同程旅行

Tongcheng Travel Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
Stock Code：0780

2024
ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Make Travel Easier and More Joyful

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Information about this report

This report is the seventh Environmental, Social and Governance **("ESG")** report issued by Tongcheng Travel Holdings Limited(the **"Company", "Tongcheng Travel"** and **"We"**) to systematically demonstrate our management measures and practices in the aspects of product responsibility, business ethics and anti-corruption, supply chain management, employee management, environmental protection and community investment in 2024.

Reporting scope

The principal businesses revenue covered in this ESG report accounts for over 80% of the Group's total revenue. Unless otherwise stated, the key performance indicators **("KPIs")** for the social aspects in this ESG report are applicable to the Company, its subsidiaries and consolidated affiliated entities **(the "Group")**; based on the characteristics of the industry, the KPIs for the environmental aspects in this ESG report are applicable to the office places that have a substantial impact on the environment during the operation of the Company, that is, the main office places in Suzhou, Hefei and Beijing. The reporting period is from January 1, 2024 to December 31, 2024 (the **"Reporting Period"**), and some of the content is not within the period.

References

This ESG report complies with *the Environmental, Social and Governance Reporting Code* (the **"*ESG Reporting Code*"**) in Appendix C2 to the Rules Governing *the Listing of Securities on The Stock Exchange of Hong Kong Limited* issued by The Stock Exchange of Hong Kong Limited and *the United Nations' 2030 Agenda for Sustainable Development* and. The Company has complied with the "comply or explain" provisions set out in *the ESG Reporting Code*.

Reporting principles

Materiality The communication with stakeholders and materiality assessment are engaged in the preparation process of this ESG report to determine key ESG issues. The threshold at which ESG issues determined by the Board are sufficiently important to investors and other stakeholders that they should be reported.

Quantitative This ESG report adopts quantitative data to present the KPIs of the environmental and social aspects and set targets (which may be actual numerical figures or directional, forward-looking statements) to reduce a particular impact, with a narrative to illustrate their purpose and impacts. We also provide comparative data on the environmental and social KPIs in the report.

Balance This ESG report follows the principle of balance and provides an unbiased picture of our ESG performance with avoidance of selections, omissions, or presentation formats that may inappropriately influence a decision or judgment by the report reader.

Consistency The statistics and KPI disclosure in this ESG report are consistent with those used in *the 2023 ESG Report*.

Board Statement

The Board of Directors and all the directors of the Company are responsible for ensuring there are no false representations, misleading statements or material omissions in this report, and make the following statement regarding the ESG supervision and management of the Board of Directors:

Governance framework

- The Board of Directors of the Company is the ultimate governance body responsible for the Company's environmental, social and governance matters. The Company has set up a board-level ESG committee and a corporate-level ESG and Data Security Committee to assist the Board of Directors in guiding and supervising the Company's development and implementation of ESG efforts, ensuring that the Company has appropriate and effective ESG risk management and internal monitoring system in place. The Company has also established an ESG working group to implement the Company's ESG strategy and related initiatives. For the specific content of the governance framework, please refer to *the Striving for the Future: Sustainable Development* section of this report.

Management principles and strategies

- In 2018, the Company carried out its first materiality assessment. In the assessment process, the Company conducted extensive and in-depth communication with stakeholders through various channels to analyse, identify, evaluate, prioritize and manage the key ESG-related issues of the Company (including risks to Group's businesses). In 2021, in response to the changes in the business operating environment and policy trends, the Company re-assessed key issues that stakeholders focused on. In 2024, we conducted a comprehensive reassessment of our material issues, guided by the "double materiality" principle. This approach considers both the impacts of Tongcheng Travel's financial and business performance and our effects on the environment and society.
- The Company's Board of Directors, ESG Committee and ESG and Data Security Committee have been actively managing the material issues of protecting users' privacy, protecting users' security, operating in a credible and compliant manner, providing quality service and safeguarding network security, and this report focuses on how these issues are managed.

Objectives review

- The Company has integrated the concept of sustainability into operations and has established ESG strategies and objectives to review and manage the Company's ESG impact. The Company's ESG Committee regularly reviews the progress and completion of work related to the Company's ESG objectives.

Report Availability

The electronic version of this report will be published on the Company's official website (www.tongchengir.com) and The Stock Exchange of Hong Kong Limited (www.hkexnews.hk).

Chairman's Statement

Over the past year, the global travel industry has undergone profound changes amid its recovery. Facing crucial topics in the current era like climate change, cultural inheritance, and technological innovation, we remain committed to our mission of "Making Travel Easier and More Joyful" and our vision of "Becoming the Most Trustworthy Travel Platform", deeply integrating ESG concepts into our corporate strategy to achieve sustainable development goals. We continuously explore industry solutions across three dimensions: environmental friendliness, social inclusion, and technological innovation.

Actively responding to the global call for climate change, we encourage partners, users, employees, and other stakeholders to reduce carbon emissions in daily work and life, thereby minimising the industry's "carbon footprint" and supporting the development of environment-friendly tourism. In 2024, we continued to embrace environmental protection by launching several green initiatives, such as the "Let Idle Items Shine, Let Joy Spread" public welfare bartering program and the "Pick up Trash Together" activity, to enhance environmental awareness.

We continued to advance the integrated empowerment model of "culture + technology" while exploring innovative consumption models driven by culture and tourism, enriching the user experience. In April 2024, the "Indigo Luzhi Town" immersive night tour, an ancient town tourism upgrading project operated by us, was officially launched. By tracing and exploring the ancient town's culture and leveraging our strengths, we are continuously building new consumption scenarios for cultural tourism in ancient towns.

Guided by the Digital China strategy, we continuously increased R&D investment in areas such as artificial intelligence ("**AI**") and big data. We help all parties build a "low-barrier, highly interconnected, and highly secure" ecosystem for data development and utilization so as to promote the digital development of the cultural tourism. On September 15, 2024, our self-developed generative AI agent "Chengxin AI" was selected as a pilot demonstration project for the application of AI in Suzhou. "Chengxin AI" focuses on empowering the travel industry and has been officially put into use in multiple travel scenarios within the industry.

Over the years, we have been committed to enhancing our ESG performance to align with best practices. We have been included in *S&P Global's Sustainability Yearbook (China)* for two consecutive years and have received an "AA" in MSCI ESG ratings for three consecutive years.

Looking ahead, we will continue to uphold the mission of "Making Travel Easier and More Joyful". We will advance our ESG practices to new levels with higher standards and more concrete actions, aiming to create more value for society and stakeholders.

Wu Zhixiang
Co-Chairman of the Board
and Executive Director

再出发 就同程.

TOGETHER ×
LET'S GO!

About Tongcheng Travel
## Business Overview

Tongcheng Travel is an innovator and leader in China's online travel industry. It was established in 2018 through two online travel platforms, Tongcheng Network Technology Co., Ltd. and eLongNet Information Technology (Beijing) Co., Ltd.

We are a one-stop-shop travel platform, offering comprehensive and innovative products and services to users. Our business scope extends to accommodation booking, transportation ticket booking, attraction ticket booking, packaged tours, business travel, and related value-added services for travel, covering a wide range of travel scenarios. As a technology-driven company, we are leveraging big data and AI capabilities to empower the industry while enhancing user experience.

Corporate Culture and Vision

As a platform providing all-round travel services, Tongcheng Travel is committed to fulfilling the mission of "Making Travel Easier and More Joyful" and aims to become "The Most Trustworthy Travel Platform". We continuously deliver high-quality and diversified travel experiences to users. Upholding our core cultural values of "Customer First, Innovation and Enterprise, Integrity and Honesty, and Win-Win Cooperation," we deeply explore the potential of the industry chain and promote the sustainable development of the travel industry with an open and cooperative attitude. At the same time, we remain dedicated to creating long-term value for all stakeholders.

We deeply understand the importance of corporate culture in driving long-term development and shaping brand image. By implementing four key strategies—" Behaviour Guidance " "Behavioural Influence," "Behaviour Penetration," and " Mechanism Guarantee "—we have integrated the concept of sustainable development into our operations, building a comprehensive in-depth, diverse and multi-dimensional cultural system. This not only stimulates employees' innovative spirit but also provides better services to users and promotes the common progress of the industry.

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Behaviour Guidance
      ▼
Behavioural Influence
      ▼
Behaviour Penetration
      ▼
Mechanism Guarantee
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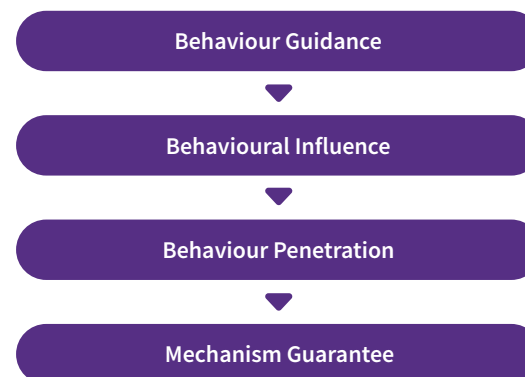
Based on the Company's mission, vision, and values, and in line with the Company's development strategy and goals, Tongcheng Travel iterates and refines its core cultural concepts annually, integrating corporate culture into business and organizational development to maintain consistent cultural identity from top to bottom. In 2024, we extracted two cultural keywords, "Exploration" and "Innovation," based on our annual business objectives, further harnessing the power of culture to foster stronger cohesion.

▲ Tongcheng Travel corporate culture building pathway

▲ Annual Cultural Keywords

Main Awards Received In 2024

🏆 Award	Awarded by
Top 500 Chinese Private Enterprises	All-China Federation of Industry and Commerce
Top 100 China Private Service Enterprises	All-China Federation of Industry and Commerce
Top 20 Chinese Tourism Groups in 2024	China Tourism Academy
The Second Batch of Leading Enterprises in the High-quality Development of Provincial Modern Service Industry	Jiangsu Development&Reform Commission
Leading Enterprises in the High-quality Development of Modern Service Industry in Jiangsu Province	Jiangsu Development&Reform Commission
2024 China Internet Top Enterprises in Comprehensive Strength	Internet Society of China
Demonstration List of the Development of Big Data Industry by the Ministry of Industry and Information Technology	Ministry of Industry and Information Technology of the People's Republic of China
Demonstration Enterprise for the Application of Artificial Intelligence Large-scale Model	Suzhou Industrial Park Science and Technology Innovation Committee
Data Elements - Culture and Tourism - Digital Development of the Culture and Tourism Industry Empowered by Large-scale Model	Jiangsu Data Administration
Employer of the Year	Zhaopin
Healthy Workplace Award	China Healthy Workplace Certification Organizing Committee
Advanced Unit of Building Safety Management	Suzhou Dushu Lake Science and Education Innovation Zone Production Safety Committee Office
Gold Standard Company of China Healthy Workplace Certification	Human Resources Excellence Conference (HREC)
TopDigital Innovative Marketing Awards Integrated Marketing - Travel & Tourism Sector Silver and Bronze Awards	TopDigital

Performance Highlights In 2024

Striving for the Future
- Maintained **"AA"** rating in MSCI ESG for three consecutive years.
- Selected into **the S&P Global Sustainability Yearbook (China)** for **two consecutive years**

Strengthening Ethical Operations
- **100%** of employees and board members participated in integrity and anti-corruption training.

Governing Digital Networks
- Obtained the ISO 27001 Information Security Management System certification, covering more than **80%** of the Company's business
- **100%** of employees were trained in data security training

Building Excellence
- Obtained the certificate of International Customer Service Standardization Certification Body (**COPC Inc.**)
- The customer satisfaction rate of the participants in the survey is **97.47%**.

Pursuing Green Concept
- Committed to reducing Scope 1 and Scope 2 carbon emissions intensity by **15%** by the end of 2030 based on 2021
- Obtained **ISO 14001** certification of environmental management system

Striving for Future in Unity
- Obtained **ISO 45001** certification of occupational health and safety management system and "China Healthy Workplace Certification"
- **51.65%** female employees
- **52.78%** female in management
- Over **248.5** hours of psychological consultation for employees via EAP

Walking Together for Good
- Charitable donations: around RMB **10.58** million.
- Volunteer service hours: Over **29,000** hours.

01

Striving for the Future: Sustainable Development

Sustainable development is the key to both stable corporate growth and social progress. Tongcheng Travel stays aligned with the trends of the times, striving to achieve economic benefits while balancing environmental and social responsibilities, thereby laying a solid foundation for long-term development. We have established a four-tier ESG governance structure and communicated with stakeholders, based on material issues and the double materiality principle, to accurately identify key issues, allow for the efficient allocation of corporate resources, and ensure targeted sustainable development.

- ESG Governance Structure
- Stakeholders' Communication
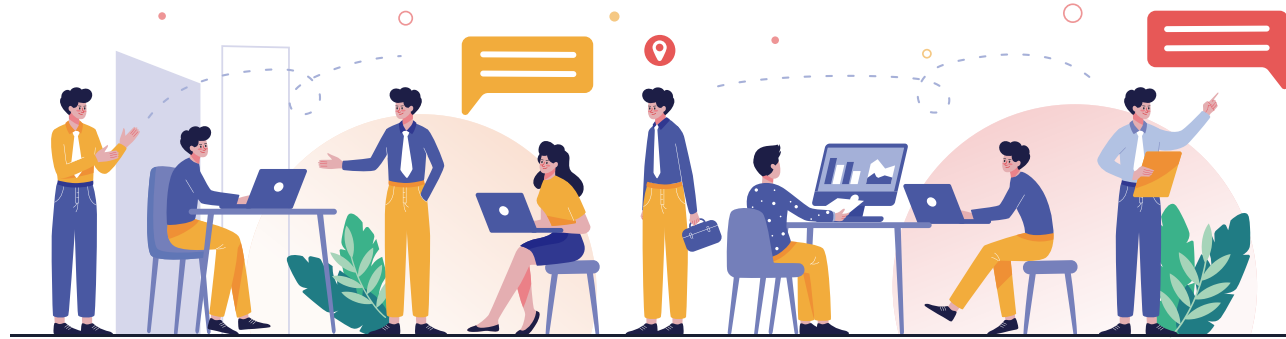- Materiality Assessment

ESG Governance Structure

In 2021, Tongcheng Travel established the Environmental, Social and Governance Committee (the **"ESG Committee"**). The ESG Committee is appointed by the Board of Directors and consist of directors of the Company, all of whom are independent non-executive directors. Please refer *to the Terms of Reference for the ESG Committee*. Under the ESG Committee, the Environmental, Social and Governance and Data Security Committee (the **"ESG and Data Security Committee"**) was set up, chaired by Executive Director and Chief Executive Officer, Mr. Ma Heping, who oversees ESG matters across all areas.

