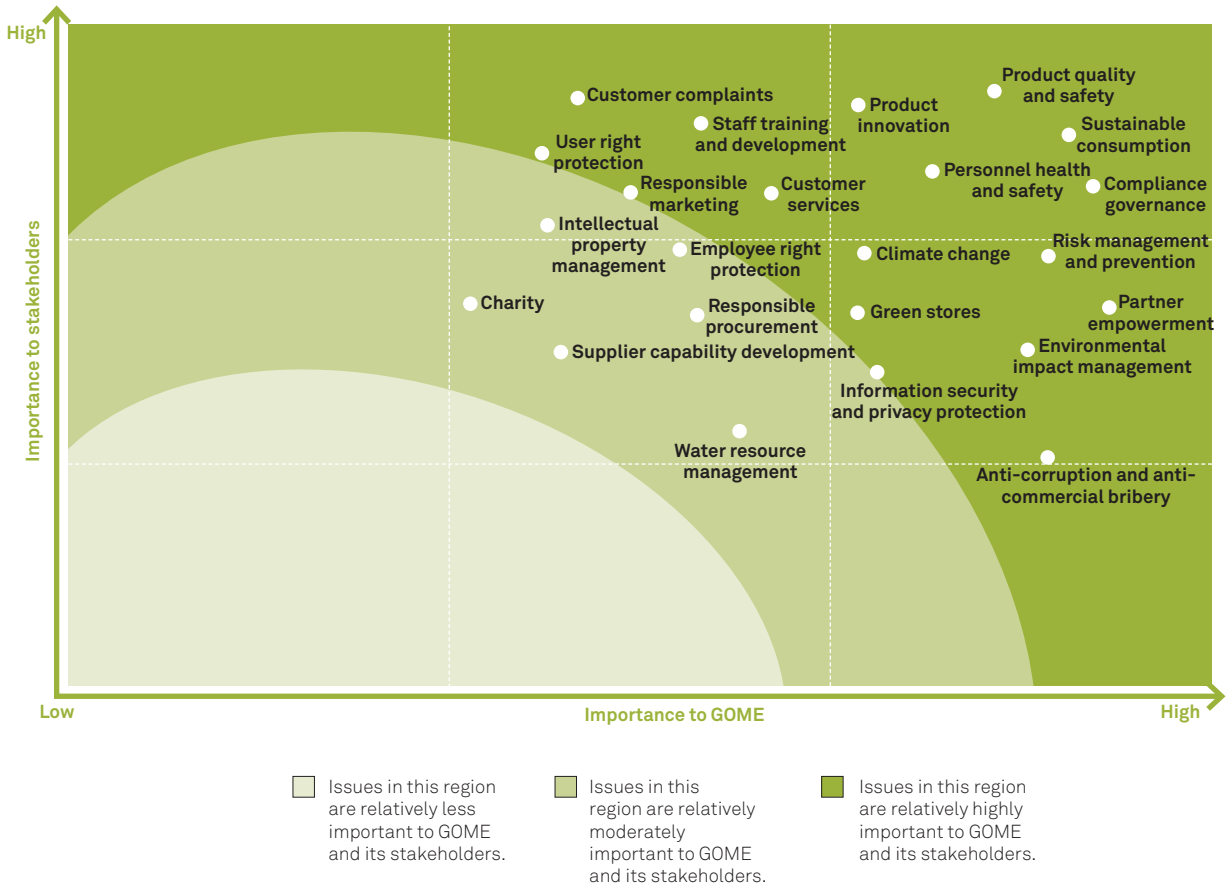


# ESG GOVERNANCE AND PARTICIPATION OF THE BOARD

## MATERIALITY ANALYSIS

In 2022, GOME comprehensively analysed the concerns of external stakeholders through regular communication, industry associations, customer interaction, investor conferences and others. In addition, according to its strategies, the Group had clarified the concerns of internal stakeholders through internal trainings and meetings. Based on the results of internal and external analysis, the following key issues of the year were identified for targeted management and performance improvement.

**Materiality Matrix of GOME**





# ESG GOVERNANCE AND PARTICIPATION OF THE BOARD

## STAKEHOLDER COMMUNICATION

GOME attaches great attention to opinions and suggestions of all stakeholders during the course of daily operation. All functional departments and business segments have also developed and solidified effective communication and participation methods in their daily works.

Stakeholders	Representatives	Concerns	Communication and participation methods
<b>Shareholders and investors</b>	<ul style="list-style-type: none"> <li>Investors</li> </ul>	<ul style="list-style-type: none"> <li>Business operation and fundamentals of the Group</li> <li>Long-term development plans and financial performance</li> <li>Corporate governance and risk controls</li> <li>Investor communication and interaction</li> </ul>	<ul style="list-style-type: none"> <li>Regular information disclosure</li> <li>General meetings</li> <li>Investor roadshows and conferences</li> <li>Hotline and email</li> </ul>
<b>Regulatory authorities</b>	<ul style="list-style-type: none"> <li>Governments and competent authorities at all levels</li> <li>Hong Kong Stock Exchange</li> <li>China Securities Regulatory Commission</li> </ul>	<ul style="list-style-type: none"> <li>Operational compliance</li> <li>Protection of rights and interests of customers, employees and other stakeholders</li> <li>Driving economic growth</li> </ul>	<ul style="list-style-type: none"> <li>Participation in relevant meetings</li> <li>Communication with industry associations and other organisations</li> </ul>
<b>Customers</b>	<ul style="list-style-type: none"> <li>Consumers</li> </ul>	<ul style="list-style-type: none"> <li>Product quality and pricing policy</li> <li>Information security and privacy protection</li> <li>Quality of customer services</li> <li>Protection of rights and interests of customers</li> <li>Stable operation of products</li> </ul>	<ul style="list-style-type: none"> <li>Pre-sale communication</li> <li>Customer service hotline</li> <li>Website of the Group</li> <li>Customer service center</li> </ul>

# ESG GOVERNANCE AND PARTICIPATION OF THE BOARD

Stakeholders	Representatives	Concerns	Communication and participation methods
<b>Employees</b>	<ul style="list-style-type: none"> <li>■ Full-time employees</li> <li>■ Part-time employees</li> </ul>	<ul style="list-style-type: none"> <li>■ Extensive skill training</li> <li>■ Open and transparent career path</li> <li>■ Employee activities</li> <li>■ Workplace health and safety</li> </ul>	<ul style="list-style-type: none"> <li>■ Online communication platforms</li> <li>■ Employee representative meetings</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>■ Suppliers</li> <li>■ Franchisees</li> <li>■ Communities</li> </ul>	<ul style="list-style-type: none"> <li>■ Open and transparent selection procedures</li> <li>■ Stable financials and payment policies</li> <li>■ Strategic partnerships</li> <li>■ Fair, just, open and transparent procurement environment</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner meetings</li> </ul>
<b>Communities</b>	<ul style="list-style-type: none"> <li>■ Surrounding villages and towns</li> <li>■ Surrounding urban communities</li> </ul>	<ul style="list-style-type: none"> <li>■ Community ecology and humanity</li> <li>■ Sharing of corporate development merits</li> </ul>	<ul style="list-style-type: none"> <li>■ Rural industry revitalisation projects</li> <li>■ Community integration activities</li> </ul>

# 02

## Persisting in Orderly Development and Ensuring Operating Compliance

GOME has been committed to building a company of integrity and persisting in combating corruption. Adhering to its integrity policy of “Effective prevention and persisting punishment”, the Group has continuously performed its compliance duties through implementing compliance polices, providing training on compliance and strengthening risk prevention.

### OUR ACHIEVEMENTS

- resolve rate of the reported frauds reached 96.15% in 2022
- organised 4 sessions of directors, supervisors and senior management training on combating corruption

### SUPPORTING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



# PERSISTING IN ORDERLY DEVELOPMENT AND ENSURING OPERATING COMPLIANCE

## COMPLIANCE AND RISK MANAGEMENT

In 2022, the Group maintained overall control on anti-corruption, anti-commercial bribery, internal controls and whistle-blowing through the establishment of the Surveillance Center (responsible for the administration of the Headquarters Supervision Office and the Regional Supervision Office) and the Supervision and Management Department.

### Surveillance Center

Located in the headquarters, the Surveillance Center is responsible for each business sector, business entity and branch of the Group: 1) conducting pre- and post-audit supervision of various economic matters, and investigating and recovering any dereliction of duties and losses incurred; disclosing, rectifying and following up any system loopholes and system deficiencies of the Company; 2) supervising, investigating and dealing with violations of regulations, laws and disciplines involving economic matters involving employees at all levels. In addition, it is also responsible for liaising and cooperating with national public security, procuratorate, legal and supervision agencies, as well as national network security departments and professional associations to carry out relevant supervision and security management works.

### Supervision and Management Department

Located in the headquarters, the Supervision and Management Department is responsible for the comprehensive management of the Surveillance Center, as well as the formulation of the internal anti-corruption system of the Surveillance Center, investigation of violations of regulations and disciplines, and information management.

## INTERNAL AUDIT AND CONTROL AND RISK MANAGEMENT

Established in 2003, GOME surveillance system, which is led by the Chairman, is aimed to safeguard the interests of the Company and take full responsibilities of supervision including integrity construction, anti-fraud, improvement on internal controls, sales and cost cycle monitoring and anti-corruption. In 2022, the Group continued to focus on improving risk weaknesses and systematically improved risk management capabilities by focusing on three aspects: system risk control, system regulation and contract management and control.

In respect of system risk control, in view of the loopholes in customer deposit payment and the inadequacy in effective risk control, various suggestions on system risk control improvement were proposed according to the audit findings. The deposit (online/offline) recharge operation process was revised, and risk control measures were added, which mitigate the risk of capital security.

## PERSISTING IN ORDERLY DEVELOPMENT AND ENSURING OPERATING COMPLIANCE

In respect of policies and rules, there is a certain risk in the fact that the existing system of the Company does not conduct background investigations on the store's promotion personnel. Based on the audit findings, the operating system will be rectified and regulatory documents will be issued.

In respect of the management of contract templates, the contract terms have been revised to address the risk loopholes in the implementation of the terms of the 2022 advertising contract. According to the mutual agreement, the advertising company is required to provide the "Monitoring Report" as the basis for the monitoring of the payments of advertising placement, and it is clear that original photos must be provided for the purpose of monitoring. Such clause avoids the risk of unclear implementation standards.