Board of Directors

ESG Committee

Corporate Level — **ESG and Data Security Committee**

Public Policy and Regulatory Affairs	**Corporate Social Responsibility**	**Data Security**
• Manage the impact of business operations on the environment • Improve corporate governance	• Manage the impact of business operation on all stakeholders including users, employees, suppliers and communities	• Manage user data privacy and security, and optimise data security mechanism

Tongcheng Travel ESG Governance Structure

Board of Directors

- Responsible for overseeing ESG issues, and evaluating, prioritizing and managing key ESG matters. Besides, it is fully responsible for the Group's ESG strategies and reporting, and regularly reviews relevant issues and approves annual ESG reports;
- In March 2025, the Board was briefed by ESG Committee on ESG-related matters during the Reporting Period. It reviewed the Group's ESG performance and relevant disclosures in the ESG report, and discussed the ESG management plan in future year.

ESG Committee

- Responsible for reviewing the ESG performance of the Group, including but not limited to a series of ESG material issues such as responses to climate change and carbon neutrality, user privacy and data security, customer service, employees' rights and interests and development, supervisory and monitory on business honesty and integrity;
- Formulate the Group's ESG vision, objectives, management policies and strategies, review the status of achievement of objectives on a regular basis, and report and make recommendations to the Board of Directors;
- Identify and assess the Group's ESG-related risks and opportunities, and manage material ESG issues that have a significant impact on the Group's operations and/or the interests of other significant stakeholders, and report and make recommendations to the Board of Directors;
- Review, inspect and, where necessary, adopt and update the Group's ESG-related policies to ensure compliance with legal and regulatory requirements;
- Oversee and guide the ESG and Data Security Committee in the overall implementation of the Group's ESG governance strategy and related actions.

ESG and Data Security Committee

- The Committee has three sub-committees: Public Policy and Regulatory Affairs, Corporate Social Responsibility, and Data Security：
- The Public Policy and Regulatory Affairs Sub-Committee is mainly responsible for two main areas. On the one hand, it manages and reduces the environmental impacts of the Company's operations, such as response to climate change and energy management, carbon neutrality and ecological protection. On the other hand, it enhances internal corporate governance, such as business integrity and anti-corruption;
- The Corporate Social Responsibility Sub-Committee manages the impact of the Company's operations on all stakeholders in society, including users, employees, suppliers and communities;
- The Data Security Sub-Committee is mainly responsible for managing the security protection of data such as user privacy and information during the Company's operations, strengthening information security and improving the security mechanism;
- The Committee is responsible for overseeing and guiding the ESG working group in the implementation of the Group's ESG related actions.

ESG working group

- Participate in the formulation of the Group's ESG vision, objectives, management policies and strategies, and provide advices to the ESG and Data Security Committee on relevant ESG efforts;
- Monitor and analyse social and industry ESG trends and issues, and provide recommendations to the ESG and Data Security Committee;
- Regularly review the Group's ESG policies and norms to ensure that they comply with applicable legal and regulatory requirements;
- Monitor and respond to internal and external feedback on the Company's ESG work to ensure a transparent mechanism for stakeholders' communication;
- Prepare the Group's annual Environmental, Social and Governance Report；
- Supervise and manage significant ESG risks in the investment process, or make recommendations;
- Responsible for daily communication, preparation of ESG and Data Security Committee meetings, and implementation of relevant resolutions of ESG and Data Security Committee.

Stakeholders' Communication

Tongcheng Travel places great emphasis on communicating with stakeholders and has established a comprehensive communication mechanism that covers shareholders, investors, regulatory bodies, media, partners, users, employees, and communities. During the Reporting Period, Tongcheng Travel has formulated *the Stakeholder Communication Policy* and has built a comprehensive and systematic mechanism for identifying and engaging with stakeholders. We regularly assess the expectations and requirements of all parties regarding ESG matters through various channels, and summarize and analyse the feedback to carry out stakeholder impact assessments. These assessments evaluate the potential impacts of the Company's operations on all parties and serve as an important foundation for formulating ESG strategies. Our communication channels with stakeholders include, but are not limited to, online and offline meetings, roadshows, website announcements, and other formats. We use both Chinese and English to eliminate language barriers and ensure effective communication. To further promote local stakeholder participation, we regularly optimize projects or business segments that may have potential impacts on local stakeholders in key operating areas and invite relevant stakeholders to provide feedback and suggestions, which we track and analyse to establish positive communication and cooperation.

At the same time, we integrate stakeholder communication performance indicators into the management team's performance evaluation. We actively participate in large-scale summits, exhibitions and other events to communicate the Company's strategies and business developments to all parties.

Stakeholders	Requirements	Communication methods
Shareholders & Investors	• Return on investment • Information disclosure • Operational compliance	• Annual reports, financial statements and announcements • Investor briefings • Company website • Meetings, roadshows, and investor summits
Regulatory authorities	• Operational compliance • Tax compliance • Social contributions	• Direct communication • Business forums • Seminars and conferences
Media and NGOs	• Promotion of industry development • Publicity compliance • Delivery of brand value	• Social media • Official website • Press conferences • Meeting communication
Partners	• Fairness and justice • Win-win cooperation	• Business communication • Regular meetings • Field visits • Evaluation and assessment
Users	• Personal privacy protection • Service quality guarantee • Perfect travel experience	• Application (**"APP"**) and official website • Service hotline • Customer satisfaction survey • Social media
Employees	• Protection of employees' rights and interests • Occupational health and safety • Improvement of employee benefits • Equal opportunities and diversity	• HR of business groups • Labor Union • Internal meetings • Performance assessments
Communities	• Active participation in public welfare • Promotion of positive energy	• Company website • Mass media • Social media

Materiality Assessment

A double materiality assessment helps the Company identify and prioritise issues with significant impact on financial performance and sustainable development to maintain transparency and accountability in fulfilling social and environmental responsibilities. During the Reporting Period, the Company appointed a third-party professional organisation to conduct an annual review and assessment of material issues based on the double materiality principle, and actively invited stakeholders to participate in surveys. We conduct our analysis from two dimensions: financial materiality and impact materiality. Financial materiality refers to whether an issue is expected to have a significant impact on the Company's business model, operations, development strategy, financial condition, operating results, cash flow, financing methods, and costs in the short, medium, and long term. Impact materiality, on the other hand, refers to whether the Company's performance on a particular issue will have a significant impact on the economy, society, or environment. We use the assessment results as important references for formulating our ESG management strategy and preparing our ESG report. Additionally, we incorporate these findings into the Company's overall risk management system.

Assessment Flow

| Step 1: Identify ESG Issues	In accordance with *the ESG Reporting Code*, we identify all potential sustainability issues related to our Company, including those related to ESG. We determine whether these issues meet the criteria of double materiality, that is, whether they have financial materiality and impact materiality.
Step 2: Determine Materiality	The Company employs a double materiality assessment approach to evaluate and adjust various topics from the perspectives of financial materiality and impact materiality. This is achieved by distributing questionnaires to key internal and external stakeholders, conducting internal interviews and discussions, and soliciting feedback from external stakeholders. Based on the results of the surveys, a materiality assessment matrix is generated.
Step 3: Verify Assessment Results	The Board of Directors and the ESG Committee review and confirm the assessment results. Based on the assessment results, we identify the issues that are very important to our Company, including Business Ethics, Compliance in Business Operations, Protect users' security, Provide quality services, Protect users' privacy and Addressing Climate Change. In this report, we will respond to those material issues in the corresponding sections of the report to meet the concerns of all stakeholders.

Materiality Matrix

Aspect	NO.	Issue
Economic	1	Business Ethics
	2	Compliance in Business Operations
	3	Provide quality services
	4	Protect users' security
	5	Safeguard intellectual property
	6	Sustainable supply chain
	7	Boost industrial development
Social	8	Protect users' privacy
	9	Safeguard network security
	10	Prohibit child labor and forced labor
	11	Protect staff's rights and interests
	12	Protect staff's health
	13	Diversity and equal opportunities
	14	Promote career development
	15	Charity activities
Environmental	16	Save resources
	17	Addressing Climate Change
	18	Reduce emission
	19	Biodiversity Conservation
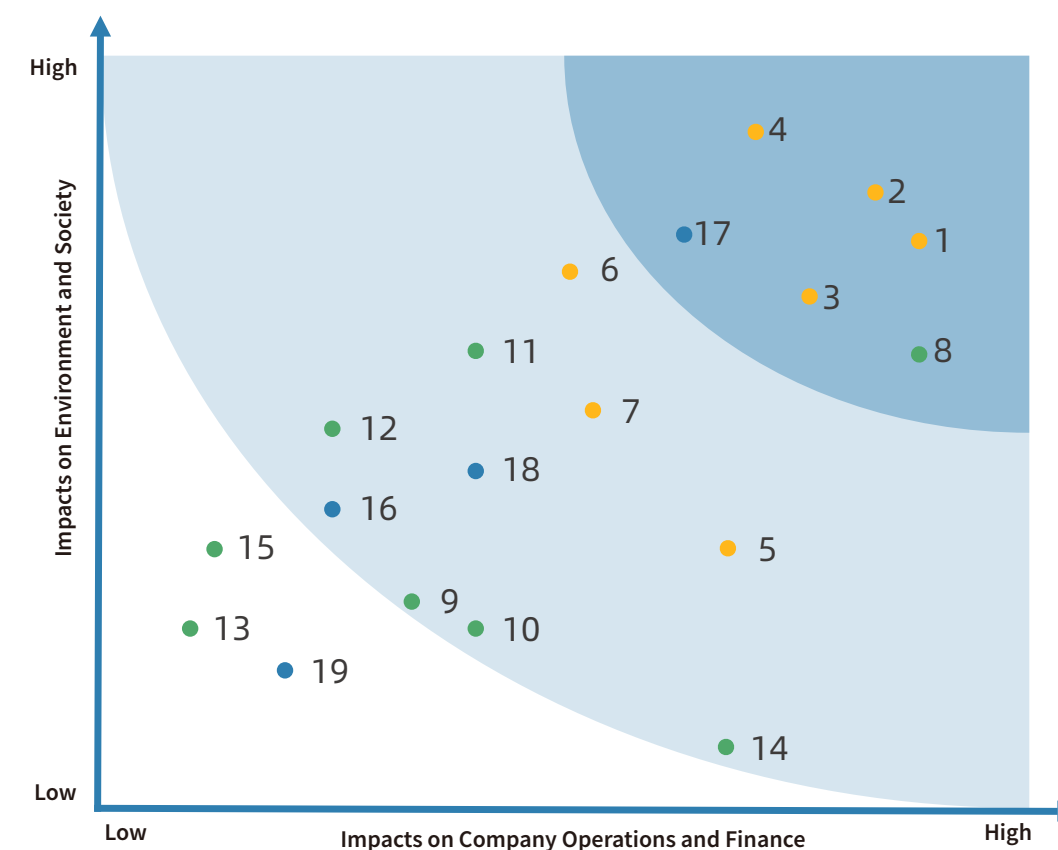
▲ Results of the Double Materiality Assessment

02

Strengthening Ethical Operations: Responsible Operations

Tongcheng Travel always adheres to the core values of "Integrity and Honesty: Upholding principles, Being Simple and Honest", and embraces the business philosophy that emphasizes both compliance and efficiency. We regard those as the compass guiding our actions. We strictly comply with the relevant laws and regulations of the countries and regions where we operate. Additionally, by establishing a sound risk prevention mechanisms and risk management processes, we ensure that all aspects of our business operations adhere to high standards of professional ethics, providing users with a solid foundation of trust.

- Risk Management
- Business ethics
- Compliance in Marketing
- Intellectual Property Management

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Risk Management

Risk Management and Control System

Tongcheng Travel has established a comprehensive risk management system, adopting the COSO framework and ISO 31000:2009 standard to achieve continuous improvement in risk management. The risk management framework of Tongcheng Travel operates across three levels: governance, management, and execution. At the governance level, the Board of Directors, the Audit Committee and ESG Committee oversee risk management and internal control system to align with the Company's strategy. At the management level, the focus is on setting control standards and monitoring compliance with risk management policies. The execution level mainly consists of three lines of defence: business teams, functional teams, and internal audit and discipline supervision teams. To ensure effective risk control, we incorporate risk management-related indicators into performance evaluation and compensation considerations. In particular, the overall performance in risk management is integrated into the performance evaluation of the internal audit and discipline supervision teams. Business teams and functional teams are held accountable for their associated risks (e.g., information security risk, compliance risk and occupational health and safety risk), with relevant indicators incorporated into their compensation incentive plan.

Governance Level	Board of Directors	Audit Committee	ESG Committee
Management Level	Senior Management		ESG and Data Safety Committee
Execution Level	The first Line of Defence	The second Line of Defence	The third Line of Defence
	Business Team	Functional Team	Internal Audit and Discipline Supervision Team

▲ Risk Management Framework

The first line of defence　Business teams collect and identify initial risk information, implement risk response plans, and participate in risk management culture development.

Functional teams such as legal, finance, risk control, and information security are mainly responsible for assisting the business teams in the first line of defence. They provide professional support and guidance to ensure compliance with relevant regulations and internal risk control policies, facilitating the effective implementation of risk management measures.　**The second line of defence**

The third line of defence　Internal audit and discipline supervision teams focus on the risk management and internal control system. Their responsibilities encompass compliance audits on internal control of the Group and its subsidiaries, specific audits on investee companies and projects , and disciplinary inspections through integrity management and case investigations.

Risk Management Process

Tongcheng Travel has systematically identified potential risks in its operations and actively taken measures to address and prevent them. Our risk management process follows three key steps to ensure its comprehensiveness and effectiveness: risk identification and analysis, risk assessment, and risk control.

Risk identification and analysis

- We conduct internal control risk audits covering various risks annually to fully identify various risks, including compliance risks, operational risks, etc., and report the identified risks to the Audit Committee for further analysis. The Committee identifies and analyzes risks based on its controllablility and priority ranking. During the Reporting Period, a total of eight process-related risk control reviews were conducted.

Risk assessment

- We conduct systematic assessment of risks identified and analyzed by the Company at least twice a year, and proactively analyze the probability of the of risk occurrences and related impact. We also levarge stress testing, cross-testing, and other tools to silulate the impact of risks in extreme situations, in order to determine the priority of risk management. In addition, we ensure the comprehensiveness of our risk assessment by conducting internal audits, etc. During the Reporting Period, a total of nine operational audits were conducted.

Risk control

- We have established a sound risk management procedure to manage and control risks in various areas. In addition, we regularly conduct various risk emergency drills to ensure the effectiveness of emergency measures and raise the risk control awareness of all staff through training. During the Reporting Period, a total of five risk-control related training sessions were conducted, with nearly 500 participants. The Company also continues to provide directors with professional development training on legal and regulatory systems.

▲ Risk Management Process

Tongcheng Travel continuously monitors and analyses emerging risks arising from evolving internal and external operating environments, and proactively develops response measures to systematically manage these risks. In 2024, the major emerging risks identified and the corresponding measures are as follows.