### ANTI-CORRUPTION AND COMMERCIAL BRIBERY

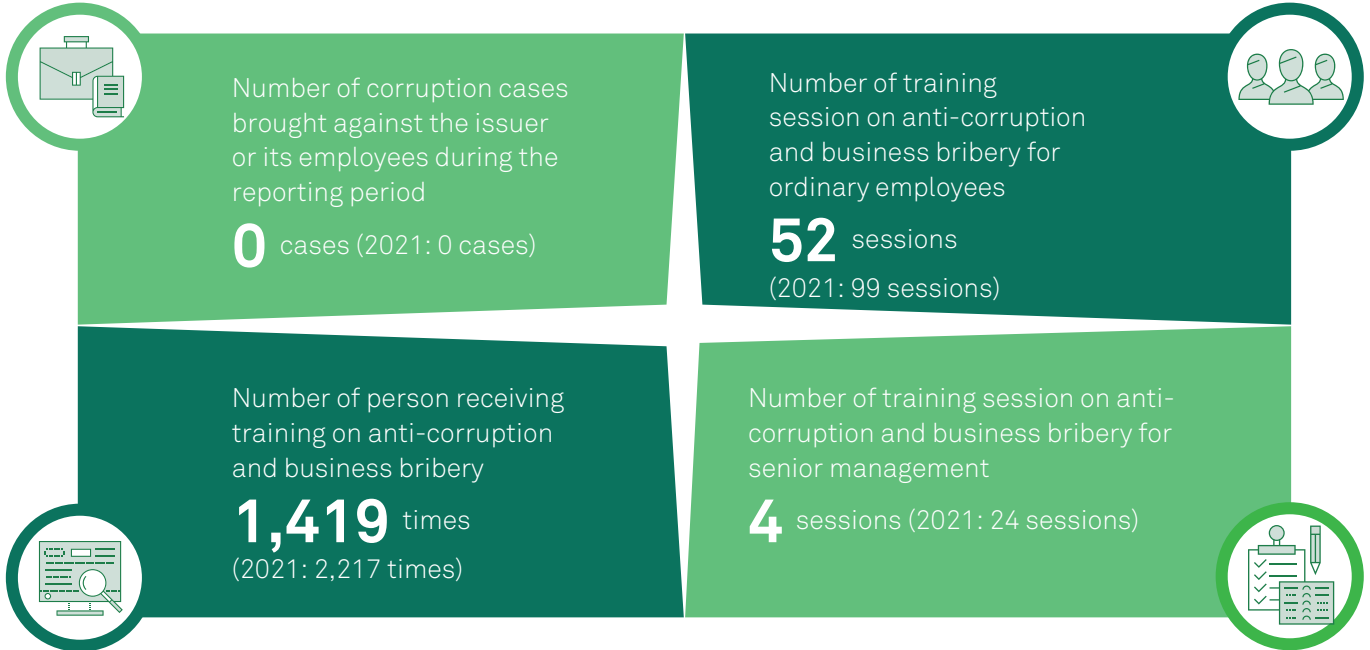
GOME has actively responded to national policies and updated its contract templates and operating procedures in a timely manner according to new regulations and regulatory requirements. The legal departments of each business line provide opinions on legal matters and handling measures in respect of any changes of policies, revise existing rules or systems, and provide corresponding trainings to business departments. In addition, at the end of each year, the code of the contracts will be updated and revised based on the actual situation in the past year.

The Company reviews and revises the red line management regulations of employees every six months, and organise trainings on the "Red Line Management Approach of GOME Retail Holdings" and "Penalty Measures of GOME Retail Holdings" for the employees of the Surveillance Center. GOME has formulated strict requirements against any bribery, fraud, extortion, money laundering and other behaviors which are not in compliance with business ethics, and has actively improved employees' awareness of legal compliance and business ethics. Furthermore, the Group organises trainings on integrity for its directors, supervisors and senior management members through meetings. The Group organised 4 sessions of training during the year, which played an important role in providing warning and education and developing a culture of integrity.

By joining the Anti-Fraud Alliance of China and the Trust and Integrity Enterprise Alliance, GOME is able to prevent and address frauds and corruptions and create an honest corporate and social environment together with its partners.

# PERSISTING IN ORDERLY DEVELOPMENT AND ENSURING OPERATING COMPLIANCE

## COMPLIANCE INDICATOR



## WHISTLE-BLOWER PROTECTION

GOME has established the same whistle-blowing channels to handle both reports on matters and reports on persons and effective protection measures have been in place to protect whistle-blowers.

In respect of the management of whistle-blowing process, the management office of the Surveillance Center receives and registers complaints for preliminary screening. The pre-processed complaints will be then classified based on regions and the positions of complainers within 7 working days in the principle of “vertical management, responsible by regions, investigation on all complaints and report on all investigations” and handed over to the investigation department. For serious or urgent complaints, the management office of the Surveillance Center will make suggestions and report to the Surveillance Center in a timely manner. The investigation department will issue verification reports, make suggestions based on the Company’s regulations, pass to the management for approval, and revert the final

results to the whistle-blower. In 2022, a total of 78 valid complaints were received, and 75 were investigated and resolved, with a resolve rate of 96.15%.

The Group has established various whistle-blowing channels, including email, telephone hotline, social media and mailbox, to ensure the whistle-blowing channels are effective. In addition, the homepage of our online office platform also has an anti-corruption reporting portal, “Window of Integrity”. When any employee finds that someone violates the regulations of the Group, he/she can report to the Surveillance Center through the “Window of Integrity” at any time.

- Telephone hotline: 010-84581700
- Email: gomejb@163.com
- Social media account: GOME Surveillance Center
- GOME Office: Surveillance Center
- Text message: 18910160790
- Mailbox: 11/F, Block B, Pengrun Building, No. 26 Xiaoyun Road, Chaoyang District, Beijing (Postal Code: 100016)

# 03

## Promoting Talent Training and Facilitating the Development of Employees

GOME adheres to the employee management philosophy of “integrity prevailing over competence” and “talent localisation” to develop its talent management mechanism which covers talent recruitment, talent training and employees’ health and safety. With continuous optimisation and improvement, this mechanism will offer better career paths and attractive welfare to the employees.

### OUR ACHIEVEMENTS

- In 2022, GOME Love Mutual Fund provided subsidies amounted to RMB504,635 and benefited 77 employees in aggregate
- GOME had a total of 12,431 employees, of which 6,145 were female and 6,286 were male

### SUPPORTING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

## TALENT RECRUITMENT AND TRAINING

GOME strictly abides by the “Labour Law of the People’s Republic of China”, the “Labour Contract Law of the People’s Republic of China” and other relevant laws and has established its recruitment systems accordingly. In order to fully comply with the principles of openness, fairness and impartiality, and to ensure that all departments and positions attracts the required talents in a timely and effective manner, and to facilitate the stable and rapid development of the Group, GOME updated and refined the mechanisms and rules in 2022, including “Recruitment Management System (《招聘管理制度》)”, “Nepotism Avoidance Principles (《親屬迴避原則》)”, “Recruitment System Operation Regulations (《招聘系統操作規範》)”, “Interviewer Management Regulations (《面試官管理規範》)”, “Background Investigation Management Regulations (《背景調查管理規範》)” and “Headhunting Channel Management Regulations (《獵頭渠道管理規範》)”.

In respect of staff recruitment, the Group attaches great importance to diversified employee composition and stringently prevents discrimination in terms of race, gender, origin, age and disability. The Group strictly prohibits recruiting minors under the age of 16 in accordance with the Order No. 364, “Prohibition of Child Labour”, issued by the State Council. From time to time, we will organise trainings on laws and regulations regarding human resources management system, consolidate legal knowledge and strengthen legal awareness of its employees, and fundamentally prevent the potential legal risks of using child labour. In 2022, over 130 senior executive and key personnel from the fields of automobile sales, logistics, supply chain and technological research and development were recruited by the Group.

In the context of the digital age, the industry or company’s demand for talent has accelerated. GOME is committed to cultivating a development model for future-oriented management talent. The GOME Training and Development Center is based on the its business strategies and covers training programs for professional talent, key position talent capability and performance improvement, and leadership development for talent succession. It combines job systems, qualifications, learning programs and competency assessments to help its talent development system become systematic, standardised, digitalised and transparent, with a total annual investment of RMB4.5 million. The Company’s regular training programs include training programs for new employees, three-month training programs for new executives, leadership training for employees in their positions (talent development program) and professional skills training.



## PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

The leadership development program of GOME combines with its strategic development, matching corresponding ability standards and courses for different management levels, and adopts a blended learning form combining online and offline learning. It covers necessary knowledge, skills and application scenarios through stage-based development. In 2022, the “GO MASTER” development program was implemented, targeting Directors and higher-level managers, committed to cultivating top managers into master-level management talents, creating a professional leadership development atmosphere, establishing a leadership capability model, and empowering industry professional team leadership capability. It includes four major professional leadership aspects, such as strategic succession, organisational construction, team management and collaborative efficiency, linking business scenarios. More than 600 core management personnel nationwide participated in the project, and nearly 100 outstanding managers were cultivated and selected. Various classic management cases were accumulated, of which over 80 were reserved and more than 10 were applied.

As for customer service personnel, the customer service management centre has always strived to build a learning organisation that facilitates the development of employees. Efforts have also been made to create a system environment favourable to the continuous learning and development of employees, and to enable the customer service personnel to put their learning into practice.

In line with its talent requirements for the transformation strategy, GOME has developed elite and falcon store manager training programs tailored to core and newly hired store managers, respectively.