Responsible AI utilisation	Risk description	The wide application of AI technology has boosted our work efficiency and spurred business model innovation. However, it also brings a range of risks, such as data dependency and algorithm bias.
	Risk impact	With the advancement of AI technologies and the large-scale algorithmic processing of data, automated decision-making systems may exhibit algorithmic bias when training datasets fail to achieve equitable representation across demographic groups, thereby leading to systematically unfair treatment of specific populations or individuals.This risk could potentially increase the Company's reputational risk, raise the rate of user complaints, and escalate the risk of legal disputes.
	Measures	To prevent and mitigate algorithmic bias, Tongcheng Travel adheres to the "people-oriented" technological development philosophy, conducting algorithmic design in strict accordance with the industry's code of ethics for technology and algorithms. We urge algorithmic platforms and designers to uphold their moral integrity, strengthen algorithmic ethics, and enhance professional and ethical competencies. While pursuing the convenience and benefits brought by technology, Tongcheng Travel remains committed to upholding social fairness and justice, ensuring that algorithmic benefits are reasonable, lawful, and dot driven solely by capital or profit.
Responsible data use	Risk description	Responsible use of data demonstrates a company's commitment to social responsibilities and the protection of user privacy. However, in practice, unauthorised access, usage, or disclosure of data may lead to the leakage of users' private information, resulting in legal disputes or reputational damage.
	Risk impact	If the risks associated with responsible data usage are not effectively managed, they may lead to data security incidents such as privacy leakage, causing broad and profound impacts on the Company. The impacts include decreased user trust, increased legal risks, and weakened market competitiveness.
	Measures	Tongcheng Travel is committed to enhancing the awareness of data protection and emphasizing the importance of data protection among all employees. We have also established a sound data protection and management system with clear process to define data management responsibilities and data use authorities. In addition, we will strengthen compliance management by understanding and adhering to relevant laws, regulations, and industry standards to ensure compliance throughout the data processing lifecycle.

Business ethics

Tongcheng Travel adheres to the principle of honest business operations and adopts a "zero-tolerance" attitude towards corrupt practices. We strictly comply with the *Anti-Unfair Competition Law of the People's Republic of China*, *the Interim Provisions on Prohibition of Commercial Bribery*, *the Anti-Money Laundering Law of the People's Republic of China* and have established management policies such as the *Tongcheng Travel Sunshine Code of Conduct* and the *Measures for the Work of the Discipline Inspection and Supervision Committee*. These policies cover all employees and all business lines of the Company, explicitly prohibiting behaviours such as falsification, improper profit-making, fraud, bribery, unfair competition, conflicts of interest, insider trading, money laundering, and the disclosure of confidential information.

We have established a comprehensive integrity governance system and set up the Discipline Inspection and Supervision Committee as the main enforcement body. We have also appointed discipline liaison officers in each business group to assist the committee in conducting inspections. In addition, all employees are required to sign a *Letter of Commitment for Integrity*, and we have implemented a performance evaluation mechanism that integrates employee performance with business ethics compliance. Additionally, we have established a police-enterprise linkage mechanism with law enforcement agencies to jointly combat corruption, ensuring compliance, transparency, and integrity in our business operations.

During the Reporting Period, there were no significant[1] incidents of corruption, discrimination and harassment, conflicts of interest, money laundering, or insider trading.

> **Click here to find out:**
> **Tongcheng Travel**
> **Sunshine Code of Conduct**

Notes: 1. The term "significant" here means having a material impact on the company's business.

Anti-Corruption Measures

Under the integrity ecosystem governance framework, Tongcheng Travel has implemented the following specific measures for business ethics and anti-corruption:

Business Ethics and Anti-Corruption Initiatives

Business Ethics Performance Assessment
- Tongcheng Travel considers business ethics compliance as one of the core indicators for employee performance assessment, with a weight exceeding 50%.

Whistleblowing and Protection Mechanism
- *The Company has formulated the Implementation Measures for Whistleblowing*, *the Protection and Reward Measures for Whistleblowers*, *the Measures for the Work of the Discipline Inspection and Supervision Committee*, and *the Implementation Measures for Case Handling*. A comprehensive reporting channel and handling process have been established.
- Employees and external parties can report violations of professional ethics through various means, such as email and telephone.
- The Company has clarified protection measures and reward mechanisms for whistleblowers, providing necessary protection for them and witnesses. Additionally, any verified acts of retaliation are dealt with seriously.

Penalty Policies
- If an employee violates the business ethics stipulated in *the Tongcheng Travel Sunshine Code of Conduct*, and the circumstances are serious, it will be deemed a serious violation of discipline, and the Company will take measures to dismiss or terminate the employment of the employee.
- If the investigation of a report is confirmed to be true, the Company will handle the case seriously in accordance with *the Sunshine Code of Conduct*, *the Detailed Rules for the Implementation of Disciplinary Punishment*, and *the Conflict of Interest Management System*.
- For cases that constitute criminal offenses, the Company will transfer them to the public security and judicial authorities for handling and announce the results within the Company.

Anti-Corruption Audit
- The Company conducts annual audits on business ethics and anti-corruption for all business operation points and segments, actively screening and investigating corruption-related litigation cases.
- As of the end of the Reporting Period, the Company has recovered a total of RMB 8.59 million, and the violations have not had a material impact on the Company.

Improvement and Enhancement
- Based on the investigated cases, the Company has constructed a fraud risk map and carried out measures to plug loopholes and establish systems.
- For high-risk positions and management positions, the Company has implemented one-on-one integrity talks to strengthen self-inspection and correction of high-risk issues.

Integrity Education

Tongcheng Travel is committed to fostering a corporate culture of integrity and self-discipline. In line with our commitment, we have designated "11th November" of each year as the "Integrity and Self-discipline Day." Besides, we spare no effort to deliver the values of integrity and self-discipline to each employee through multiple means, such as tabloids, publicity videos, and articles. The Company places great emphasis on integrity promotion and training for all employees and Board Members. By setting an example at the top and cascading the message through all levels of the organization, the Company has built a shared commitment to integrity among all employees. During the Reporting Period, the Company conducted a total of 43 integrity training sessions, reaching 9,263 participants. In addition, through integrity culture surveys, the Company found that employees have a high degree of recognition for integrity culture, with over 96% of employees aware of how to file complaints through channels such as offline mail and email, demonstrating the widespread dissemination and practice of integrity culture within the Company.

● ● ● **Case: Tongcheng Travel attended training sessions of the Trust and Integrity Enterprise Alliance**

Tongcheng Travel attended training sessions of the Trust and Integrity Enterprise Alliance, enabling employees to learn about anti-corruption, compliance system building, and professional ethics. With experts' explanations and case studies, employees were able to better understand how to practice the principle of integrity in their daily work, thus being encouraged to follow the corporate integrity culture.

▲ Tongcheng Travel at the Training of the Trust and Integrity Enterprise Alliance

Ethical Procurement

To foster a clean and transparent procurement environment, Tongcheng Travel has established *the Supplier Code of Conduct*, which requires all suppliers to adhere to the Company's principles of integrity and to proactively establish their own business ethics policies and management procedures. Our business ethics audits apply to all compliance assessments throughout the cooperation with external suppliers, ensuring a fair and positive industry value. Additionally, we have implemented a series of supervisory measures, including beforehand reviews, product sampling inspections, and bid rejection follow-ups, while strictly monitoring every stage of the bidding process. The Company has signed *Anti-Bribery Agreements* with all suppliers and has entered into *Anti-Commercial Bribery and Confidentiality Agreements* for new project collaborations, further strengthening the requirements for integrity and self-discipline in our partnerships.

Click here to find out:
Tongcheng Travel Supplier Code of Conduct

Moreover, Tongcheng Travel regularly conducts training for suppliers and key procurement personnel within the Company, issuing certificates of qualification to those who complete the training. During the Reporting Period, the Company conducted eight risk management training sessions for procurement-related staff, covering topics such as risk warnings throughout the procurement process and procurement fraud risks, so as to help procurement personnel effectively avoid risks and reduce potential losses.

Tongcheng Travel is also a member of the Trust and Integrity Enterprise Alliance where it collaborates with other members to share resources, jointly combat unethical behaviour within the industry, and promote greater transparency and trust across the entire industry.

Compliance in Marketing

Compliant Promotion Management

Tongcheng Travel actively builds a positive corporate image, with a focus on advertising and visual identity management. We rigorously follow *the Advertising Law of the People's Republic of China* and have established internal copywriting standards that adhere to the principle of "Concise and Simple" . This ensures that advertising content is true and accurate. We have developed internal policies such as *the Internal Review Process for Advertising Release* and *the Brand Promotion Management Measures* to ensure that the Brand Department can effectively guide, inspect, supervise, and evaluate business promotion activities.

Additionally, we have updated *the Media Platform Account Operation Management Measures* to strengthen the management of our social media matrix. We have also established a unified visual identity system through *the Tongcheng Travel Colour Code System and Specification* and *the Tongcheng Travel Brand VI Specification* to enhance brand recognition.

Public Relations Management

Tongcheng Travel has implemented systematic measures in public relations management and crisis response to maintain a positive corporate image and effectively manage potential risks. We have established principles for public relations management and emergency handling principles for sudden public opinion crises, ensuring a rapid and effective response to significant public opinion events. We have also built a three-dimensional public opinion governance system, established a major public opinion prevention and early warning mechanism for core businesses, and a public relations risk identification matrix. We periodically conduct business risk identification and industry public opinion review work. We provide quarterly training on policies and public opinion for business and customer service personnel to enhance their awareness of business risks and public sentiment. During the Reporting Period, we successfully organized nine trainings related to policies and public opinion, with over 3,000 participants.

Intellectual Property Management

Intellectual Property Protection

Tongcheng Travel places great emphasis on technological innovation and intellectual property protection to enhance the Company's core competitiveness. We strictly comply with *the Copyright Law of the People's Republic of China*, *the Trademark Law of the People's Republic of China*, and *the Patent Law of the People's Republic of China*. The Company has established a comprehensive intellectual property protection mechanism and has publicly issued a commitment to intellectual property protection. During the Reporting Period, we updated our intellectual property protection rules, clarified the procedures for infringement complaints and counter-notifications, and set up a dedicated complaint email address to protect the legitimate rights and interests of right holders and the parties being complained against.

We continuously enhance employee awareness of intellectual property through extensive training and publicity, and have established a patent incentive mechanism to encourage continuous innovation among employees. As of the end of the Reporting Period, we have rewarded over 100 individuals, with total incentives exceeding RMB260,000. Since the inception of the patent incentive mechanism, we have successfully launched a number of software for our own use, including Butler Cloud Disk, Document Office and AI Assistant, etc. These innovative tools have effectively improved the office efficiency of our employees. In addition, Tongcheng Travel actively participates in industry standards formulation. For example, we joined the Team Standard Review Meeting for *Domestic Through-Airline Services – Part 1: Identification* organized by the China Air Transport Association. We also contributed to drafting *the Suzhou Intellectual Property Protection and Promotion Regulations*, fostering collective learning and industry progress.

Product Exports Protection

To promote the smooth export of our products, during the Reporting Period, Tongcheng Travel has launched an overseas intellectual property entity planning project. Focusing on managing overseas trademarks and domain names, the project conducted a comprehensive survey of overseas trademark layout. We have also established a trademark monitoring and early warning system, enabling dynamic monitoring of overseas trademarks and markets.

In addition, Tongcheng Travel has implemented unified management of the Group's trademarks, including review, filing, and signing of authorization documents. Trademark information is regularly updated to ensure its proper and lawful usage. We also enhance our intellectual property protection capabilities by organising internal conferences and participating in industry exchange activities, laying a solid foundation for our international competitiveness.

03

Governing Digital Networks: Information Security

Tongcheng Travel understands the importance of information security, and we are always alert to the double-edged sword effect brought about by digital development and technological iteration. We have established a comprehensive security protection system and obtained ISO 27001 and ISO 27701 management system certifications to protect against internal and external information security threats and to safeguard the stability of our business.

- Corporate Information Security
- Protecting Users' Privacy

Corporate Information Security

Information Security Management System

Tongcheng Travel has made active efforts in corporate information security. We strictly comply with relevant laws and regulations, such as the Cybersecurity Law of *the People's Republic of China, the Data Security Law of the People's Republic of China,* and *the Personal Information Protection Law of the People's Republic of China*. We have established a comprehensive information security management system and have successfully obtained the ISO 27001 Information Security Management System certification. Meanwhile, we perform security classification filing for information systems in accordance with t*he Administrative Measures for the Graded Protection of Information Security* issued by the Ministry of Public Security and others. We also conduct annual internal audits and evaluations to safeguard network and data security, while periodically performing third-party vulnerability analysis and hacking simulations.

We have comprehensively improved information security management capabilities in research and development (**"R&D"**), operation, detection, governance, and business functions. Furthermore, we have incorporated information security into the performance assessment of relevant employees, so as to enhance employees' awareness of information security.

- Improvement in active protection capabilities
- Establishment of data security platform

R&D

Operation
- Security emergency response and review
- Security strategy management
- Security monitoring and analysis

Business
- Security protection at business level
- Abnormal account tracking

Governance
- Hierarchical and Categorized Management of Data
- Personal privacy protection
- Checks on security compliance and relevant qualifications

Detection
- Security vulnerability detection
- Establishment of an automated scanning platform

Cybersecurity

To accurately assess system operation risks and enhance cybersecurity protection capabilities, we have implemented a series of comprehensive measures. These include adhering to secure coding standards, conducting security threat modelling, performing security code audits, managing vulnerabilities, and providing training to comprehensively strengthen security practices during both the R&D and operations and maintenance stages. Additionally, we have deployed proactive defence strategies such as white-box testing, data encryption, permission isolation, access control, security operation centres, and situational awareness technologies. We have also implemented passive defence measures, including intrusion detection systems, firewalls, and cloud shield applications to ensure network security. These measures have significantly reduced the security risks associated with our online business operations.

To strengthen and standardize application security management, we have formulated *the Tongcheng Travel Mobile Application Security Management Measures* and *the APP and Platform Product Launch and Promotion Process Management Measures*. Through continuous internal reviews by the APP Compliance Team and regular inspections by external testing institutions, we continuously optimize and fix security vulnerabilities in our applications to ensure the security of app development, end users, and system releases.

Furthermore, we have set up a Security Emergency Response Centre to enhance our ability to quickly respond to and address threats and vulnerabilities. We publicly solicit threat and vulnerability information through our official website, which is then processed, repaired, and reviewed by a professional team. We also provide feedback and reward reporters with points based on the level of risk.

Data Security

We have developed *the Data Security Management System* and *the Data Security Risk Assessment Standards* to standardize the principles, organizational structure, and data classification for data security management. We have control over every stage of the data lifecycle, including data generation, collection, storage, processing, transmission, usage, archiving and deletion. We have also clarified various data security risk assessment scenarios, including service launch, cross-border data transfer, and changes in business logic, to avoid potential risks or losses caused by improper actions.

Data Security Assurance

We have established a data security network that includes features such as data desensitization, data watermarking, identity authentication, data auditing, and data identification to prevent the leakage of sensitive internal data. We regularly performance emergency drills such as "data recovery after accidental deletion" and phishing email prevention to enhance our emergency response capabilities. In addition, we have designated data security specialists in each business unit or project team to be responsible for data security and compliance matters within their respective units.

Cross-Border Data Transfer

During the Reporting Period, we have continuously optimized cross-border data transfer process. We have identified and interpreted data security laws and regulations in relevant regions where our overseas business is expanding, and conducted compliance tests on overseas APPs in accordance with legal requirements overseas, including internal testing and assessments by external professional institutions, to ensure the smooth and compliant rollout of overseas APPs. We have clarified the data processing requirements and obligations for overseas suppliers involved in our international business and have ensured that all security assessment filings for cross-border data transmissions have been completed. In addition, we require overseas suppliers involved in cross-border data transmission to sign *the Data Transmission Agreement* or relevant obligatory clauses to ensure compliance and data security during processing.

External Management

Tongcheng Travel also implements strict data security management measures for third parties (including suppliers and other partners). We conduct reviews of our business partners with whom data transmission occurs and obtain information about their acquisition of national information security level protection certifications and ISO 27001 certifications. In addition, we carry out interface security inspection and data compliance audit on third parties to reduce and avoid risks associated with the data transmission with third parties. During the Reporting Period, Lvzhi Tech[1] developed a common technology platform to support the integration of multiple brands' Property Management System (PMS) in modules, such as payment, messaging, and data management, ensuring data transmission security. Tongcheng Tourism[2] has also made continuous improvements in terms of system building and emergency response, and has independently developed the Qianqing System to improve information security management while standardising the operating procedures of different travel agencies.

Notes: 1. Tongcheng Yilong Intelligent Technology Co., Ltd. (referred to as "Lvzhi Tech") is a travel-related PMS company under Tongcheng Travel.
2. Beijing Tongcheng Tourism Investment Group Co., Ltd. (referred to as "Tongcheng Tourism") is a large-scale tourism group under Tongcheng Travel.

Physical Security

To guard against the impact of extreme events such as floods, fires, and earthquakes on data centres, we have established *the Personal Information Security Incident Emergency Response Plan*, which clarifies the responsibilities of the security emergency organization and relevant departments, as well as the incident response process. We review the effectiveness of the emergency response plan annually. Additionally, we have constructed a severe weather control matrix, equipped with high-reliability and high-availability disaster recovery systems. We have also developed disaster recovery plans and business continuity plans, and review the effectiveness of the emergency response plan annually. During the Reporting Period, we conducted disaster recovery drills to test the fault recovery capabilities of core business systems.

Data Security Propaganda

We require key position employees to sign *the User Personal Information Protection Commitment Letter*. We regularly invite internal and external experts to conduct data security training for all employees (including full-time employees, outsourced employees, interns, and all other types/forms of employment). We also provide information security and data security course training for new employees both domestically and internationally, and regularly organize security attack and defence drills to foster a strong culture of information security.

We carried out more than ten training sessions on information security-related knowledge and skills for various businesses units, including specialized sessions on domestic legal compliance requirements and skills for overseas application softwares, as well as information security trainings for new employees. These efforts have enhanced employees' knowledge and practical skills in data security. During the Reporting Period, there were no significant financial losses related to information security issues.

Tongcheng Travel has established an information security complaint and reporting channel (the same as the business ethics reporting channel), encouraging employees to promptly report non-compliance incidents related to information security. Additionally, we participated in information security activities such as the Suzhou Internet Enterprise Cybersecurity Alliance Meeting held by the Suzhou Public Security Bureau's Cybersecurity Protection Brigade and the Longpan 2024 Data Security Special Action Meeting hosted by the Jiangsu Communications Administration, to jointly promote the construction of a data security ecosystem.

During the Reporting Period, the Company experienced no major violations related to data security protection, and the total number of users affected by significant data security incidents was 0.

Protecting Users' Privacy

The protection of personal information and privacy is crucial for users' rights and company credibility. Tongcheng Travel strictly adheres to relevant laws and regulations, such as *the Personal Information Protection Law of the People's Republic of China*, and integrates the user's privacy management system into the Company's overall compliance management framework to achieve full lifecycle protection of user privacy. During the Reporting Period, we obtained the ISO 27701 Privacy Information Management System certification.

Through *the Tongcheng Travel User's Privacy Policy*, we inform users about how their personal information is managed in terms of collection, retention, use, sharing, transfer, deletion, disclosure and the subject right. This policy applies to all business lines of Tongcheng Travel. We have made solemn commitments in the areas of information collection, retention, and usage, and have implemented the following initiatives:

Click here to find out: Tongcheng Travel Users' Privacy Policy

We promise to
- Minimise unnecessary collection of personal information as much as possible
- Standardize the processes of data collection and usage for third-parties
- Make every effort to protect users' rights in the management of personal information
- Conduct regular assessments and audits of user information security

� Information Collection

We have established a comprehensive user rights protection mechanism, regulating the retention and usage of data through documents such as *the Service Agreement*, *Privacy Policy* and *Business Reservation Agreement*. We clearly define the necessary scope for collecting and using personal information, ensuring that we collect the minimum necessary privacy information. We are committed to not using it for any purposes beyond providing services. During the information collection process, we clearly inform users of the purpose, method, and scope of information collection and obtain their consent.

We place great importance on the protection of minors' personal information and privacy. We guarantee that the collection, use, sharing, transfer, or disclosure of minors' personal information is conducted only under circumstances permitted by laws and regulations, necessary for business purposes, with explicit consent from parents or guardians, or necessary for the protection of minors.

✢ Information Retention and Destruction

We adhere to the principle that the retention period for personal information should be the shortest necessary to achieve the processing purpose. Users have the right to query, correct, delete, cancel, and withdraw authorization for their personal information. Meanwhile, backend data is retained for 3 years in accordance with the statute of limitations for legal proceedings to minimize the unnecessary retention of personal information.

✢ Information Usage

We restrict business processing operations involving users' personal information to a secure office network environment, and conducts classification and grading approval, log backups and regular checks of information retrieval behaviour, and adopts a secure approach to data transmission. During the Reporting Period, we updated our *Data Access Management Guidelines* to clarify new information security standards. Meanwhile, we have established a key information desensitisation mechanism and launched a data encryption project to encrypt personal information and conduct continuous alert monitoring. We also correlate user privacy content with order scenarios and restrict the transmission of sensitive data to external parties for non-essential scenarios. Furthermore, we conduct routine inspections of suppliers across all business lines regarding personal information protection to ensure compliance in data usage.

✢ Personal information protection initiatives

We have formulated *the Personal Information Security Incident Contingency Plan* and organise emergency response training and emergency plan drills at least once a year. We actively arranged for employees to participate in relevant external training courses and to get relevant certificates. As of the end of the Reporting Period, 3 employees have been awarded *the Personal Information Protection Engineer certificate*. We have also established a user complaint channel and feedback mechanism for user privacy matters. In the event of a data security violation, we will handle the matter seriously in accordance with *the Data Security Management System*. The most severe penalties include immediate dismissal, and there may also be civil or criminal liability.

During the Reporting Period, there were no significant violations of privacy protection.

04

Building Excellence: Quality Assurance

Exceptional service quality is the solid foundation for building brand identification and social credibility. We always follow relevant laws and regulations, such as *the Tourism Law of the People's Republic of China* and *the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests*. By integrating resources across the industry chain and establishing in-depth cooperative relationships with high-quality travel service providers, we continuously launch innovative products and services. Tongcheng Travel is committed to building a win-win partnership with suppliers to jointly promote the stability and reliable development of the supply chain. Our pursuit of service quality is relentless, and we remain dedicated to creating more value for users and earning their trust and support through exceptional services.

- Supplier Management
- User Experience
- Industry Exchange

Supplier Management

❖ Supplier Admission and Assessment

Tongcheng Travel has formulated *the Supplier Management System, the Purchasing Management System*, *the Guidelines for Purchasing Operations* and *the Purchasing Bidding Specification*. We have created a comprehensive supplier selection, assessment, and management mechanism. We have also implemented the digitalization, standardization, and streamlining of supplier management process. Currently, our Supplier Relationship Management System (SRM) facilitates end-to-end online supervision and risk control for bidding projects. During the Reporting Period, we revised *the Supplier Assessment and Management Plan*, and optimized the supplier points reward policy. We also established a service evaluation mechanism, based on which we assess and evaluate suppliers based on their delivery performance, product quality, product origin, and service quality. This facilitated cost reduction, efficiency improvement and resource optimization for suppliers.

❖ Supplier ESG Management

The integrated sustainable development of the value chain is an inevitable result of industry development. Tongcheng Travel actively monitors environmental and social risks across all stages of the supply chain. We have established *the Supplier Code of Conduct* and regularly review the compliance of procurement practices and related suppliers with this code.

For suppliers managed at the group level, we have incorporated ESG factors into our supplier management system. Based on the country, industry, and business category where the supplier operates, we have established targeted screening indicators and regularly assess the ESG risks and business relevance of all suppliers. We pay special attention to suppliers in high ESG risk regions, industries, or business categories to identify ESG risks along the supply chain. We assess suppliers' ESG risks through desktop and on-site assessments and assist suppliers who deemed non-compliant with online or offline corrective and enhancement initiatives to help them meet our requirements in the shortest time possible. Through online reporting and information collection, we require suppliers to provide relevant information and supporting evidence for their ESG indicators. We review, verify, and analyse this information to form the final ESG assessment results for suppliers. If, after a second assessment, a supplier is still unable to meet our minimum ESG requirements, we will take measures such as penalties or even suspension of cooperation.

Business Relevance
Procurement costs
Delivery quality
Contract performance
...

Environmental Relevance
Environmental compliance
...

Social Relevance
Quality management
Information security
...

Governance Relevance
Governance compliance
Business ethics
...

▲ **Typical ESG Indicators of Supply Chain**

In terms of supplier support, we provide internal procurement personnel and suppliers with trainings, and publicity and communication activities. By doing so, we help suppliers understand our ESG indicator management requirements and related initiatives. We also share the best practices of industry-leading peers to help suppliers improve their ESG performance. We advocate that suppliers should proactively adopt environmentally friendly products and reduce the carbon footprint generated in their operations. Additionally, we prioritise cooperating with environmentally conscious suppliers to jointly build a sustainable supply chain. Moreover, we have established the TE-Club for outstanding suppliers, offering incentives and rewards, particularly for suppliers with strong ESG performance.
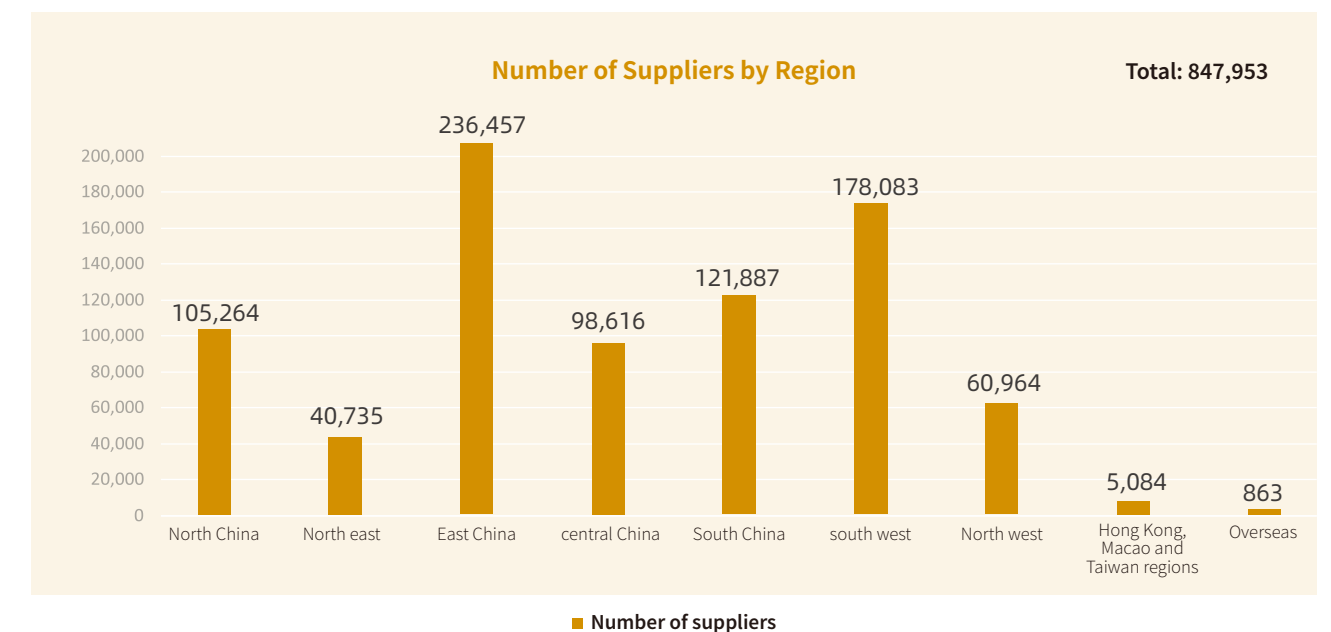
▲ **Supplier Conference**

During the Reporting Period, we held a supplier conference themed "Mutual Empowerment - Collaborative Story Sharing". The meeting aimed to strengthen partnerships with suppliers by sharing success stories and best practices, facilitating knowledge sharing and experience exchange between both parties.

❖ Supplier Quantitative Data

During the Reporting Period, we established cooperative relationships with 847,953 suppliers.

Number of Suppliers by Region — **Total: 847,953**

Region	Number of suppliers
North China	105,264
North east	40,735
East China	236,457
central China	98,616
South China	121,887
south west	178,083
North west	60,964
Hong Kong, Macao and Taiwan regions	5,084
Overseas	863

■ Number of suppliers

Notes: 1. As our Company does not produce physical products in its operations and does not meet the relevant conditions to trigger product recalls, the KPI B6.1 (percentage of total products sold or shipped subject to recalls due to safety and health reasons) and the KPI B6.4 (description of quality assurance process and recall process) are not applicable to our Company, and no disclosure is made in this ESG report.
2. We have established a strict supplier admission qualification review and management mechanism, and do not establish cooperative relations with suppliers that do not meet the standards. Supplier data includes air ticket service suppliers, accommodation service suppliers, ground transportation suppliers, tourism & vacation suppliers, and administrative procurement suppliers within the validity period of the cooperation as of the end of the Reporting Period.

User Experience

Guided by the core value of "Customer First - Creating Value for Users" and the service philosophy of "Making User Choices Simpler", we strive to continuously enhance service quality from multiple aspects, such as anticipating user needs, assisting users in making decisions, and providing hassle-free customer services to achieve our goal of making users' journeys more convenient, comfortable, and enjoyable.