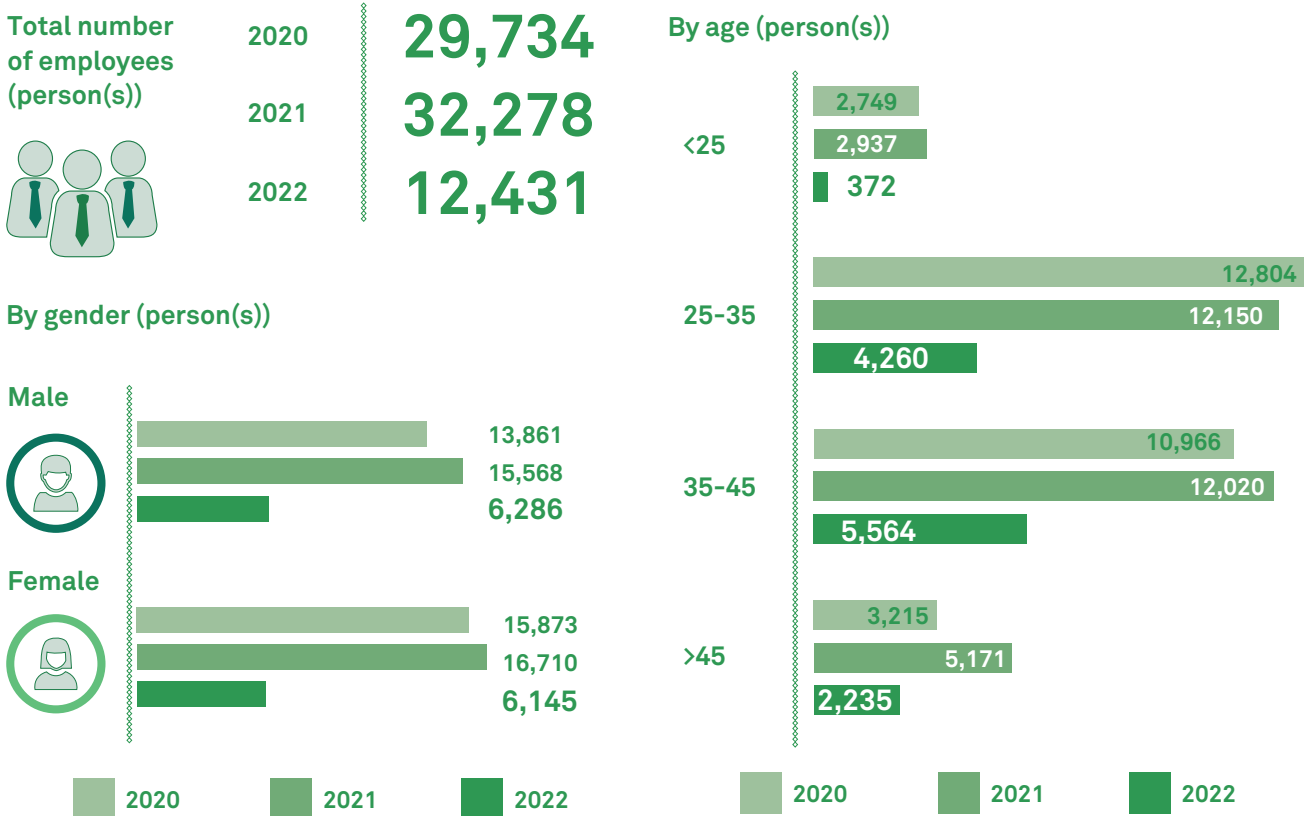
In designing the learning programs, GOME matches the learning content with the needs of target students and incorporates various forms of online learning communities, online H5 fun assessments and online case workshops. The training also incorporates situational and gamification elements to meet the learning needs of students, and enhance learning experience and engagement.

GOME has always attached great importance to the precipitation, reuse and sharing of knowledge, and transformed courses, classic cases, learning materials, experiences and other contents in the training process into online resources. Through the functions of the course library, case library, learning project class and BBC circle in the “GOME E-learning” digital learning platform, key stages and focuses are accumulated and organised, and guidance and empowering contents are quickly disseminated to the whole country, creating a positive learning atmosphere and organisational culture.

# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

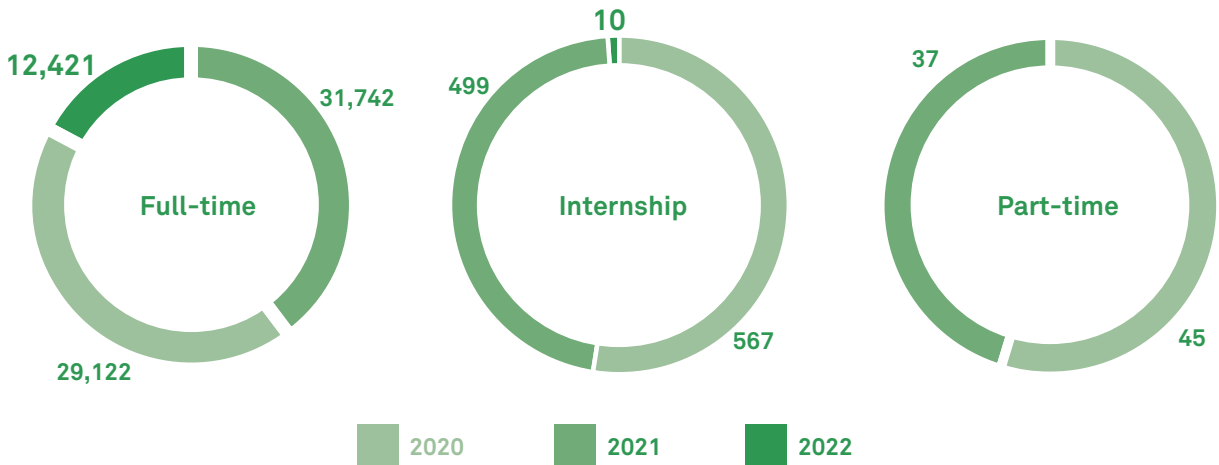
## [Case] Upgrading project for the GOME E-learning platform

The investment of the upgrading project for the “GOME E-learning” platform delivered in 2022 amounted to nearly RMB800,000. The platform underwent a comprehensive upgrading and iteration in terms of performance (load capacity, concurrency), new features (learning maps, job models, executive dashboards), interactive interface and user experience (gamification). It is positioned as an internal learning resource exchange platform, professional qualification certification platform, and a learning and development external brand (empowering the retail industry) with more than 900 courses available. With the enhancement of basic performance, the platform can quickly convey strategic business and management requirements and accurately identify employees’ needs, thus improving their work efficiency. The platform has configured and synchronised new learning functions for nearly 60,000 employees nationwide, assigned new permissions to over 60 business entity and regional company administrators, and migrated 350 courses. Through functional upgrades, the platform can improve operational and employee learning efficiency, promote personnel and organisational effectiveness, automate report analysis, and accurately identify students’ needs.

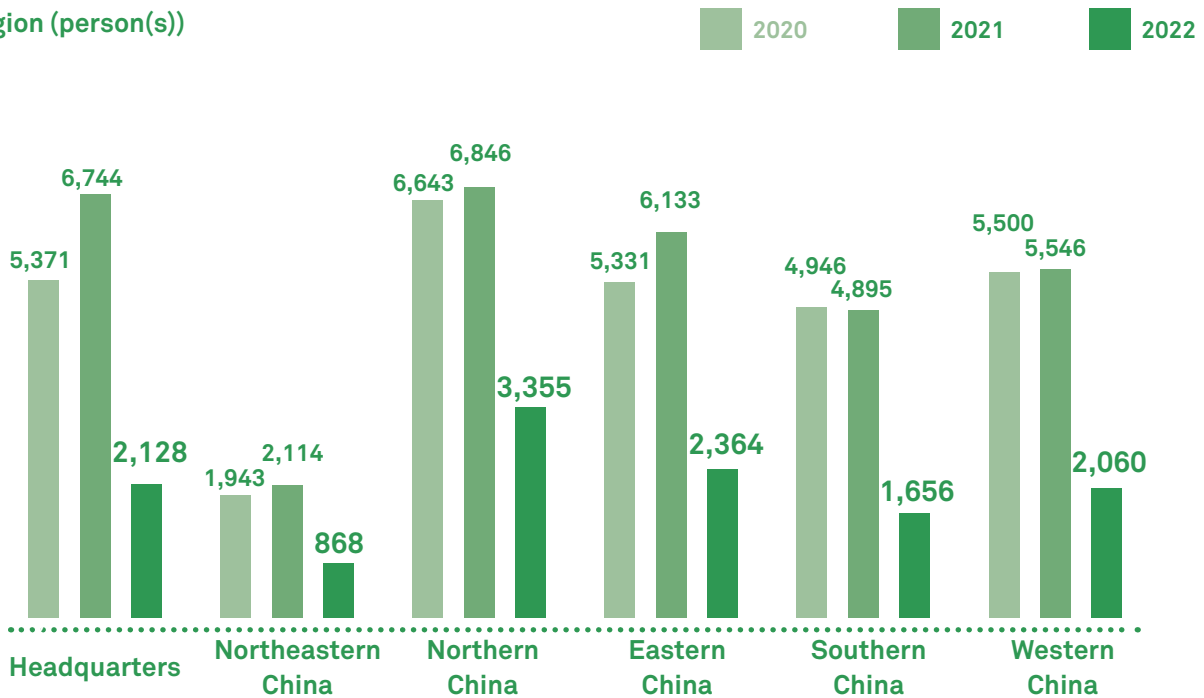


# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

By employment type (person(s))



By region (person(s))



# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES



Total number of employees trained

2022: **274,488** times  
2021: **789,227** times

Percentage of employees trained

2022: **92%**  
2021: **90%**



Male employees trained

2022: **5,847** persons  
Percentage **93.02%**

2021: **14,080** persons  
Percentage **90.44%**

Average number of training hours of male employees

2022: **47** hours/person

2021: **60** hours/person



Female employees trained

2022: **5,590** persons  
Percentage **90.97%**

2021: **14,971** persons  
Percentage **89.59%**

Average number of training hours of female employees

2022: **59** hours/person

2021: **60** hours/person



Number of the management trained

2022: **457** persons  
Percentage **100%**  
2021: **670** persons  
Percentage **100%**

General employees trained

2022: **10,980** persons  
Percentage **91.7%**  
2021: **28,381** persons  
Percentage **89.79%**



Total number of training hours of all employees

2022: **606,748** hours

2021: **1,744,566** hours

Average number of training hours of management

2022: **46** hours/person  
2021: **54** hours/person

Average number of training hours of general employees

2022: **53** hours/person  
2021: **60** hours/person

# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

## PROTECTION OF EMPLOYEES' RIGHTS

### Interaction and communication with employees

GOME has always valued the opinions of its employees and has paid close attention to their needs. Specific communication models have been formulated for different employees:

For general employees, GOME communicates with its employees at each key moment in their career and maintains regular monthly communication with its employees;

For new employees, GOME has established a dual guidance mechanism: The supervisor serves as the business leader while the HRBP serves as the functional leader of the employees. Through introducing both business and function aspects, it allows new employees to have a smooth induction period, and provides them with timely guidance and assistance;

For new members of the senior management, based on the dual guidance programme, GOME conducts formal interviews regularly; and

For incumbent senior management, GOME carries out regular interviews with them while conducting special interviews based on projects. GOME summarises and reviews the interviews, and makes improvements accordingly.