Service Quality Improvement

In strict compliance with laws and regulations, such as *the Tourism Law of the People's Republic of China* and t*he Law of the People's Republic of China on the Protection of Consumers' Rights and Interests*, we continuously explore innovations and integrate resources across industry chain to satisfy users' changing travel needs.

✜ Refined Service Operations

Tongcheng Travel is committed to providing more convenient travel services by digital means. Our generative "Chengxin AI" is capable of handling complex communication logic and supporting a variety of services, thus offering users a more convenient and efficient booking and after-sales experience. Additionally, during the Reporting Period, we mainly focused on enhancing user experience across all aspects, including booking, refunds and changes, and after-sales services.

● ● ● **Case: Empowering User Services with the "Chengxin AI"**

In 2024, Tongcheng Travel launched a dedicated AI project for the cultural and tourism industry, leveraging a vast amount of high-quality data from the sector. Based on a general Large Language Model(LLM), the project conducted specialized training to develop a tourism-specific AI named "Chengxin." The model is designed to leverage the capabilities of LLM to address user needs in cultural tourism industry, thereby empowering the digital development of the sector. After the project is launched, the cost will be optimized on the premise of ensuring the provision of high-quality services and operational efficiency. On March 24, 2025, Tongcheng Travel released the upgraded version of "Chengxin AI", achieving multi-dimensional upgrades in aspects such as analysis and reasoning, product functions, UI interface, and multi-language coverage. This helps users complete the entire process from travel planning to product booking more smoothly, and realizes a closed loop from "AI recommendation" to "AI decision-making execution + booking execution".

| **AI Reviews on Products** | **Prediction of User Decisions** | **AI Assistants for Efficient Collaboration** | **Itinerary Planning and Reservation** | **AI Customer Services** |

Meeting User Needs Directly	Optimisation of Product Interface Display	● Based on the service philosophy of "Making User Choices Simpler", we present core user-focused information in a more intuitive manner.
	AI Reviews on Products	● By leveraging the Chengxin AI, we analyse the basic information of hotels and user comments to generate long and short AI review texts. This enables users to quickly and accurately access key details such as hotel overviews and user feedback, thereby enhancing their decision-making efficiency.
	Upgrading the Selection Criteria for the "Good Stay List"	● By updating the list data on a regular basis to maintain the 1% selection rate for hotels, we ensure that non-compliant hotels are promptly removed from the list, thereby effectively controlling the quality of listed hotels.
	Comprehensive Diagnosis of User Experience of International Hotels	● We have identified 19 critical touchpoints and potential pain points that affect user experience, and rectified and optimised them in a timely manner. This helps to generate positive user feedback.
	Prediction of User Decisions	● Based on user behavior patterns, we leverage large models to pre-recommend solutions and trending topics, thereby enhancing the user interaction experience.
Ensuring Product and Service Quality	Bundled Booking of Hotels and Attraction Tickets	● By integrating attraction ticket and hotel resource inventories, we comprehensively select and automatically bundle hotels and scenic spots to create convenient travel packages for users, providing them with more streamlined travel solutions.
	Stable Service Quality	● By leveraging our extensive transportation resources, we provide users with integrated transportation solutions, including trains, airplanes, automobiles, and ships. ● During the pre-peak season, we conduct an inventory check for hotel rooms to ensure smooth order processing and reduce the likelihood of users arriving without available rooms.
	On-site Airline Services	● We have implemented on-site services in 9 airlines, efficiently handling over 30 types of service scenarios including refunds, changes, ticket issuance, and international operations, with an average time savings of 173 minutes per scenario.
Instant Refunds and Changes	Flight Change or Cancellation	● For users who have booked both flights and hotels on the platform, in the event of flight delays or cancellations due to force majeure, the corresponding hotel orders are eligible for a full refund. Any losses incurred from the refund are borne by the platform, providing users with a comfortable and worry-free consumption experience.
	One-click Claims	● In cases of force majeure caused by weather conditions, such as flight cancellations/delays, train suspensions, natural disasters (including earthquakes, tsunamis, typhoons, and torrential rain), and road closures, comprehensive service support will be provided to minimise user losses. We will assist users in changing or canceling their itineraries as soon as possible. Once the situation is verified, users can make a one-click claim.
	Refund Monitoring System	● In case of refund failure, the system can automatically monitor and issue alerts, respond quickly, and intervene to handle the issue, thereby reducing user waiting time.

▲ Specific Measures to Optimize Consumer Experience

Tongcheng Travel actively empowers its partners to improve industry efficiency. Through one-stop digital intelligence solutions, we help accommodation industries to enhance efficiency and create revenue. We have four major brands, namely, "Lvzhi Cloud", "Zhuzhe", "Golden Swan" and "Yunzhanggui", covering middle and high level chain hotels, small and medium-sized individual hotels, and alternative accommodations. On this basis, we provide hotel operators with services, such as new media marketing, outsourced operations, revenue management, big data applications, and intelligent hotel upgrades. During the Reporting Period, we implemented a variety of initiatives to continuously optimize the collaboration experience and improve efficiency.

�֎ Optimised Customer Service Experience

Customer service embodies a customer satisfaction-oriented philosophy and plays a crucial role in business operations. Optimizing the customer experience processes can not only achieve an upgrade of the company's revenue structure, but also systemically mitigates operational vulnerabilities across the enterprise, thereby supporting the long-term development of the business. We have established a comprehensive governance structure for customer service operations and incorporated customer service quality-related indicators into the performance assessment of relevant senior executives to ensure the effectiveness of governance. To implement the service slogan of "One-Stop, Quick Response, Warm Service," we strictly comply with applicable laws and regulations, such as *the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests* and *the E-Commerce Law of the People's Republic of China*. We have also built an internal PMP (Project Management Professional) management model and established the Customer Service Centre Service Committee. Through a scientific and comprehensive user management system, we have obtained certification from the international customer service standardization certification body COPC Inc..

▲ Pilot Unit for Consumer Dispute Conciliation

During the Reporting Period, we adopted a new three-party closed-loop quality inspection model. Issues were identified through various modes such as full inspection, sampling inspection, and thematic monitoring. In addition, through information sharing, collaborative discussions, and empowerment training, we jointly inspected, monitored, and improved service quality. Furthermore, we reorganised the existing cross-team communication mechanism, as well as the early warning mechanism for special events involving business units, public relations team, and legal team, so as to establish a system that enables swift response to high-risk orders. We have also established a sound complaint management system to enhance communication with users and provide real-time, efficient user services. We collect the causes of daily complaints, analyse and identify concentrated issues, and carry out targeted optimization to continuously improve user services. We have set a long-term target of maintaining a 100% resolution rate for user complaints and are committed to providing users with an outstanding service experience. During the Reporting Period, we received a total of 10,733 valid user complaints[1], with a resolution rate of 100%. Progress toward our goal reached 100%.

Notes: 1. This data is sourced from the complaint platform of a third-party regulatory body.

We have established *Standard Operating Procedures for the Customer Service Centre*, which sets out corresponding handling procedures and suggested scripts for different customer service scenarios, and continuously optimize, calibrate, and improve them. At the same time, we have built a career development system for all customer service personnel. Combining with the capability assessment of all staff, we have developed internal empowerment plans to help employees in targeted learning, so as to enhance their service capabilities.

Tongcheng Travel continuously enhances the human-machine interaction experience in the customer service. Tongcheng Travel has upgraded the traditional customer service process, which relies on FAQ-based responses, keyword searches, complex paths, and complex buttons, to a new type of interactive robot that can answer user questions through natural language interaction and help users handle a series of complex issues such as booking, refund and change. As of the end of the Reporting Period, the accuracy rate of problem identification by the intelligent robot has increased by 10 percentage points, and the problem-solving rate has improved by 25 percentage points.

During the Reporting Period, we continued to conduct user satisfaction and NPS surveys. The user satisfaction survey results for 2024 reached 97.47%, with a participation rate of 66.46%[2].

Notes: 2. The participation rate refers to the proportion of users who participate in satisfaction surveys among those who receive services via phone calls, online platforms, and other means.

Creative Marketing

By leveraging entertaining marketing activities and social media, Tongcheng Travel continued to deliver engaging and youthful marketing content, so as to reinforce the brand perception of "Fun and Value-for-Money." During the Reporting Period, our marketing projects were honoured with the Silver Award and Bronze Award in the TopDigital Innovative Marketing Awards.

● ● ● Case: "519 China Tourism Day" Blind Box Event

To actively respond to the 2024 China Tourism Day event initiated by the Ministry of Culture and Tourism, Tongcheng Travel collaborated with nine major cities to launch the "Tongcheng Travel 519 China Tourism Day Blind Box" campaign, focusing on six major categories of dining, accommodation, transportation, sightseeing, shopping, and entertainment. In 2024, a total of 30 blind box events were conducted. In addition to offering scenic spot tickets, travel vouchers, cultural and creative products, and local entertainment options, this blind box event also integrated local specialties and premium one-day tours, with over 150,000 products launched. Through continuous optimisation of product design and enhancement of user experience, travel blind boxes have become a major highlight in the tourism markets across various regions.

● ● ● Case: Culture and Tourism Promotion in Ganzhou

In response to the trend of "Hong Kong residents traveling north" and with a focus on the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) market, particularly with Hong Kong as a breakthrough, Tongcheng Travel and its HOPEGOO platform have integrated high-quality resources from upstream and downstream of the industry chain to create a series of rankings including the "Endless Ganzhou Flavors" Food List, the "Abundant Ganzhou Scenery" Travel List, the "Fun-filled Ganzhou" Trendy Activities List, and the "Restful Ganzhou Nights" Accommodation List. These rankings aim to help tourists from the GBA, especially Hong Kong, explore Ganzhou more conveniently and enjoyably. During the event, the above-mentioned list activities achieved over 40 million exposures and the total number of people who claimed red envelopes reached 12,248. Within the cooperation period, effectively enhancing Ganzhou's visibility in the GBA.

Industry Exchange

Tongcheng Travel actively organizes and participates in industry exchange activities, sharing experiences with peers and contributing to the creation of a healthy and positive tourism environment. During the Reporting Period, Tongcheng Travel hosted the Digital Transformation and Destination Empowerment Seminar and conducted over 150 livestreaming courses "Lvzhi Lecture Hall" to share development achievements. Additionally, we participated in various exchange conferences, such as the National Travel Agents Conference, the Shenzhen International Tourism Industry Expo, and the 3rd Yangtze River Economic Belt Consumption Season and Tourism Cities Conference. We also contributed to the compilation of research reports including *the Research Report on the Innovative Development of the Cultural Tourism Industry in the Yangtze River Delta from 2021 to 2023*, *Research on Development Trends of Culture and Tourism along the Yangtze River Economic Belt in 2024*, *2024 May Day Holiday Lodging Industry Operation Report*, and *2024 National Day Holiday Lodging Industry Operation Report in China*.

● ● ● Case: 2024 Digital Transformation and Destination Empowerment Seminar

In August 2024, the 2024 Tongcheng Travel Digital Transformation and Destination Empowerment Seminar themed "Shaping the Future of Intelligent Tourism with Concentrated Efforts" was held in Suzhou. At the seminar, Tongcheng Travel announced its preparatory initiative for the establishment of the Digital Cultural Tourism Ecosystem Alliance. Cultural tourism enterprises, associations, and research institutions were invited to jointly explore the innovation and transformation of digital cultural tourism. The alliance focuses on technology research, technological application, product development, operational services, and talent cultivation. By leveraging new technologies, new models, and new ecosystems, the alliance aims to drive industrial upgrading and move forward with partners. This contributes to realising the vision of becoming a professional and authoritative technical ecosystem organisation for cultural tourism operations within the domestic cultural tourism digital platform.

05

Pursuing Green Concept:
Environmental Friendliness

Sustainable development is a code of conduct deeply rooted in our corporate management and running through our daily operations. We strictly comply with relevant laws and regulations, such as *the Environmental Protection Law of the People's Republic of China* and *the Energy Conservation Law of the People's Republic of China*. We have obtained ISO 14001 certification of environmental management system. We have also formulated *the Measures for the Administration of Energy Conservation* and actively carried out carbon inventory. During the Reporting Period, the Company did not involve in any environmental violations.

● **Climate Change Response**

● **Promotion of Green Operations**

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

13 CLIMATE ACTION

Climate Change Response

Following the European Commission's carbon neutrality goal by 2050 proposed in 2018, the Chinese government officially announced in September 2020 that it would strive to "achieve carbon peaking by 2030 and carbon neutrality by 2060", with *the Action Plan for Carbon Dioxide Peaking Before 2030* released as well. The international community has also accelerated their climate governance efforts and actions. Tongcheng Travel has committed to reducing carbon emissions intensity (Scope 1 and Scope 2) by 15% by the end of 2030, with 2021 as the baseline year. During the Reporting Period, our carbon emission intensity decreased by 11.2% compared to the base year of 2021, and the target completion ratio is 74.6%. We have released *the Tongcheng Travel Climate Change Policy* to strengthen climate resilience management with the vision of sustainable development. We strive to adapt to and to mitigate the impact of climate change on our business operations and reduce the impact of our operations on the climate.

Click here to see more details:
Tongcheng Travel Climate Change Policy

Governance

Governance Mechanism and Structure

We have established a top-down mechanism to manage climate change-related risks and opportunities. In particular, we have established a board-level ESG Committee, which evaluates the Group's climate-related risks and opportunities, oversees the implementation of climate action, and reviews the progress of climate-related targets. Additionally, a corporate-level ESG and Data Security Committee has also been set up. We have incorporated indicators regarding climate change into the Board's incentive mechanism to raise Board Members' attention on this aspect.

Board of Directors
• Appoints members of the ESG Committee
• Reviews and approves climate-related policies and report

ESG Committee
• Reviews climate-related visions, targets, and strategies
• Manages climate-related risks and opportunities
• Deliberates revisions to the Company's climate policies

ESG and Data Security Committee
• Evaluates major international trends and regulatory requirements of corporate climate management on a regular basis
• Reports to the ESG Committee on climate management
• Identifies and analyses climate-related risks and opportunities on a regular basis
• Revises the Company's climate policies
• Supervise and direct ESG working groupSupervise and direct ESG working group

ESG Working Group
• Comprehensively implements the Company's climate strategies and relevant actions

Capacity Building

Tongcheng Travel focuses on the publicity of climate change-related knowledge and the building of capacity on climate change response. The Board of Directors is responsible for appointing the members of the ESG Committee, and reviewing and approving climate-related policies and reports. The ESG Committee is in charge of reviewing climate-related visions, targets, and strategies, as well as deliberating the Company's climate policies. The ESG and Data Security Committee evaluates major international trends and regulatory requirements of corporate climate management on a regular basis, identifies and analyses climate-related risks and opportunities every year, and revises the Company's climate policies. The ESG Working Group comprehensively implements the Company's climate strategies and relevant actions. Furthermore, we regularly encourage employees to proactively engage in relevant knowledge diffusion and learning to understand the latest industry developments, thus enhancing their awareness to build capacity on climate change response.

In October 2024, the Company launched a Climate Risk and Opportunity Awareness Campaign to raise employees' awareness of responding to and managing climate risks and opportunities in an all-round and systematic manner. In November 2024, the Company held a Climate-Focused Seminar, leveraging insights from internal teams and external experts, and extensively considering external information resources, to strengthen employees' capabilities to identify and address climate risks. We also encouraged them to take part in special training on climate risks and guided them to learn about climate change under specific business scenarios to enhance their ability to manage climate risks. Meanwhile, we strengthened their personal protection capability against extreme weather conditions.

Strategy

The Company has recognised that climate-related risks and opportunities will have an ongoing impact on business operations for quite a long time. To enhance our ability to address climate-related risks comprehensively, we have identified key climate risks and opportunities. Through scenario analysis, communication with internal and external stakeholders, expert consultation, and internal workshop, we have assessed the potential impacts of these risks and opportunities, as well as the Group's climate resilience. We have also developed targeted risk response plans as part of the Company's climate strategies. The main steps are as follows:

Identification
• Identify a long list of climate risks and opportunities applicable to Tongcheng Travel based on the TCFD framework and industry research;
• Launch a workshop for the identification and assessment of internal climate risks;
• Draw a climate risk and opportunity matrix;

Analysis
• Identify a short list of climate risks and opportunities applicable to Tongcheng Travel;
• Analyse the short-term, medium- term, and long-term impact of climate risks and opportunities from the perspectives of severity and probability of occurrence;
• Assess the impact of key climate risks and opportunities on our businesses and value chain;

Assessment
• Conduct climate scenario analysis;
• Discuss the financial quantification model and impact assessment plan;

Response
• Carry out stakeholder communication based on the assessment results;
• Formulate response policies for climate risks and opportunities by consulting internal and external experts.

Identification and Analysis of Climate Issues

The Company has identified a total of 18 climate-related risks and opportunities and formulated a long list accordingly, which includes 6 transition risks, 6 physical risks, as well as 6 climate opportunities. We thus organized an internal climate workshop that engaged representatives from the ESG Committee, the ESG Working Group, business departments of member entities, and external experts. During the workshop, we analysed the specific impact of climate-related risks and opportunities on our business and developed corresponding response strategies. Additionally, we conducted quantitative assessment to evaluate and rank the impact of risks and opportunities in the short-, medium- and long term, respectively. Based on the identification and assessment results, we have formed a short list of 11 risks and opportunities applicable to Tongcheng Travel, comprising 7 climate risks and 4 climate opportunities.

Category	Type of Risks/Opportunities	Impact of Risks/Opportunities on the Business			Value Chain
		Short-term 1~3 years	Medium-term 4~10 years	Long-term Over 10 years	
Physical risks — Acute risk	R1 Typhoon	Medium	Medium	Low	● Supply chain ● Business operations ● Tourism product operations ● users
Acute risk	R1 Flood	Medium	Medium	Low	● Supply chain ● Business operations ● Tourism product operations ● users
Chronic risk	R2 Sea level rise	Low	Medium	Medium	● Supply chain ● Business operations ● Tourism product operations
Transition risks — Policy and legislation	R3 Tighter obligation of emissions disclosure	Low	Medium	High	● Supply chain ● Business operations ● Tourism product operations
Policy and legislation	R4 Travel restrictions	Medium	Medium	High	● Tourism product operations ● users
Market	R5 Shift in consumer behaviour and preferences	Medium	Medium	High	● Supply chain ● Tourism product operations ● users
Reputation	R6 Impact on corporate reputation	Low	Medium	High	● Supply chain ● Tourism product operations ● users
Opportunities — Products and services	01 Development and/or addition of low-carbon products and services	Low	Medium	High	● Supply chain ● Tourism product operations
Resilience	02 Higher supply chain reliability and business resilience	Low	Medium	High	● Supply chain ● Tourism product operations
Market	03 Entry into new markets	Medium	Medium	High	● Supply chain ● Tourism product operations ● users
Market	O4 Shift in consumer behaviour and preferences	Low	Medium	High	● Supply chain ● Tourism product operations ● users

Risks and Opportunities		Risk and Opportunity Description	Operational and Financial Impact Assessment
Physical risks	R1 Typhoon R1 Flood R2 Sea level rise	• **Travel restrictions:** Extreme weather conditions increase travel restrictions and safety risks. • **Supply chain disruption:** Extreme weather conditions disrupt the supply chain and affect tourism services. • **Increased management challenges:** Requirements and complexities of managing extreme weather conditions increase.	• **Travel restrictions:** Extreme weather conditions affect user and employee travel, thus increasing order refunds and changes and decreasing revenue. • **Supply chain disruption:** Disruptions in product availability across the supply chain impact revenue.
Transition risks	R3 Enhanced obligation for emissions disclosure	• **Increased disclosure requirements:** Climate-related disclosure requirements increase. • **Tighter policies:** Carbon emissions disclosure policies tighten.	• **Disclosure costs:** Increased disclosure obligations lead to higher costs. • **Costs of energy saving and emissions reduction:** Increasing investment in energy saving and emissions reduction raises costs.
	R4 Travel restrictions	• **Regulatory restrictions:** Tourism products and operating locations are restricted by regulations. • **Route closures:** Route closures result in product and staff adjustments.	• **Product changes:** Adjustments to tour routes and products reduce the scale of operations. • **Higher management costs:** Coordinated management increases the demand for human resources and hence the costs.
	R5 Shift in consumer behaviour and preference	• **Shift in consumer preferences:** Consumer preferences shift towards green and low-carbon tourism products. • **Product pricing adjustments:** Mismatch of resources with market needs requires pricing adjustments.	• **Increased R&D costs:** Development of new tourism product and service offerings raises costs. • **Loss of consumers:** Existing consumers change their travel behaviours, leading to reduced revenue. • **Staff restructuring:** Changes in business operations place new requirements on staff and increase costs. • **Resource procurement and system upgrading:** Resource procurement or system optimisation raise costs.
	R6 Impact on corporate reputation	• **Inadequate disclosure of climate risks:** Failure to adequately disclose climate risks leads to investor distrust and damage to corporate reputation. • **Extreme weather events:** Extreme weather events disrupt tourism services and affect corporate reputation.	• **Business interruption and loss of revenue:** Extreme weather events interrupt tourism services and reduce revenue. • **Market competitiveness and financial costs:** Poor performance in addressing climate risks result in reduced market competitiveness.
Opportunities	01 Development and/or addition of low-carbon products and services 03 Entry into new markets	• **Changes in innovative services:** Innovative services should be adapted to meet green and low-carbon requirements. • **Development of low-carbon products:** Develop low-carbon tourism products and services to improve energy efficiency. • **Green tourism routes:** Develop green tourism routes to obtain more policy support.	• **Consumer preferences:** Consumer preferences for green and low-carbon products drive revenue growth. • **Cost optimisation:** Green tourism products utilize cost-effective and pro-environmental energy sources to reduce operational costs. • **Policy support:** Funding is increased through support from local government and policy. • **Product diversification:** Diversified services and products attract more consumers and increase revenue.
	02 Higher supply chain reliability and business resilience	• **Supplier optimisation:** Green and low-carbon suppliers are introduced to strengthen the supply chain. • **Optimisation of supplier management:** Supply chain management is streamlined to elevate quality and efficiency. • **Common progress:** Partnerships with suppliers are fostered to drive low-carbon progress in the industry.	• **Product diversification:** Diversified services and products attract more consumers and increase revenue growth. • **Cooperation with suppliers:** Cooperate with green and low-carbon suppliers to attract more consumers and boost revenue. • **Efficiency enhancement through cooperation:** Cooperate with premium and efficient suppliers to enhance efficiency and reduce costs. • **Brand strength enhancement:** Cooperate with green and low-carbon supply chain to promote public welfare initiatives and enhance brand strength and asset value. • **Higher business resilience:** Improve business resilience to reduce operational costs.
	O4 Shift in consumer behaviour and preferences	• **Increased consumer preferences:** Consumer preferences for green brands and low-carbon travel increase.	• **Advantage of green transformation:** Hotels and tourist destinations that undergo green transformation attract more consumers and increase revenue. • **Sustainability performance:** Better sustainability performance than peers enhance market competitiveness and boosts revenue. • **Product and service competitiveness:** Stronger competitiveness of sustainable products and services leads to increased revenue.

Climate Scenario Assessment and Response Strategies

Pursuant to the IFRS S2 Climate-Related Disclosures, Tongcheng Travel selected two climate scenarios, low and high emissions, for assessment:

Low-emissions scenario ▌ Ambitious climate action limits global warming within 1.5℃ or well below 2℃;

High-emissions scenario ▌ Unfavourable response to climate change raises global temperature by over 4℃ by the end of this century.

Low-emissions Scenario (within 1.5℃ or well below 2℃)

As the sustainability awareness continues to grow, people around the world recognise the importance of active responses to climate change. Countries and regions across the globe step up climate action, set emissions reduction targets, and release stringent emissions policies, with a view to limiting global warming within 1.5℃ or well below 2℃ by the end of this century. Increased investment in low-carbon efforts will raise energy efficiency, advance new energy application and other technologies, and speed up the low-carbon transition. Moreover, consumers will prefer green and low-carbon products and services, thus facilitating the green transformation of enterprises. We selected this scenario to assess the impact of ambitious climate action that aims to achieve the target of limiting global warming within 1.5℃ or well below 2℃ under *the Paris Agreement*. We set the parameters with reference to the following scenarios: the NGFS Net Zero 2050 scenario, where ambitious action is taken to limit global warming to 1.5℃ with some developed countries achieving carbon neutrality by 2050, and the IPCC SSP 1-2.6 scenario, where a sustainable society mainly consuming clean energy with a climate policy that limits global warming well below 2℃.

High-emissions Scenario (above 4℃)

As the world does not realise the severity of climate change, countries are not taking effective actions to mitigate the situation. Fossil energy remains the dominant source of energy, so that greenhouse gas (GHG) emissions continue to increase, and so does the atmospheric GHG concentration. Physical impact brought by climate change significantly escalates over time. Specifically, by the end of this century, the global average temperature is projected to rise by over 4℃, and extreme weather events become more frequent and severe. We selected this scenario to assess the impact of intensified climate change due to inadequate or ineffective climate action. We set the parameters with reference to the following scenarios: the NGFS Current Policies scenario, where the current situation is maintained without additional policies to limit GHG emissions, and the IPCC SSP 5-8.5 scenario, where economic development is dependent on fossil energy sources and GHG emissions keep climbing without additional climate policies.

Tongcheng Travel is aware that active response to climate change helps mitigate the adverse impact of climate-related risks and strengthen operational resilience. It can also assist us to grasp climate-related opportunities to improve business performance. Our climate change response strategy revolves around three dimensions of adaptation to climate change, mitigation of climate risks, and innovation measures in response to climate risks and opportunities.

Adaptation to Climate Change

To effectively prevent and respond to various disaster events caused by extreme weather such as typhoons and floods, each business segment of the Company has established disaster response procedures and mechanisms for extreme weather to define the accountabilities of business units, partners, customer services, platforms, and market teams in case of emergencies. This ensures timely synchronization of information and effective responses to extreme weather events and unexpected situations, mitigating the impact of uncontrollable natural factors on business operations while ensuring the safety and convenience of users' travel experiences.

The Company has issued *the Emergency Response Plan Management Manual*, which specifies the organisational structure and personnel responsibilities related to disaster response. Furthermore, we have established a disaster management system with hierarchical classification built a disaster response mechanism, and clarified the reporting process as well as the reward and punishment rules. To further enhance employees' disaster response capability, we have developed a special attendance mechanism for emergencies and natural disasters to ensure staff safety and business continuity. The mechanism includes flexible compensatory leave, flexible attendance, work-from-home arrangements and other contingency measures, which has reinforced the Company's response capabilities, safeguarded employee health and safety during extreme weather events, and minimised the negative impacts on the business.

Mitigation of Climate Risks

With a focus on environmental protection, we practice green operations. By upgrading equipment and promoting green office, we are advancing energy saving and emissions reduction. To optimise the structure of energy use, we have planned to promote green energy in office buildings that have appropriate conditions. In 2023, we invested RMB583,000 in the construction of a photovoltaic(PV) energy storage project in our office buildings in Beijing, with the annual electricity generation capacity of 150 MWh. In May 2024, the PV project in Beijing was officially put into operation. As of 31 December 2024, its electricity generation totalled 133,329 kWh.

● ● ● **Case: Upgrading the Lighting System of the Tongcheng Travel Building in Suzhou**

In May 2024, the Company optimised the energy efficiency of a total of 216 lighting fixtures on the second and third basement floors of the Tongcheng Travel Building in Suzhou, achieving a 30% reduction in energy consumption for the basement lighting. In October 2024, the intelligent lighting system for the entire the Tongcheng Travel Building in Suzhou was fully upgraded, with energy consumption of public lighting throughout the building expected to decrease by 20%.

## Innovation Measures in Response to Climate Risks and Opportunities

In addition to climate change mitigation and adaptation measures, the Company has carried out a variety of innovation measures in response to climate risks and opportunities, including innovative tourism products and innovative tours.