GOME has always attached great importance to employee psychological counseling. The GOME's social media, internal OA system and the GOME Employees' Home often provide positive education and psychological counseling. Currently, the Group headquarters has a mediation room located in Room 1507 of Pengrun Building, which was completed and put into operation in November 2021. Employees are encouraged to voluntarily visit the mediation room based on their own needs, and are received by party committee/work union staff. Leadership reception days are organised each week, and professional psychological counselors are invited to give lectures and counseling.

In addition, GOME has also set up a monitoring center, which is directly managed by the CEO of GOME Appliance and consists of five regional monitoring offices. The headquarters monitoring center vertically manages and standardises the internal staff job behavior, protects the legitimate rights and interests of employees, and supervises labor and employment safety risks. The monitoring center has established feedback channels such as WeChat and SMS, email, letter, voice mail and internal office collaboration system, and accepts complaints and reports from any employee within the Group. After preliminary investigation of the reported case, a special monitoring/audit team will be established to follow up and investigate the entire process, feedback, and publish audit results based on the principles of fairness, impartiality and openness.

The Chairman of GOME Appliance deeply understands the people-oriented philosophy of employment. In March 2022, the "Chairman Hotline" column developed independently by GOME's internal office software, "GOME Office (美办)" was officially launched, which aims to create an equal and transparent communication atmosphere where all employees within the Group can provide feedback or complaints to the Chairman simply with one click. The column is operated and controlled by the Chairman's office, and as of today, 433 feedbacks have been received, and nearly 100 have been completely resolved or replied to online. All feedback has been processed and recorded by the backend administrators.

# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

## Establishment and development of labour union

On 1 April 2021, the “Union of GOME Appliance Company Limited (國美電器有限公司工會)” was officially renamed as the “Union Committee of GOME Holding Group Company Limited (國美控股集團有限公司工會委員會)”, which is responsible for the union matters of the entire GOME Group. The union is chaired concurrently by the secretary to the party committee of the Group, who is responsible for overall leadership. As of December 2022, the Union Committee of GOME Holdings Group Company Limited has 8 sub-committees. The union also set up a special committee, “GOME Employees’ Home (國美職工之家)”, to strengthen the interaction between the union and employees and carry out collective wage negotiation activities of the Group. The headquarters of the union of Beijing GOME (北京國美工會總部) also conducted collective negotiation activities regarding overall working hours and working system, and provided opinions and written responses for employees of each branch. These initiatives served as the first line of effective protection of employees’ rights.



## Employees’ health and security

During the year, in response to the pandemic prevention and control measures of China, GOME promptly adjusted its employee policies based on information regarding the pandemic and effectively promoted the knowledge about pandemic prevention. GOME also cooperated with the Taiyanggong community and completed re-vaccination and nucleic acid testing for all employees in the office building. Following the instructions of the community, GOME implemented the requirements of pandemic prevention and control and maintained strict pandemic prevention in the office building.

The Group also attaches great importance to fire safety in the office. Every quarter, we work with the property engineering department and the security department to inspect the fire prevention equipment and facilities in the office building, so as to identify safety problems and rectify them promptly to ensure the fire safety of the office building. During the fire safety month in 2022, the Group carried out lectures on fire prevention and organised fire drills and other activities for employees.

In order to protect third parties’ rights, we urge service providers to maintain accident insurance for their employees. As of the end of 2022, GOME had a total of 668 service providers, and we plan to specify in entry introduction standards of service providers that they must maintain accident insurance for drivers to ensure transportation safety and employees’ rights protection.

# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

## HEALTH AND SAFETY INDICATOR



Total number of lost days due to work injuries

The number of deaths on duty in each of the past three years

The rate of death on duty in each of the past three years

	2020	2021	2022
Total number of lost days due to work injuries	N/A*	11,322 days	<b>228</b> days
The number of deaths on duty in each of the past three years	0	0	<b>0</b>
The rate of death on duty in each of the past three years	0%	0%	<b>0%</b>

\* only data for 2021 and 2022 is disclosed pursuant to the implementation of guidelines of the Stock Exchange

## CAREER DEVELOPMENT AND PROMOTION

GOME believes that staff development drives the Group's development. The Group provides employees with competitive wages and clear career blueprints and mutual benefitting the development of both the employee and the Group.

For salaries, based on its salary surveys on external entities conducted in 2022, the Group updated its overall salary range in respect of urban salary variation, and raised its welfare standards to align with corresponding welfare systems.

For incentives, the GOME established a synergistic and comprehensive incentive mechanism on a short- and long-term basis and focused on the structure and effect of short-term incentives. The Group has implemented a short-term incentive system with an aim to boost short-term incentives based on annual income. In respect of the performance appraisal, it implements a public commission (for organisational performance) and a private commission (for individual performance) system to further refine the evaluation criteria. The "Reward Application Management Regulations" have been implemented to fully motivate employees through positive and negative incentives, and encourage their active participation in various tasks. As at the end of the year, an incentive mechanism consisting of "sales commissions + bonus + individual rewards/penalties" was introduced to link the remuneration of employees to the Company's performance.

In respect of talent development, based on the current situation of the Company's management, we identify and cultivate potential and high-quality core talents. In 2022, the Company conducted several core talent assessments and focused on training and retaining key core talents. We also launched the "Ivy Project (常青藤项目)" to provide step-by-step training and development for key positions and high-potential personnel.

# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

Total turnover rate of employees<sup>1</sup> (%)



2020	<b>3.10</b>
2021	<b>2.67</b>
2022	<b>4.81</b>

<sup>1</sup> Turnover rate = Number of employees leaving/number of employees leaving + total number of employees/12

By gender (%)

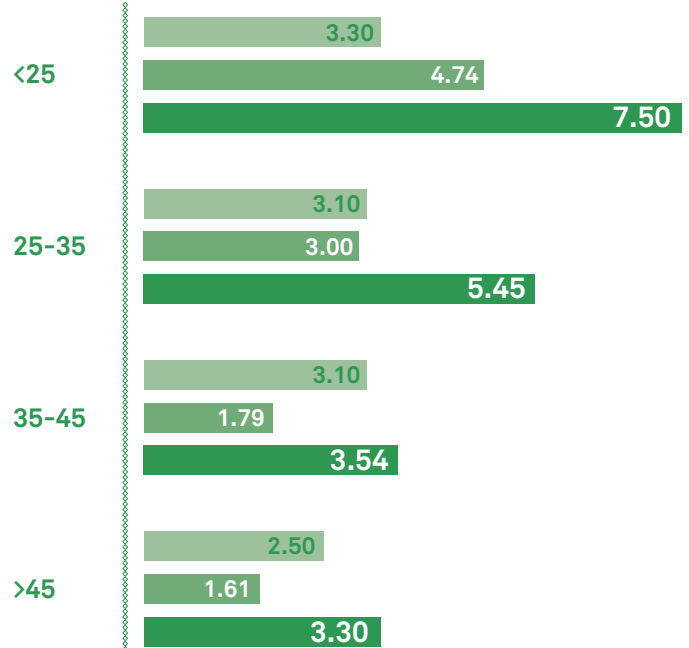
Male



Female

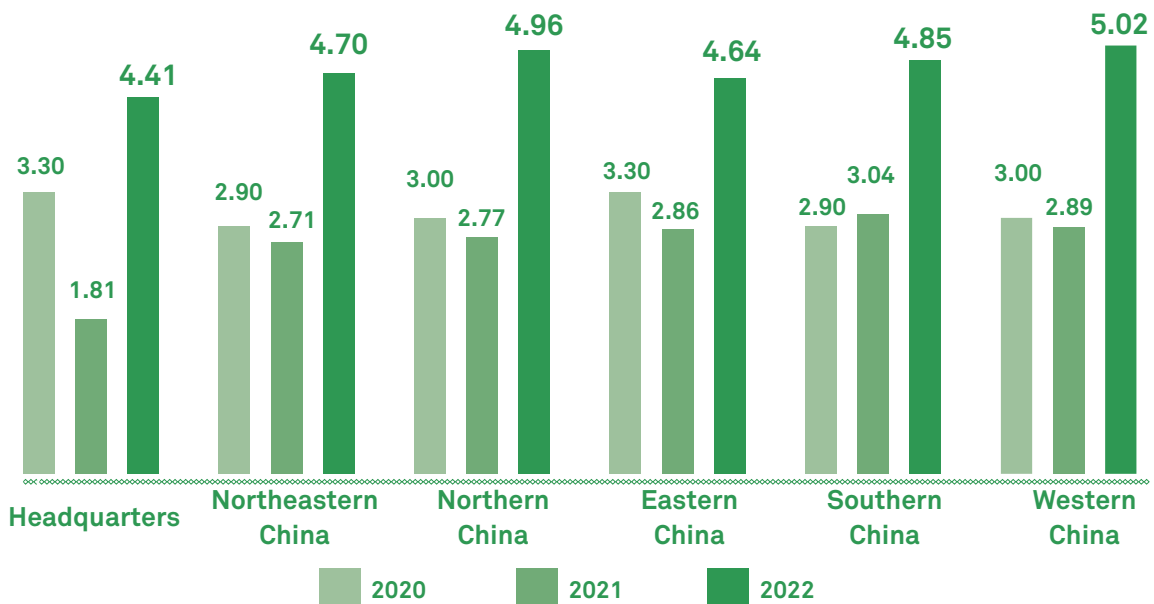


By age (%)



2020 2021 2022 2020 2021 2022

By region (%)