● ● ● **Case: Mangrove Ecological Restoration Program**

Mangrove forests constitute one of the highest productive marine ecosystems in tropical and subtropical coastal zones where land and sea intersect. They play a vital role in purifying seawater, preventing winds and waves, maintaining biodiversity, and sequestering and storing carbon. Since mangroves are one of the most important ecological barrier to global climate change in the coastal zone, promoting their restoration plays a crucial part in environmental protection

▲ Mangrove Ecological Restoration Programme

protection and climate change response. The effort can also enhance the social credibility of Tongcheng Travel. From May to July 2024, a Mangrove Ecological Restoration Program was launched jointly by Tongcheng Travel, "Green Stream Initiative" Project, and Loong Air, which aimed to raise public awareness of mangrove conservation and promote low-carbon lifestyles. During the Reporting Period, Tongcheng Travel contributed more than RMB7 million worth online resources to popularise mangrove knowledge through online themed new media channels, etc.. These efforts effectively enhanced consumers' awareness of environmental protection and boosted interest in the development of mangrove eco-tourism product. The ecological restoration programme made a valuable contribution to global endeavours to mitigate climate change. This series of efforts not only demonstrated the Company's commitment to social responsibility, but also contributed to the planet protection and ecological balance.
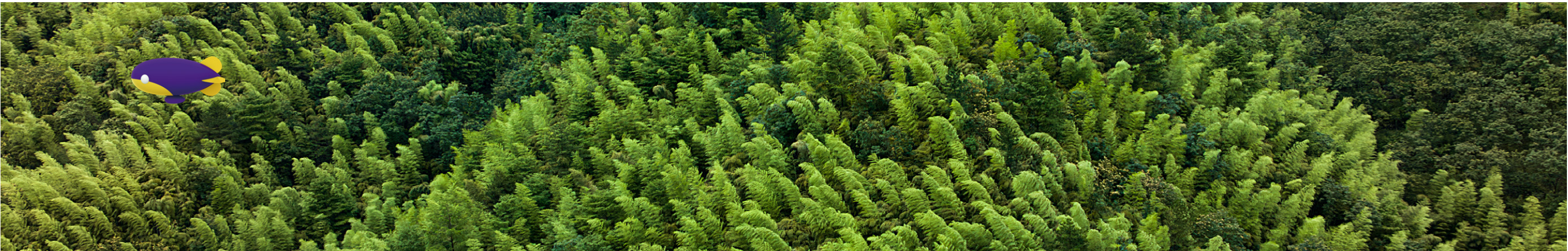
Indicators and Targets

During the Reporting Period, our energy usage data is as follows:

Resource Utilization	2024	2023	2022
Total Energy Consumption (MWh)[1]	16,069.06	13,526.74	11,149.53
Total Direct Energy Consumption (MWh)[1]	418.60	665.04	297.75
Petrol (MWh)	285.27	662.56	283.45
Diesel (MWh)	0	2.48	0
Renewable Energy (MWh)[2]	133.3	0	14.30
Total Indirect Energy Consumption (MWh)	15,650.46	12,861.70	10,851.78
Purchased Electricity (MWh)	15,650.46	12,861.70	10,851.78
Energy Consumption per capita (MWh per capita)	2.25	2.20	2.31
Energy Consumption per Square Meter of Floor Area (MWh/square meter)	0.10	0.09	0.07
Average PUE[3]	1.65	1.32	1.31

Notes: 1. Based on the operational characteristics, the exhaust emissions of the Company are only generated by the gasoline and diesel consumption of the Company's business vehicles, which are not large-scale and have no material impact. Therefore, the KPI A1.1 (types of emissions and related emission data) regarding exhaust emissions is not disclosed in this ESG report.
2. Renewable energy consumption comes from the electricity generated by the Company's own solar power generation system.
3. The average PUE value of the data centre is calculated based on the ratio of the annual energy consumption of the total equipment of the data centre to the annual energy consumption of the IT equipment. This data is an indicator of the energy efficiency of the data centre, and the statistical scope of the 2024 data covers all of the Company's own data centres.

During the Reporting Period, our Scope 1 and Scope 2 greenhouse gas emissions data are as follows:

Emissions	2024	2023	2022
Total Greenhouse Gas Emissions (Scope 1 and Scope 2) (tonnes of CO_2 equivalent)	8,472.17	7,497.57	7961.04
Direct Greenhouse Gas Emissions (Scope 1) (tonnes of CO_2 equivalent)	74.13	162.54	69.30
Petrol (tonnes of CO_2 equivalent)	74.13	161.99	69.30
Diesel (tonnes of CO_2 equivalent)	0	0.55	0
Energy Indirect Greenhouse Gas Emissions (Scope 2) (tonnes of CO_2 equivalent)	8,398.04	7,335.03	7,891.74
Purchased Electricity (tonnes of CO_2 equivalent)	8,398.04	7,355.03	7,891.74
Greenhouse Gas Emissions per capita (tonnes of CO_2 equivalent per capita)	1.19	1.54	1.65
Greenhouse Gas Emissions per Square Meter of Floor Area (tonnes of CO_2 equivalent/square meter)	0.05	0.06	0.05

During the Reporting Period, the main categories of GHG emissions Scope 3 data of Tongcheng Travel are summarised as follows[1]:

Indirect GHG emissions	Unit	2024
Category 1 - Purchased goods and services	tCO2e	99,482.92
Category 3 - Fuel and energy related activities	tCO2e	269.63
Category 6 - Business travel	tCO2e	11,060.70
Category 7 - Employee commuting	tCO2e	2,545.33
Total	tCO2e	113,358.58

Notes: 1. Refer to the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard, the Scope 3 GHG emissions are identified according to the principles of materiality and data availability.

Promotion of Green Operations

With reverence and care for nature, Tongcheng Travel understands the far-reaching significance of environmental protection and actively engages in green operation practices. In strict compliance with *the Water Law of the People's Republic of China*, *the Law of the People's Republic of China on Prevention and Control of Water Pollution*, and other laws and regulations, we have been reducing water consumption and improving water utilisation. We also continued to strengthen the management of resource usage and waste to keep our planet green.

Paperless Office	**Water Conservation**	**Recycling**	**Environmental Awareness**
• Vigorously promote electronic signing, electronic payment, and electronic invoices to reduce the use of paper-based documents, enhance business efficiency, and minimize negative; environmental impacts. • Encourage double-sided printing, copying, and the recycling of paper to avoid paper waste.	• Conduct regular inspection and maintenance of water-using equipment to prevent leakage; • Post reminders in the office area to raise employees' awareness of water conservation and encourage them to save water in their daily work.	• Purchase used lockers, conference tables and other office supplies to practice green office.	• Regularly organize themed trainings and activities on environmental protection, energy conservation & emission reduction, and water conservation to cultivate employees' resource - saving awareness; • We aslo carry out trainings and activities on waste reduction, such as paperless office, recycling, "empty plater" to enchance employee awareness of water reduction.

Green Operations

● ● ● ● Case: Rainwater Recycling System of the Tongcheng Travel Building

In April 2024, the rainwater recycling system of the Tongcheng Travel Building was upgraded to collect rainwater from an area of 3,660.45 m2, achieving a monthly average collection of 1,221.42 m³ and a collection efficiency of 40%. After being collected, the rainwater goes through precipitation, filtration, disinfection, and other processes. The water quality can achieve a chromaticity no more than 30 degrees, turbidity no more than 10NTU, and PH value within 6 to 9. With a treatment capacity of 500 m³ per day, the recycling system helps perform landscape irrigation, road washing and other non-drinking water needs of the building. By facilitating green irrigation, the system reduces the average tap water consumption per month by 600 m³ with a water saving rate of 60%. In addition, the system has reduced the drainage load on the municipal pipeline network by 22%, lowered the risk of pollution to receiving water bodies, alleviated regional flooding pressure, and developed a sustainable operating model for water conservation and emissions reduction in commercial complexes.

▲ Rainwater Recycling System of the Tongcheng Travel Building

Internally, Tongcheng Travel promotes green initiatives within the Company. Externally, we strive to expand our influence in the field of environmental protection, encouraging partners, users, employees and other stakeholders to take carbon reduction actions. As such, we join hands to reduce the carbon footprint along the industry chain. During the Reporting Period, Tongcheng Travel launched a number of environmental protection initiatives, such as the "Secondhand Goods Exchange" events and eco-friendly exhibitions. These efforts promoted the concept of environmental protection and advocated energy-saving and low-carbon lifestyles.

● ● ● ● Case: 2024 Tongcheng Travel OPEN RUN

In October 2024, Tongcheng Travel launched the "Go with the Wind - 2024 Tongcheng Travel OPEN RUN" campaign, with the core concepts of "Move Forward for Good" and "Race without Footprint". In response to the initiative of "Planet vs. Plastics" led by Earth day, we committed to minimising the impact on the environment throughout the initiative. Innovative and eco-friendly materials were used to make the race medals. Each medal was pressed from 15 recycled bottle caps, and a total of 52,500 caps were recycled. This initiative not only imbued new life to used bottle caps, but also illustrated Tongcheng's concern and practice for environmental protection and plastic reduction.

▲ 2024 Tongcheng Travel OPEN RUN and Environmentally friendly Medals

i.Emissions

During the Reporting Period, our emissions data are as follows:

Emissions	2024	2023	2022
Wastewater Discharge (tonnes)	99,996.56	79,265.86	71,446.92
Total Non-hazardous Waste (tonnes)	1,556.23	493.91	596.53
Non-hazardous Waste per capita (tonnes per capita)	0.22	0.08	0.12

Notes: 1. The non-hazardous waste generated in our daily operations includes domestic waste, grease trap waste, and kitchen waste, all of which are handled by the property management and transferred by government-designated institutions for landfill disposal. Hazardous waste consists of a small amount of used toner cartridges and ink cartridges from office printing equipment, which are recycled and disposed of by suppliers and have no material impact. Therefore, the KPI A1.3 (total and density of hazardous waste generated) is not disclosed in this ESG report.

ii.Use of Resources

During the Reporting Period, our KPIs for use of resources aspect are as follows:

Use of Resources [1,2]	2024	2023	2022
Water consumption (tonnes)[3]	116,025.28	88,073.18	79,385.47
Water consumption per capita (tonnes per capita)	16.28	14.30	16.46

Notes: 1. Since the Company's operation does not involve the use of packaging materials, KPI A2.5 (Total packaging material used for finished products) is not applicable to us and thus not disclosed in this ESG report.
2. Based on the characteristics of the industry, Aspect A3 (The Environment and Natural Resources) and KPI A3.1 (Description of significant impacts of activities on the environment and natural resources and the actions taken to manage them) are not applicable to us as the Company's operations do not involve other environmental or natural resources, thus such information is not disclosed in this ESG report.
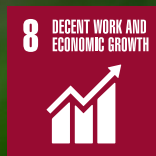3. According to the assessment, based on the characteristics of the industry, the Company does not face issues related to water source extraction, does not have large-scale industrial water use, does not have a substantial impact on the environment from the waste emissions generated during the operation process, and the energy use efficiency is related to the carbon emission. Therefore, the report only discloses the carbon emission targets established by the Company. KPI A1.6 (wastes reduction target (s) set and steps taken to achieve them), KPI A2.3 (energy use efficiency target(s) set and steps taken to achieve them) and KPI A2.4 (water efficiency target(s) set and steps taken to achieve them) are not disclosed in this ESG report.

06

Striving for the Future in Unity: Care for Employees

Tongcheng Travel adheres to the business philosophy of "people-oriented" and regards talents as the most valuable resource in the development of its business. We strictly comply with relevant laws and regulations, such as *the Labor Law of the People's Republic of China* and *the Labor Contract Law of the People's Republic of China*, and pay attention to the legal rights and interests of employees. We create a fair, friendly, and diverse workplace atmosphere, provide employees with a safe and healthy working environment, and build a comprehensive talent development system. We strive to achieve the ideal and goal of symbiosis and a win-win relationship between employees and Tongcheng Travel.

- Employee Attraction and Retention
- Safeguarding Employees' Health and Safety
- Supporting Employee Growth and Development
- Enhancing Employee Care

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

2024

Healthy Workplace Award
Organizing Committee of the China
Healthy Workplace Certification

2024

Employer Brand Favoured by
Chinese College Students
51job

2024

Employer of the Year
Zhaopin

2024

China Healthy Workplace - Gold
Standard Certification
HR Excellence Centre (HREC)

Employee Attraction and Retention

Tongcheng Travel is committed to creating a diverse, equal, and inclusive workplace atmosphere. We strongly oppose all forms of discrimination whether based on race, colour, gender, age, family background, religious belief, physical condition, or nationality. Our commitment is to provide employees with a fair, harmonious, and respectful environment where they can thrive and grow.

Fair and Efficient Recruitment System

We adhere to the recruitment philosophy of "openness, equality, competition, and meritocracy," attracting talents through a variety of channels such as campus recruitment, social recruitment, and internal referrals. To standardize the recruitment process, we have established *the Recruitment Management Measures* and *the Internal Referral Management System*, ensuring the standardization and transparency of recruitment activities. Meanwhile, by utilizing automated systems to screen out minors under the age of 16, we ensure that no child labour or forced labour is employed. Throughout years of operation, there have been no incidents of employing child labour.

During the Reporting Period, we upgraded and refined our recruitment channels and introduced a categorisation management system for interviewers. Outstanding interviewers were awarded the honorary title of "Gold Interviewer" in recognition of their contributions and professional performance in recruitment.

Broader Recruitment Channels
- We actively explore and utilize candidate-focused channels, incorporating online live streaming platforms and leveraging Xiaohongshu as recruitment channels to attract a wider pool of potential candidates.

Data-Driven Decision Making in Recruitment
- During the campus recruitment, we conduct talent positioning for different roles based on multiple aspects such as region, university, and major.
- We have customized talent profiles for frontline customer service positions to select highly suitable candidates and enhance the interview experience for candidates.

Dynamic Interview Invitation System
- We have independently developed a dynamic interview invitation system to effectively reduce the multi-party communication involved in scheduling interviews.
- This system saves the time costs for candidates, HR personnel, and interviewers.

Recruitment Monthly Report System
- Through our Recruitment Monthly Report System, we centrally manage and analyze the recruitment data across all business lines.
- During the Reporting Period, we received a total of 6,000 pieces of feedback on interviewers. This contributed to the continuous improvement of the efficiency and scientific rigor of our recruitment process.

▲ Measures to Enhance Recruitment Efficiency

With a keen focus on cooperation with educational institutions, we actively organise school-enterprise cooperation projects such as tourism creativity contests and curriculum guidance to stimulate students' creativity and passion for the tourism industry. Additionally, we actively participate in government-organised employment promotion activities, offering internship and job opportunities to help students smoothly entering to the workforce.

⬤ ⬤ ⬤ **Case: Co-creating the Future City - 2024 Tourism Creativity Contest**

By organising the annual Tourism Creativity Contest, Tongcheng Travel engages with universities and collaborates with multiple scenic spots. This contributes to shaping city brands and fostering in-depth integration among government, universities, and enterprises. The 2024 Tourism Creativity Contest lasted for two months, attracting participators from nearly 100 universities and collecting over 200 operation proposals for destinations and scenic spots. The final round in August received over 100,000 views and significant attention.

▲ Co-creating the Future City - 2024 Tourism Creativity Contest

⬤ ⬤ ⬤ **Case: School-enterprise Cooperation with Kaifeng University**

Lvzhi Technology has established a continuous school-enterprise cooperation with Kaifeng University. In 2024, the two parties jointly developed the textbook *Application of Hotel Information Systems* and introduced related practical classes on system operation. This initiative aims to provide students with educational opportunities that integrate theoretical learning with practical operation through the study of information software for commercial applications, thereby enhancing their abilities to manage hotels using information technology.

Safeguarding Workplace Rights and Interests

Tongcheng Travel is dedicated to fostering a labour relationship that is "people-oriented, balances interests, promotes mutual benefit, and supports common development," which not only promotes the continuous enhancement of employee rights and interests but also provides a solid foundation for the healthy development of the Company. *The Tongcheng Travel Human Rights Statement* we issued covers the basic principles of *the ILO Declaration on Fundamental Principles and Rights at Work*, *the Ten Principles of the UN Global Compact*, and *the UN Guiding Principles on Business and Human Rights*, explicitly opposing any form of harassment and encouraging employees, partners, and other stakeholders to jointly promote human rights protection.