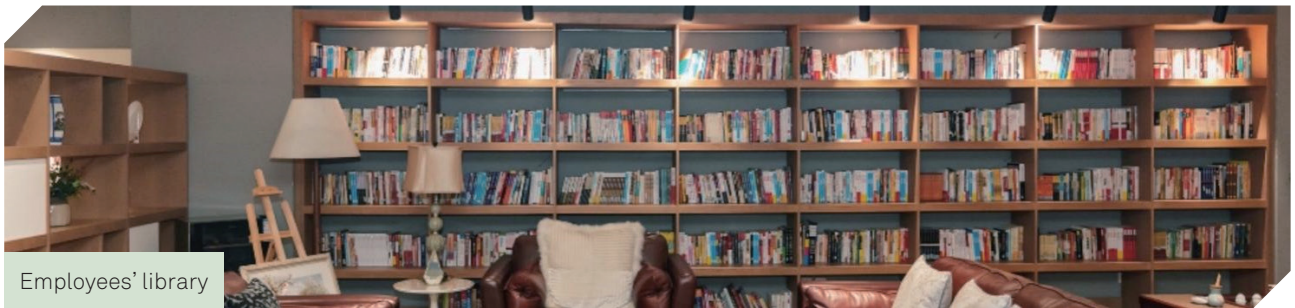


# PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

## STAFF WELFARE AND CARE

### Welfare system of the Group

GOME has been committed to consolidating the welfare of its employees. In 2022, the Group issued the revised “Employee Welfare Management Regulations (《員工個人福利管理規定》)”. As for paid leaves, GOME provides employees with public holidays, marriage leave, maternity leave and parental leave according to the law. In addition, it strictly implements the “Regulations on Paid Annual Leave for Employees (《職工帶薪年休假條例》)”, which promotes efficient work, encourages employees to complete tasks within working hours, and does not advocate working overtime. If overtime work is required, the overtime approval process shall be strictly implemented. As for working environment, the labour union of the Company regularly maintained and further improved the environment of the employee centre (職工之家) in 2022 to provide employees with facilities and benefits, including library, nursery room, restaurant, activity rooms. For subsidies, employees are entitled to transportation subsidies and personal development subsidies; employees working in remote areas are entitled to re-location subsidies and home-visiting subsidies; employees working overtime are entitled to meal and transportation subsidies.



Employees' library

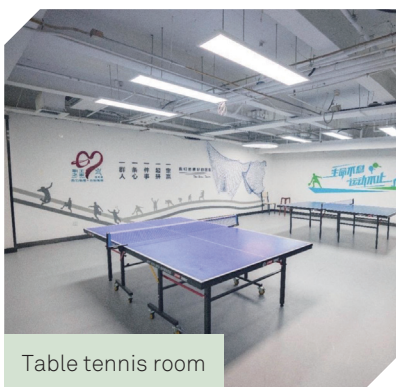


Table tennis room



Gym room



Nursery room

## PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES

### [Case] CPR training activities organised by GOME

On 26 July 2022, the Labor Union of GOME Holding, together with Taiyanggong District Office of the Beijing Red Cross Association, organised a “self-rescue and mutual aid (cardiopulmonary resuscitation) training” in Pengrun Building to further enhance the emergency awareness of employees, learn emergency rescue knowledge, and improve their emergency response capabilities. Nearly 100 employees participated in the training, which focused on topics such as cardiopulmonary resuscitation, trauma first aid, common accidents self-help and mutual aid, and emergency response. At the event, instructors of the Beijing Red Cross Association gave a detailed lecture on the theory of cardiopulmonary resuscitation, the meaning of first aid, the golden time of first aid, the analysis of the patient’s condition and treatment methods during first aid, and emphasised the use of simulated adults and infants to perform manual cardiopulmonary resuscitation, airway obstruction disposal operations, including chest compressions, clearing of oral foreign bodies, opening of airways, artificial respiration, and compression depth and frequency were demonstrated synchronously.

### [Case] “Home Office Efficiency Handbook” published by GOME

In 2022, the COVID-19 pandemic broke out sporadically, and with many employees and a high concentration of personnel, GOME implemented several rounds of all-employee work-from-home measures to protect against the pandemic. In order to ensure employees maintain a connection with the Company, safeguard their mental health, and improve work efficiency during the work-from-home period, GOME published the “Home Office Efficiency Handbook”, which covers topics such as the work-from-home atmosphere, advocating for proactive work methods, goal management and the Pomodoro Technique. The handbook aims to help employees overcome the challenges brought on by working from home, get through periods of fatigue, regain better working conditions, and balance the boundary between work and life.

### Work and Life Balance

To enrich employees’ daily life and realise the cultural ideology of “Better home and lifestyle through GOME”, the Group has promoted its corporate culture and values through organising various activities that celebrate and commemorate traditional/ethnic festivals embodying similar values. Employees will receive gifts and benefits specially prepared by the Group on their birthdays and on traditional festivals. In 2022, the Group held various activities including a Lantern Riddles guessing game with prizes during the Lantern Festival, a special care event and lecture for female employees on International Women’s Day, a party member activity themed “Celebrating the 20th Congress and Building a New Era”, a letter to all employees, and the release of the “Home Office Efficiency Handbook”.

## PROMOTING TALENT TRAINING AND FACILITATING THE DEVELOPMENT OF EMPLOYEES



“Work Etiquette and Makeup” Lecture (“職場禮儀與個人妝容”大講堂) on the International Women’s Day 2022



China Merchants Bank was invited to promote the opening of private pension accounts on 1 October 2022

### Support for employees – GOME Love Mutual Fund

GOME Love Mutual Fund, short for Employee Love Mutual Aid Fund of GOME Retail Holdings Limited, was initiated and established by GOME Retail. It is an internal love fund for mutual aid among employees who voluntarily participate, and it is an important platform for implementing GOME’s core value of “dedication and gratitude”. Employees can join voluntarily. If an employee or their relative encounters an accident, such as illness, economic setbacks or a traffic accident, they can receive a certain proportion of the donated funds from GOME Love Mutual Fund to alleviate economic pressure or supplement education assistance for underage children. The GOME Love Mutual Fund gathers the strength of the GOME family, reflecting the love and responsibility of GOME employees to help others, help themselves, care for colleagues, and show compassion to fellow citizens. It is also an important and beneficial supplement to GOME’s corporate welfare. In 2022, the expenditures of GOME Love Mutual Fund amounted to RMB504,635, providing 132 condolences to 77 individuals.

# 04

## Protecting Customers' Rights to Create Better Lifestyle

Focusing on the retail and home services industries, and based on the six major platforms, including “online, offline, supply chain, logistics, big-data & cloud and sharing and joint development” platforms, GOME implemented its core strategies in 2022.

### OUR PROGRESS

- 10 self-constructed logistic bases
- In 2022, the number of third-level and fourth-level addresses covered by GOME reached 3,146 and 42,883, with a coverage rate of 100% and 99.5%, respectively
- In 2022, general customer complaint rate of GOME was 0.04%, representing a decrease of 0.04 percentage point as compared with the corresponding period last year; and customer satisfactory rate was 99.7%, representing an increase of 1.5 percentage points

### SUPPORTING THE SUSTAINABLE DEVELOPMENT GOALS OF THE UNITED NATIONS



# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

## RESPONSIBLE SUPPLY CHAIN

### Enhancing the Logistic System

Logistic base is an important infrastructure of warehousing and distribution. As of December 2022, GOME had 10 self-constructed logistic bases in nine cities in China; eight operating logistic bases (located in Shenyang, Xi'an, Tianjin, Qingpu in Shanghai, Jiading in Shanghai, Ningbo, Jinan and Nanjing, respectively) with a total warehouse area of approximately 510,000 sq.m., office area of approximately 150,000 sq.m.; and two logistic bases that are under construction (located in Chengdu and Changsha, respectively).

For logistic service strategy, GOME focuses on small and medium, large and cold chain network to carry out unification of warehousing, delivery and large freight installation. Through optimising our own operating capability, we will become a

more socialised, standardised and professional logistic platform and big data/cloud warehousing platform. This will also improve our turnover efficiency and intelligence level which achieves intelligence logistic that provides in-depth services and experience for our end customers. In 2022, the number of third-level and fourth-level addresses covered by GOME reached 3,146 and 42,883, with a coverage rate of 100% and 99.5%, respectively.

GOME sets speedy delivery, full coverage and installation with delivery as its service standard and promptly response to users by monitoring the logistic delivery time and effectiveness. GOME also solves customer inquiries on its products, services and after sales issues via real person audio of video shopping guides and interaction through video, which truly satisfied full-process service experience of its users.



# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

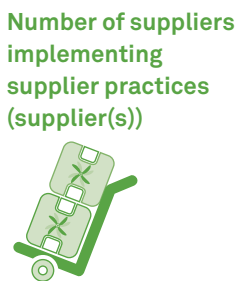
## All Round Management of Suppliers

To ensure suppliers recognise our development targets, strategies and implementation, we require our suppliers to enter into integrity corporation agreements. GOME also attaches great importance on the communication with suppliers and its effectiveness and has developed a supplier management system. In addition, the Group has enhanced relevant trainings and exchange activities with its suppliers and arranged product trainings for its suppliers in respect of launch of any new product and intensive promotion. In addition to contract negotiation, the Group also negotiates with its manufacturers on daily promotion, product inventory, resources allocation, slow-moving/defective/outstanding clearance.

To increase the competitiveness and profitability of its OMD products, GOME formulated ODM Custom-Tailoring/Exclusive Sales Management Measures based on its own product operation, which is an operating management that regulates ODM custom-tailoring/exclusive sales products from four perspectives, including pricing, slow-moving products, daily operation management and control and assessment.



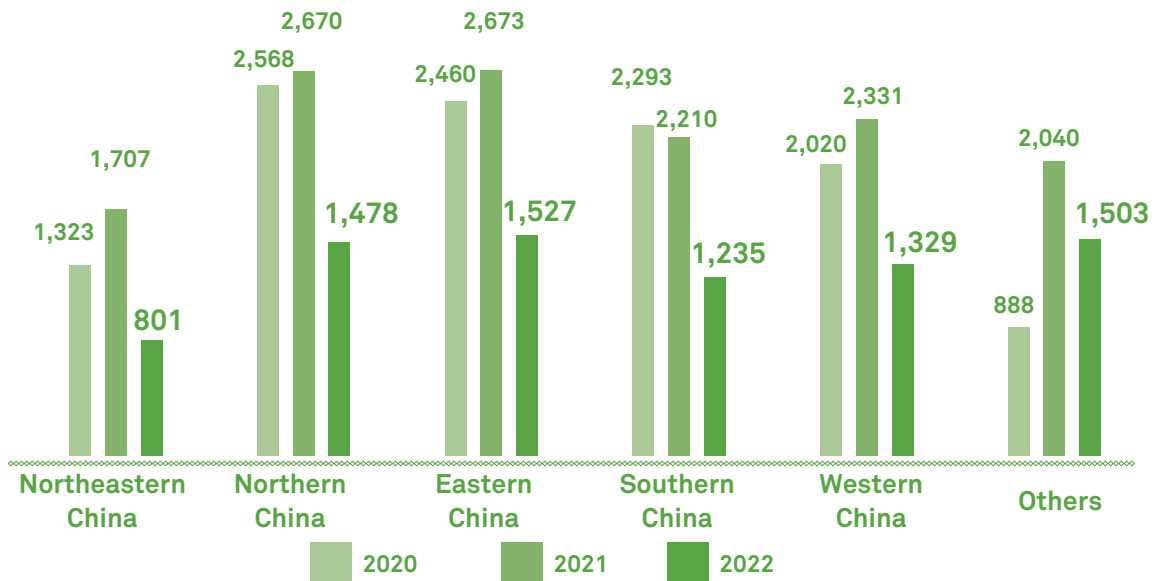
Number of suppliers (supplier(s))	2020	2021	2022
	11,552	13,631	7,873



Number of suppliers implementing supplier practices (supplier(s))	2020	2021	2022
	N/A*	13,631	7,873

\* Only data for 2021 and 2022 is disclosed pursuant to the implementation of guidelines of the Stock Exchange

## Relevant indicators of suppliers (supplier(s))



# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

## Enabling Franchisers with Diversity

In 2022, the Group further optimised the expansion of its stores by providing franchisers resources support including showcases, salespersons and materials through trainings, furnishings of stores and promotional events.

In addition, GOME formulated a training system, providing weekly trainings on supplier policies and product knowledge and monthly trainings on the Group system via online and offline channels. These trainings cover products, case studies and marketing techniques. Regional subsidiaries may arrange trainings by themselves, such as monthly visits by senior management, one-on-one business mentorship, monthly inspection on franchisers and on-site tutorials by top salesperson.

## Deep Connection with Service Providers

In early 2021, GOME House Manager has again regulated the introduction system of its service providers, which consolidate the transformation of GOME from “electric appliance service provider” to “family service provider”. In the second half of 2021 and throughout 2022, GOME House Manager developed service alert function for PC and mobile devices which enables service providers to contact their users immediately upon the receipt of orders, monitor service status efficiently, identify service time and location, and improve the efficiency of order placement. As of December 2022, the GOME House Manager has launched 1,763 SKUs.

In 2022, GOME House Manager organised service provider trainings, surveys, random inspection based on the implementation progress of service providers until fully integrated such service providers. Moreover, it has identified six major concerns of users by streamlining the full process of services and survey, standardised such concerns and established an assessment system for its service providers. The monitoring and

control of service indicators and its transparency have realised information sharing between the headquarters, branches and service providers, which enabled elimination through quality contest between its service providers. In 2022, despite the resurgence of the pandemic, GOME House Manager remained unaffected, with more accelerated iteration, more frequent activities and further upgraded service experience.

## ENSURING SERVICE QUALITY

During the second phase of the “Home • Living” strategy of the Group, our customer service management center proactively cooperated with newly joined partners including department stores, customise companies, Meiguoyoshi (美鍋優食), Aiyuwei (哎呦喂), wine cellars and GOME Home, and has been responsible for the supervision of service quality of each partner, trainings and improvement of service efficiency to empower them and boost service efficiency of the omni-linkage services.

## Optimisation of Internal Mechanism

Through internal reorganisation, the Group initially completed the “business + operation” model framework and accomplished project implementation with the support of its subsidiaries in China. GOME has commenced the “dual project” based on platform model to socialise its business procedures which facilitates external communication and business handover more convenient and centralises and integrates settlements to improve efficiency.

## Strict Control of Product Resources

Our customer service team refined the Regulations on Product Webpage Information Management and a series of internal documents in respect of the strategic reform of the Group, including the “Streaming Service Regulation” and “Regulations on the Handling of Control and Management of Non-Electrical Appliances and Services”.

# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

To ensure that product quality conforms to applicable laws and regulations, GOME raises its supplier selection standards. Classification management is applied on its suppliers during assessment to classify them into defective, slow-moving and overdue categories and assess their rankings based on relevant business indicators and customer service indicators.

GOME insists on building a cost-effective product system so as to ensure the product quality from the source of procurement, satisfy consumers' needs and establish a reliable consumption platform. In respect of procurement, GOME controls the product quality from two key stages. Firstly, according to the "Product Quality Law of the People's Republic of China", the product quality and safety shall be clearly stipulated in the contract, and the products shall be guaranteed to be genuine and in good quality, and none of them shall infringe any intellectual property rights and legitimate rights and interests of any third party. Secondly, according to Article 27 of the "Product Quality Law of the People's Republic of China", it is stipulated that all products launched to the market shall obtain relevant traceability certificates and relevant national 3C certifications, and related labels shall also comply with the requirements.

## Upgraded Marketing Experiences

GOME has been adhering to the national policies, adopting industry standards as its benchmark, and upholding its customer orientated principle for the performance of marketing activities. In 2022, GOME further refined its store management in respect of operating capabilities, human resources effectiveness, non-compliance/omission control and management as well as video shopping guide, which optimised store management efficiency and user marketing experience.

In addition, GOME has been adhering to its good reputation of "low price". By prudentially selecting quality products and providing quality services and

adopting new entertaining marketing approaches with "FUN" APP, GOME has provided its users with satisfying marketing experience with low price. GOME further implemented its "Home • Living" strategy as the core and integrated full-scenario marketing approaches covering online and offline platforms. GOME organised various promotion events and IP marketing events, such as "New Year Shopping Festival", "Black Friday", "1 May, 18 June, 1 October and 11 November Shopping Festivals".

## Exploring markets in lower tier cities

In 2022, as a part of its core strategic plan, the Group sought for changes in its operation model. Leveraging on the advantages of its offline platform, GOME has upgraded its stores in respect of business, product offerings and scenarios, so as to transform its business model into a solution and scenario experience model, thereby creating flagship stores with new and unique characteristics. In particular, the new store at Xibahe of Beijing adopting innovative experience model was officially launched during the National Day, gaining acclaims from consumers and the community.

In addition, the Group put great efforts in establishing and developing its community and promoted "One Store One Webpage" for all of its stores across the country. The digitalisation of stores and online transformation and upgrading of stores have been gradually completed and expand its business coverage to all online and offline O2O scenarios. Besides, GOME has promoted trade-in offers in its new retail stores. The new retail stores may elect to participate in the trade-in offer promotion and door to door cleaning services, so as to expand the local daily life service market. As of the end of 2022, the Group had a total of 2,843 offline stores, including 38 city display stores, 241 flagship stores, 233 boutique stores and 2,331 new retail stores.



# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

## Effective communication channels

Focusing on customer demands, GOME works to build up a smart and scenario-based customer service system with multiple access points including the 400 hotlines, online customer service, Weibo, WeChat and physical stores to serve our customers and thus creating a “Three-dimensional, smart and open” customer service ecosystem. Xi'an Customer Satisfaction Service Center has nearly 500 employees. It handles over 30,000 requests of customers per day and its overall customer satisfaction rate is over 99%.

In order to response user requests in a timely manner, our customer service management center has established a customer complaint management system and improved its intelligent knowledge base. A dedicated problem handling team has been established to improve the quality and efficiency of handling complaints. We formulated policies regarding immediate resolution of requests, established a multi-level automatic early warning system for complaints and applied closed-loop management approaches for dissatisfied users. In addition, we evolved our supervision and management of services from post-event evaluation, notification and punishment to prevention, monitoring and rectification and improvement. Our customer service management center also set up a comprehensive system to guarantee the fulfilment of our service commitments, high-quality services and effective management of customers' complaints. Our customer service management has been gradually improved and refined to enhance users' experience.

In 2022, the overall complaint ratio of GOME was 0.04%, representing a decrease of 0.04 percentage point as compared with the corresponding period last year. Our customer satisfaction ratio reached 99.7%, representing an increase of 1.5 percentage points.

Indicators of product responsibilities	Unit	2021	2022
Percentage of total products sold or shipped subject to recalls for safety and health reasons	%	0	0
Number of products and service related complaints received	case(s)	22,969	11,690

## USER PRIVACY SECURITY

In accordance with Personal Information Protection Law (《個人信息保護法》), Data Security Law (《數據安全法》) and Cybersecurity Law (《網絡安全法》) promulgated and implemented by the government of China, GOME formulated policies and a governance framework in relation to privacy protection of its online business. In 2022, GOME revised the Measures on Software Security Design and Development (《國美軟件安全設計及開發規範》), which refines the requirements regarding the software security design and coding and specifies the requirements on design in respect of privacy compliance. In addition, GOME further refined the Administrative Measures on Retail Data Security (《國美零售數據安全管理規範》), Assessment Guidelines on Personal Information Security Impact on Online Business (《國美線上業務個人信息安全影響評估指南》), Sensitive Data Classification and Grading Sample Table (《敏感數據分類分級樣表》) and Checklist for Privacy Compliance Feature Design (《隱私合規功能設計需求表》), so as to supplement the classification and grading methods of sensitive personal data and apply such methods into its business lines.

# PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

The Group established the Information Security Committee, Data Committee, Personal Information Management Committee and other security management bodies, which are led by the Chief Operating Officer and comprised of heads of the network security center and various business lines. In addition, the Group has established an effective working mechanism for personal information protection which is mainly operated by the security compliance department of the cloud platform company – cyber security center and covers products, research and development, legal affairs and operations. The Group also set up a working mechanism for information security.

Regarding potential risks arising from technology advancement, the front end of the GOME APP only collects users' personal privacy data with proper authorisation and consent of uses when necessary. The collection of, and request on, personal privacy data by background big data platform shall be subject to strict approval. The usage of big data portraits is also restricted. Adhering to the concept of technology for social good, the Group prohibits the abuse of data to protect the legitimate rights and interests of its consumers. In respect of online products, GOME formulated the Measures on the Determination and Self-Evaluation on Illegal Collection and Use of Personal Information on its APP (《國美App違法違規收集使用個人信息行為認定方法及自評估方法》) based on the actual scenarios of its online retailing business. Through carrying out supervision and audit in all stages of product design and release, the Group is able to ensure the privacy compliance of its online products.

In respect of entertainment projects, GOME refined user agreements, optimised interfaces and business processing logic, approaches on monitoring of audio and video and texts, so as to ensure that its entertainment services are positive, healthy and beneficial to the society. By using AI image recognition, text recognition, voice recognition and other means, unauthorised usage by users was detected and blocked in a timely manner.

## COMMUNITY CHARITY

As a social corporate, GOME is committed to fulfilling its social responsibilities and making contribution to the society by participating in public welfare activities while boosting its own growth.

### Supporting rural revitalisation

Rural consumer market is an important part of the domestic consumer market. “Home appliances going to the countryside” is one of the important measures to activate the rural consumer market and also adds momentum to rural revitalisation. Home appliance retailers, such as GOME, actively support the policy of “home appliances going to the countryside” and aim to improve rural consumption by offering quality products at affordable prices.

In 2022, GOME responded to the call and leveraged the holiday consumption by launching a series of promotional activities during important occasions, such as National Day and the GOME & Haier 818 Shopping Festival, to help stimulate consumer demand. During the National Day Shopping Festival, GOME collaborated with internal premium home appliance manufacturers to distribute “RMB500 million worth of home appliance vouchers” and held various activities, including “trade-in subsidies for old appliances”, “subsidies for home appliances going to the countryside” and “on-time delivery for reserved purchases”, in order to benefit consumers and promote consumption.

To promote the development of household appliances in rural areas, GOME has fully utilised its advantages in the integrated retail channels of online and offline sales, logistics and big data. By selecting high-quality and low-priced household appliances and breaking through in the rural delivery, it has fully promoted the development of household appliances in rural areas. During the National Day Shopping Festival, GOME leveraged its over 1,000 physical stores in more than 1,379 towns nationwide as a distribution channel, and cooperated with government agencies and many brand manufacturers to issue 500 million consumption coupons for free, providing a low-priced and enjoyable shopping experience for the rural market.

## PROTECTING CUSTOMERS' RIGHTS TO CREATE BETTER LIFESTYLE

### Multi-pronged approach to fight against the pandemic

In 2022, the domestic pandemic situation in China fluctuated continuously, and normal life in many cities was forced to pause. Shanghai was particularly affected. At this critical moment, GOME actively played a dual-platform role, not only vigorously guaranteeing the supply of materials in Shanghai, but also using its own way to fully escort the beautiful "home life" of Shanghai citizens.

Since the outbreak of the pandemic, GOME has been paying close attention to the pandemic situation in various regions and focusing on the anti-pandemic and living needs of Shanghai residents. Leveraging its strong supply chain and logistics advantages, GOME has become a reliable supplier and distributor of goods with ample supply, timely delivery and customised online and offline services, playing a crucial role in supporting the residents of Shanghai during such challenging times.

GOME quickly deployed and delivered materials to isolation points. With the outbreak of the pandemic in Shanghai, at the early stages, upon receiving the urgent request to purchase and install 230 air conditioners at the World Expo temporary isolation point, GOME quickly opened a green channel and actively mobilised nearby warehouses to ensure the timely delivery of those air conditioners. In addition, GOME urgently deployed transportation and installation personnel, and finally successfully delivered and installed those air conditioners at the isolation point within 72 hours.

The needs of the citizens come first, and GOME try its best to ensure the supply. Faced with the surging demand for household appliances among Shanghai residents, GOME made a commitment to respond to the emergency needs in a timely manner. Shanghai residents can place orders and seek maintenance services through GOME's app or by contacting its local staff via the GOME social network platform. Furthermore, GOME promised to deliver goods to the customers for orders that meet the minimum purchase requirement in Shanghai. GOME also actively trained its staff in social network operations to address the most urgent supply chain problems raised by residents.

Employees of GOME went deep into the front line and acted as guardians of the community in Shanghai. In addition to ensuring the supply of goods, a group of brave and dedicated volunteer employees of GOME have emerged. They have been involved in material transportation, pandemic prevention testing and voluntary disinfection efforts. They have proactively worked at the grassroots level to act as a vanguard in the fight against the pandemic and have contributed to safeguarding the beautiful home of Shanghai.

# 05

## Responding to Climate Change and Persisting on Green Development

Amid active global response to climate change, GOME always adheres to the concept of sustainable development. It has taken initiatives in green operation, green packaging, green logistics and green supply to reduce carbon emissions. As a leading retail enterprise in China, GOME always sticks to the value of sustainable consumption, complies with national laws and regulations and promotes the realisation of the national carbon neutrality goal.

### OUR GOALS

- Hazardous wastes to be below 0.5 kg, and non-hazardous wastes to be below 7.8 tons by 2023
- In terms of energy efficiency, the average monthly power consumption per store decreased by 10% in the past three years, and the average monthly power consumption per store was targeted to be less than 11,000 kWh by 2023
- In terms of water efficiency, the average monthly water consumption per store decreased by 10% in the past three years, and the average monthly water consumption per store was targeted to be less than 65 tons by 2023
- In terms of greenhouse gas emissions, the average monthly carbon dioxide emissions (Scope 2) per store decreased by 10% in the past three years, and the average monthly carbon dioxide emissions (Scope 2) per store was targeted to be less than 6.9 tons by 2023

### OUR ACHIEVEMENTS

- Total carbon dioxide emission was approximately 197,000 tons in 2022
- Hazardous wastes were approximately 1 kg, and non-hazardous wastes were approximately 7.8 tons in 2022
- Total power consumption was approximately 372,337,000 kWh, and water consumption was approximately 1,498,000 cubic meters in 2022

### SUPPORTING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



## RESPONDING TO CLIMATE CHANGE AND PERSISTING ON GREEN DEVELOPMENT

The principal activities of GOME are the operations and management of retail stores for electrical appliances, consumer electronic products and general merchandise, as well as a full category of online sales network in the People's Republic of China (the "PRC") through self-operated and platform models. Therefore, GOME does not generate emissions or pollutants directly from production during its operation. It generates emissions indirectly during its operations due to the use of resources such as electricity and gasoline, details of which are set out in the following chapters.

### PROMOTING GREEN OPERATION

In 2022, the Group organised numerous energy-saving transformation projects.

GOME continued to organise the integration project for server modules in 2022, in order to solve the network access failure and the insufficient bandwidth. This resulted in lower energy consumption and operating costs with outstanding social benefits.

In response to the national policy of "energy conservation and consumption reduction" and in order to improve printing efficiency, optimise the use of equipment and save power and paper, cloud printing systems were deployed and same brand of printers were used at the headquarters of GOME in 2022. Original environmental-friendly consumables were also used for better health of its employees. Moreover, the Group implemented the nationwide "e-signature" project in 2022, where it and its employees shall enter into electronic labour contracts or employment agreements, so as to promote the progress of paperless office.

The Group advocates energy saving and water saving among its employees. Energy saving reminders are posted next to light switches. Regulated water and power consumption in all branches is clarified and supervised through policy publicising, notices, trainings and regular and irregular inspection. Rooftop day-lighting bands

are used in all self-built and leased warehouses. During the daytime, the use of lightings is reduced. In addition, all lightings in warehouses are replaced with safe and environmentally friendly energy-saving lightings. Employees are arranged to take the shuttle bus to and from work, and multiple pick-up and drop-off lines are organised, so as to reduce the use of private cars and electric bicycles.

In line with the green environmental protection requirements of recycling, reusing and reducing one-off consumption of packaging materials, GOME clearly prohibits excessive packaging in the course of business. Packaging materials are reused to improve the level of recycling. For waste materials, packaging and consumables that cannot be reused, they are processed centrally to reduce pollution.

For small commodities, GOME stipulates the standards for express packaging, and uses more environment-friendly bags but less cartons and prohibits excessive packaging. GOME also stipulates the standards for packaging materials and procures packaging boxes and consumables which comply with national environmental protection standards.

For medium and bulky commodities, GOME arranged re-useable environmental-friendly plastic boxes for the transport and delivery of commodities to stores, a total of about 48,000 boxes are being procured so as to greatly reduce packaging materials and consumable costs.

For bulky commodities, GOME issues internal notices stipulating the standards for delivery of commodities and the requirements for stacking commodities, so as to minimise damage to packaging and increase the possibility of recycling. Inventory is stacked in warehouses according to the five-distance requirements to avoid high stacking and damage to packaging. It is required to use the original packaging for delivery. Upon the delivery to a customer, the packaging materials will be recycled and reused.

## RESPONDING TO CLIMATE CHANGE AND PERSISTING ON GREEN DEVELOPMENT

The Group phases out high-energy-consuming vehicles and adopts new energy vehicles to achieve the goal of environmental protection. In 2022, the Group had self-owned and leased energy-saving vehicles, covering 35 core cities across China.

### INNOVATING GREEN SERVICES

Environmental protection and energy conservation are critical to peak carbon dioxide emissions and carbon neutrality. In response to the national green and low-carbon development requirements and to fully utilise the functions of the platform, GOME carries out online and offline promotion initiatives and sets up green stores. The store at the Central Radio & TV Tower in Beijing has been certified as the first “green product sales zone” store in the retail industry. GOME will continue to conduct promotional activities for green products to promote the overall green transformation of the society.

For the video shopping guide, the Group has established a remote video shopping guide customer service centre and renovated nearly 500 stores to optimise the allocation of store promoters. Through various intensive means, the overall use of resources such as water and electricity has been reduced, and environmental pollutions such as exhaust gas and noise caused by personnel travel have also been mitigated, allowing us to provide customers with better shopping experience.

GOME expands its used product collection business under “GOME House Manager”. Nearly 2,500 recycle personnel have formed a waste home appliance recycle network covering cities at all levels. Approximately 108,000 home appliances were recycled in 2022. GOME House Manager has implemented the concept of “exchange old for new” for home appliances for two consecutive years. It promotes the exchange of old home appliances for new ones through activities such as “anniversary”, “shopping festival”, “staff sale” and “exchange old for new” campaigns. Moreover, RMB100 discount for purchase amount of over RMB1,000 was offered to stimulate consumer demand for green appliances, which effectively promote high efficiency and reduce consumption. By continuously stimulating consumer demand for green electrical appliances, energy conservation and emission reduction have been effectively promoted.

# RESPONDING TO CLIMATE CHANGE AND PERSISTING ON GREEN DEVELOPMENT

## FACILITATING GREEN DEVELOPMENT

Climate change is a huge global challenge. With an important role in economic development, retail e-commerce enterprises shall continuously explore low-carbon sustainable business models in response to China's climate goal to peak carbon dioxide emissions and achieve carbon neutrality. In 2022, GOME continued to promote "energy conservation and emission reduction" and "green consumption" in cooperation with other brands to improve the sales of 1st and 2nd Grade energy efficiency commodities. GOME stores also continued to launch "green home appliances"

experience activities. In-store experience and trial were arranged to stimulate consumer demand for green home appliances, creating a "green store" consumption scenario.

GOME popularised green consumption as well as green and low-carbon travel through various ways such as energy-saving technology product display and promotion, energy-saving knowledge lectures and special store events, which invited extensive participation by consumers. The concept of green consumption was spread through the "FUN" APP banners and live broadcasts.



NOx **1,238.39**  
kilograms



SOx **81.47**  
kilograms



Particles **108.56**  
kilograms

# RESPONDING TO CLIMATE CHANGE AND PERSISTING ON GREEN DEVELOPMENT

Emission indicator	Unit	2021	2022
Greenhouse gas emissions	tCO <sub>2</sub> e	366,000	<b>197,000</b>
Scope 1: Direct greenhouse gas emissions	tCO <sub>2</sub> e	61,000	<b>15,000</b>
Scope 2: Indirect greenhouse gas emissions	tCO <sub>2</sub> e	305,000	<b>182,000</b>
Scope 1: Direct greenhouse gas emission intensity	tCO <sub>2</sub> e/million of turnover	1.31	<b>0.86</b>
Scope 2: Indirect greenhouse gas emission intensity	tCO <sub>2</sub> e/million of turnover	6.56	<b>10.4</b>
Total hazardous wastes	kilogram	1.00	<b>0.5</b>
Total non-hazardous wastes	ton	8.58	<b>7.8</b>
Hazardous waste intensity	gram/million of turnover	0.02	<b>0.03</b>
Non-hazardous waste intensity	gram/million of turnover	184.54	<b>447.13</b>
Hazardous waste target <sup>1</sup>	kilogram	0.50	<b>0.50</b>
Non-hazardous waste target <sup>2</sup>	ton	8.10	<b>7.8</b>
Nitrogen oxides (NOx)	kilogram	1,602.70	<b>1,238.39</b>
Sulfur oxides (SOx)	kilogram	342.56	<b>81.47</b>
Particulate matter (PM)	kilogram	142.98	<b>108.56</b>

Use of resources indicator <sup>3</sup>	Unit	2020	2021	2022
Total power consumption	kWh	468,542,000	484,129,000	<b>372,337,000</b>
Power consumption intensity	kWh/million of turnover	10,619.93	10,415.01	<b>21,344.12</b>
Gasoline consumption	litre	20,849,000	23,304,000	<b>5,542,000</b>
Gasoline consumption intensity	litre/million of turnover	472.56	501.33	<b>317.69</b>
Total water consumption	cubic metre	2,643,000	2,730,000	<b>2,100,000</b>
Water consumption intensity	cubic metre/million of turnover	59.91	58.74	<b>120.38</b>

<sup>1</sup> GOME targets to reduce the hazardous waste of its headquarter to 0.5 kg by 2023.

<sup>2</sup> GOME targets to reduce the non-hazardous waste of its headquarter to 7.8 tons by 2023.

<sup>3</sup> The principal business of the Group is retailing, not manufacturing of products. Therefore, the Group is not involved in the use of packaging materials of related finished goods.



# STATEMENT OF THE BOARD

GOME attaches great importance to the value of Board's participation and leadership in ESG management. We have set up an ESG Committee under the Board which comprises senior management members of the Group and is responsible for convening regular meetings to review and make decision on the ESG strategies. The ESG Committee is also responsible for formulating the overall ESG strategy of the Company, identifying and evaluating risks, reviewing management policies, plans and objectives, reviewing and considering performance appraisals. The ESG Committee implements and executes the policies with the assistance of ESG office of the Group and professional companies.

In the view of overall social and economic environment and based on the development strategies of the Company, GOME's ESG management team evaluates the importance of ESG issues and discusses and determines the risks and opportunities of the Company arising in the environment, social and corporate governance. The management of, and enhancement on, key issues will be regarded as the strategies of sustainable development in the year.

GOME pays close attention to the following issues:

- **Compliance operation:** The Group has continuously enhanced its governance and risk management and control to build a company of integrity. The Group has also integrated ESG into its strategic management and business process to ensure the sustainable growth of its business.
- **Sustainable Consumption:** Sustainable consumption is the core of GOME's sustainable development, which involves the impact management on our operation and management and communication and education on the consumption habits of consumers. GOME has been putting great efforts in promoting sustainable consumption.
- **High-quality life:** Creating a high-quality life for the public is always an objective of the Group. To achieve the objective of "Better Lifestyle", we have refined our strategies to cover more consumption scenarios, attached great importance to the protection of users right and interests and have established a comprehensive customer service system to effectively respond to customers' needs.
- **Employee development:** Regarding its employees as the most important assets for its development, the Company protects the rights and interests of its employees and provides them with abundant growth opportunities, so as to achieve sustainable development of both of the Company and its employees.
- **Clear Water and Green Mountains:** The Company believes that clean water and green mountains are invaluable assets and puts great efforts in minimising the impact of its operations on the environment and creating green outlets to make contribution to environmental protection.

This report, which discloses all the detailed management approaches and practice of GOME of the above issues and other ESG issues, has been reviewed and approved by the Board.

# ESG REPORTING GUIDELINES INDEX OF THE HONG KONG STOCK EXCHANGE

	Description	Where to Find
<b>Aspect A1: Emissions</b>		
General Disclosures	Information on: (a) 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 wastes.	Section 5
KPI A1.1	The type of emissions and respective emissions data.	Section 5
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Section 5
KPI A1.3	Total hazardous waste produced (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Section 5
KPI A1.4	Total non-hazardous waste produced (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility). es) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Section 5
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.	Section 5
KPI 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.	Section 5
<b>Aspect A2: Use of Resources</b>		
General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Section 5
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	Section 5
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Section 5
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Section 5
KPI 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.	Section 5
KPI A2.5	Total packaging material used for finished products (in tons) and, if applicable, with reference to per unit produced.	Section 5
<b>Aspect A3: The Environment and Natural Resources</b>		
General Disclosure	Policies on minimising the issuer's significant impacts on the environment and natural resources.	Section 5
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Section 5
<b>Aspect A4: Climate Change</b>		
General Disclosure	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	Section 5
KPI 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.	Section 5

# ESG REPORTING GUIDELINES INDEX OF THE HONG KONG STOCK EXCHANGE

	Description	Where to Find
<b>Aspect B1: Employment</b>		
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.	Section 3
KPI B1.1	Total workforce by gender, employment type (for example, full- or parttime), age group and geographical region.	Section 3
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	Section 3
<b>Aspect B2: Health and Safety</b>		
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 providing a safe working environment and protecting employees from occupational hazards.	Section 3
KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Section 3
KPI B2.2	Lost days due to work injury.	Section 3
KPI B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Section 3
<b>Aspect B3: Development and Training</b>		
General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Section 3
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Section 3
KPI B3.2	The average training hours completed per employee by gender and employee category.	Section 3
<b>Aspect B4: Labor Standards</b>		
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 preventing child and forced labor.	Section 3
KPI B4.1	Description of measures to review employment practices to avoid child and forced labor.	Section 3
KPI B4.2	Description of steps taken to eliminate such practices when discovered.	Section 3

# ESG REPORTING GUIDELINES INDEX OF THE HONG KONG STOCK EXCHANGE

	Description	Where to Find
<b>Aspect B5: Supply Chain Management</b>		
General Disclosure	Policies on managing environmental and social risks of the supply chain.	Section 4
KPI B5.1	Number of suppliers by geographical region	Section 4
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Section 4
KPI B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Section 4
KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Section 4
<b>Aspect B6: Product Responsibility</b>		
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 health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	Section 4
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Section 4
KPI B6.2	Number of products and service related complaints received and how they are dealt with.	Section 4
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.	Section 4
KPI B6.4	Description of quality assurance process and recall procedures.	Section 4
KPI B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Section 4
<b>Aspect B7: Anticorruption</b>		
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.	Section 2
KPI 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.	Section 2
KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Section 2
KPI B7.3	Description of anti-corruption training provided to directors and staff.	Section 2
<b>Aspect B8: Community Investment</b>		
General Disclosure	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.	Section 4
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport).	Section 4
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	Section 4

# FEEDBACK FROM READERS

Dear Readers,

Thank your for reading this report. In order to provide you and other stakeholders with professional and valuable information regarding sustainable development of the Company, we are looking forward to your valuable comments to help us make continuous improvements to this report.

Your comments: (Please tick the appropriate columns)

Comment	Agree	Strongly agree	Average	Disagree	Strongly disagree
Do you think whether this report has fully disclosed all information you wish to know?					
Do you think whether the contents and descriptions of this report are clear?					
Do you think whether the performance of our social responsibilities has been fully disclosed?					
Which part of the report are you most interested in? (Please specify)					
What information you wish to know but does not reflected in this report? (Please specify)					
What advice do you have for the sustainable development report to be issued in future? (Please specify)					

### Contact Details (Optional. Your personal information will be kept confidential)

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Thank you for your concern.