**Click here to find out:
Tongcheng Travel Human
Rights Statement**

We conduct reviews on human rights issues, such as the prohibition of child labour and forced labour. During the onboarding process, we ensure legal and compliant employment through identity checks and other measures, and we continuously monitor progress. Should any human rights-related issues arise, we will terminate the hiring process. In 2024, these reviews encompassed Tongcheng Travel and its subsidiaries, consolidated affiliated entities, and all operational locations.

In terms of gender equality, Tongcheng Travel has developed *the Special Collective Contract for the Protection of Women Workers'* Rights and Interests in accordance with laws and regulations such as *the Law of the People's Republic of China on the Protection of Women's Rights and Interests* and *the Special Provisions on Labor Protection for Female Employees*. This contract, signed by female employees, includes measures to protect the rights and interests of women workers, such as the commitment to equal pay for equal work, increasing the proportion of female employees in the Staff and Worker Representative Congress, and safeguarding the rights and interests of women workers during marriage and childbirth.

In terms of working hours, we have established *the Attendance Management System* in accordance with relevant laws and regulations. This system implements standard working hours, comprehensive working hours, and flexible working hours based on the nature of different positions. It stipulates working hours, prohibits forced labour, and encourages employees to balance work and life while ensuring work progress and quality. We require employees to communicate with and obtain approval from their supervisors before working overtime. Supervisors will review the request based on the actual situation and arrange for compensatory leave or overtime pay. We monitor labour rights and interests risks through our internal data platform and conduct regular organizational diagnostics. In cases of excessive overtime or other anomalies, we intervene and make improvements promptly.

In terms of rest and leave, we provide all employees with national statutory holidays, statutory annual leave, supplementary annual leave, personal leave, sick leave, maternity leave[1], difficult childbirth leave, abortion leave, nursing leave, breastfeeding leave, parental leave, family visit leave, and bereavement leave. We also implement local parental leave policies, clarify relevant rules, and launch parental leave application processes on our internal platform to facilitate eligible employees in submitting leave applications.

In addition, Tongcheng Travel continues to pay attention to the physical and mental health of employees. We regularly organize free annual physical examinations and report interpretation activities for all employees and provide convenient and discounted physical examination channels for employees' families to ensure that employees can work and develop in a healthy and harmonious environment.
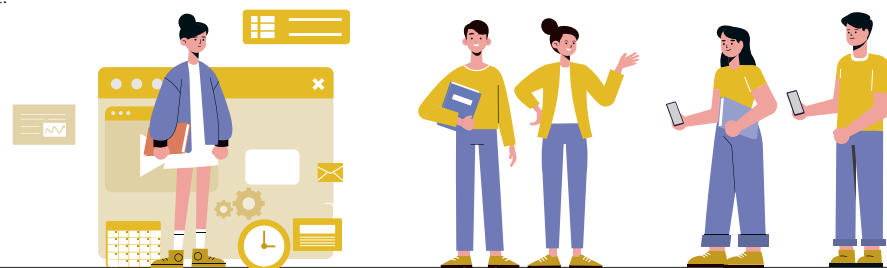
Note: 1. In accordance with *the Special Provisions on Labor Protection for Female Employees*, female employees are entitled to 98 days of maternity leave. Currently, the Company, taking into account the actual situation in various regions, provides female employees with additional days beyond the statutory basic leave period, with the longest possible duration reaching up to 158 days.

Fair and Diverse Remuneration and Incentive Mechanisms

Tongcheng Travel, in accordance with *the Compensation Management System* and *the Performance Management System*, has established a compensation incentive system that combines short-term, medium-term, and long-term goals. We are committed to following the standards of the Fair Wage Network and the International Labor Organization, ensuring that all employees receive fair wages to meet their basic needs for food, housing, clothing, and other essentials for themselves and their families.

Compensation and Performance

To create a fair, transparent, and just performance assessment environment, we have implemented a top-down performance management system that covers the Company, organizations, and individuals across multiple dimensions. This ensures a virtuous cycle of performance management throughout the entire business process. We conduct regular performance evaluations and ensure that the variable compensation of all full-time employees is linked to their performance. During the Reporting Period, we upgraded our individual performance management system, significantly enhancing employee participation in performance management. Employees were encouraged to engage in agile dialogues with their direct supervisors and proactively set performance goals. This helped strengthen employees' alignment with organisational objectives and boost their awareness of personal value.

To ensure the fairness in performance assessments, we have implemented organizational performance protection mechanisms and individual performance protection mechanisms. We dynamically adjust the performance results based on actual conditions such as market and policy changes. We have also set up a performance protection mechanism for innovative businesses, providing a six-month organizational performance protection period to support the growth of innovative organizations and the retention of talent. We continuously optimize employee complaint channels to ensure that employees have sufficient time and convenient ways to express their opinions on performance assessments, safeguarding the transparency and fairness in performance management.

Against the backdrop of rapid expansion and the deepening of diversified business strategies, Tongcheng Travel fully upgraded the organisational incentive mechanisms and refined *the Tongcheng Travel Organisational Incentive Management Specification* during the Reporting Period. Targeted incentive measures were implemented, covering multiple key areas such as the Company's strategic initiatives, profit breakthroughs, organisational growth, technological iteration, innovation, and service experience. During the Reporting Period, we continued to implement the "Star Plan" and "Tens of Millions Worth Reward Program". Through business campaigns and profit sharing initiatives for surpassing targets, the potential of the organisation and individuals was fully unleashed. In addition, a total of over RMB53 million were distributed in bonuses.
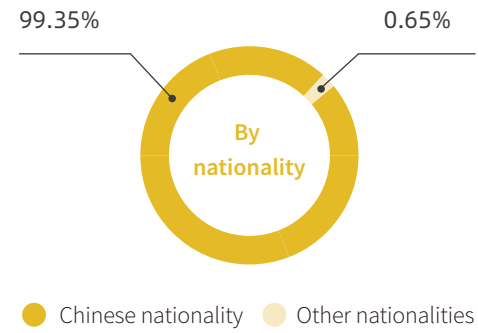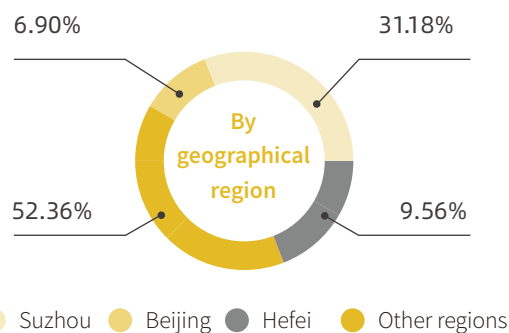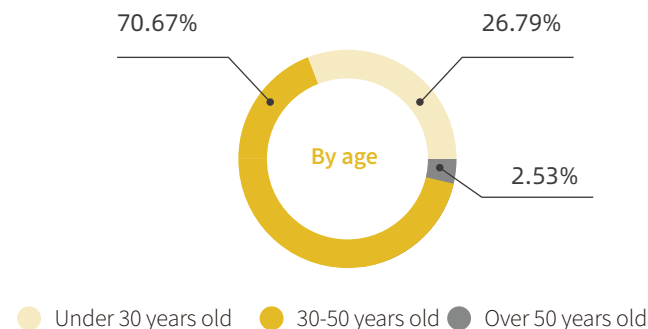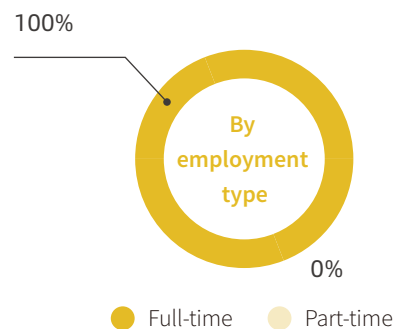
Incentive mechanism

We also refined *the Tongcheng Travel Honorary Incentive Management Policy* to establish a multi-dimensional incentive and recognition framework. At the end of each year, we present annual awards, such as the "Top Ten Cadres per Employees of the Year" and other notable individual honours, to establish role models, thus inspiring employees' work enthusiasm and enhancing their sense of personal achievement.

As of the end of the Reporting Period, the Company had a total of 10,141 full-time employees. Among them, the proportions of male and female employees were 48.35% and 51.65%, respectively. The Han majority and other ethnic minorities accounted for 94.77% and 5.23% of employees, respectively. In addition, the proportions of males and females in management were 47.22% and 52.78%, respectively.

Workforce Structure Indicators — 2024 Total (Person)
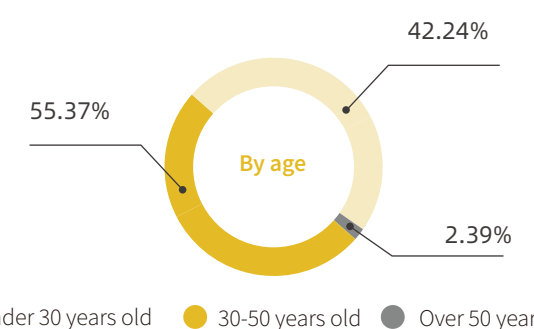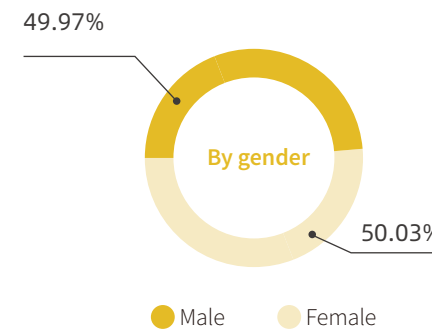
Total	10,141

By gender

48.35% Male / 51.65% Female
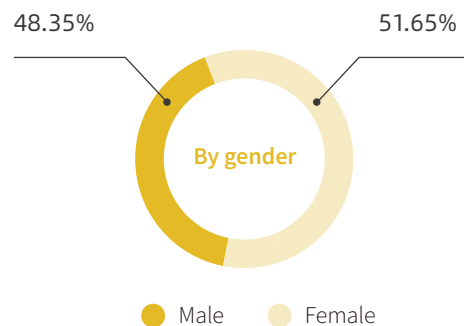
in management positions：52.78%

in revenue-generating positions：51.23%

in STEM[1] positions：29.74%

- Male
- Female

By employment type

100% Full-time / 0% Part-time

By age

70.67% / 26.79% / 2.53%

- Under 30 years old
- 30-50 years old
- Over 50 years old

By geographical region

6.90% / 31.18% / 52.36% / 9.56%

- Suzhou
- Beijing
- Hefei
- Other regions

By nationality

99.35% / 0.65%

- Chinese nationality
- Other nationalities

Note: 1. STEM position refers to a job position involving the fields of Science, Technology, Engineering, and Mathematics.

New Recruitment Structure Indicators — 2024 Total (Person)

Total	3,592

By gender

49.97% / 50.03%

- Male
- Female

By age

55.37% / 42.24% / 2.39%

- Under 30 years old
- 30-50 years old
- Over 50 years old

Internal Transfer Rate	5.87%

In accordance with the labour contract and relevant laws and regulations, Tongcheng Travel has formulated and regularly updated *the Tongcheng Travel Policy for Administration of Employee's Employment*, Transfer, Reassignment and Dimission. We have been constantly optimising the dimission process to ensure that the rights and interests of the employees, as well as that of the Company, are free from any infringement. We strictly implement relevant laws and regulations regarding economic compensation for departing employees and conduct exit interviews with employees who voluntarily resign to collect their feedback and suggestions on the Company and relevant positions. By integrating employee feedback and suggestions, we address the issues and requirements that employees are concerned about, thereby further enhancing the Company's ability to attract and retain talents.

During the Reporting Period, our employee turnover rate[1] was 20.96%, with a voluntary turnover rate of 16.22%.

Note: 1. The formula used to calculate the employee turnover rate is: Employee turnover rate = number of employees lost during the Reporting period/ (number of employees lost during the Reporting period + number of employees at the end of the Reporting Period) * 100%.

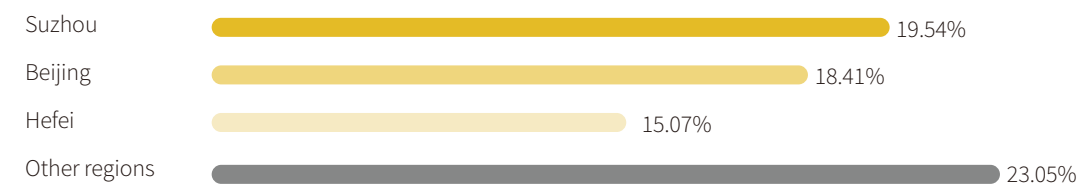## Employee Turnover Rate Structure Indicators — 2024 Turnover Rate (%)

Total	20.96%

By gender

Male	22.58%
Female	19.38%

By age

Under 30 years old	26.19%
30-50 years old	18.97%
Over 50 years old	15.46%

By geographical region

Suzhou	19.54%
Beijing	18.41%
Hefei	15.07%
Other regions	23.05%

Safeguarding Employees' Health and Safety

The health of employees is a crucial cornerstone for the sustainable development of a company and one of its core competitive strengths. Tongcheng Travel deeply understands the importance of a healthy and stable workforce in creating value, reducing operational risks, and managing costs. Thereby, we strictly comply with relevant laws and regulations, such as *the Labor Law of the People's Republic of China, the Labor Contract Law of the People's Republic of China*, and *the Provisions on the Prohibition of Using Child Labor*. In addition, we strictly abide by *the Fire Protection Law of the People's Republic of China*, to ensure workplace fire safety. Based on these, we have formulated *the Tongcheng Travel Occupational Health and Safety Policy* and *the Workplace Safety Management System,* building a comprehensive safety and health management system. We have incorporated occupational health and safety indicators into the occupational safety and health management system to ensure that management attaches importance to and provides a safe and healthy working environment. In addition, we have obtained the ISO 45001 Occupational Health and Safety Management System certification to ensure that our safety and health management meets international standards.

**Click here to find out:
Tongcheng Travel Occupational
Health and Safety Policy**

We have established employee health and safety targets to ensure that the completion rate of corrective actions for on-site assessments of occupational health and safety risks reaches 100% by 2024. During the Reporting Period, the completion rate of corrective actions for on-site assessments of occupational health and safety risks was 100%. Moreover, we have included occupational health and safety-related indicators in the performance assessment of relevant senior executives to ensure the establishment of an effective governance system. We have also been awarded the title of "Advanced Enterprise in Building Safety Management" by the Office of the Work Safety Committee of Dushu Lake Science and Education Innovation Zone, Suzhou.

A Safer Workplace

To guarantee workplace safety, Tongcheng Travel has established a Safety Management Committee, directly overseen by the management. This approach clearly delineated the functional management line and the business operation line, ensuring comprehensive coverage of safety management. The functional management line focuses on site safety, property safety, and personnel safety management, while the business operation line is responsible for operational safety and compliance management. Under the work framework of the functional management line, we have formulated and implemented a series of policies and standards such *as the Personnel Safety Management Standards, the Site Safety Management Standards*, and *the Safety Production Management System* to make sure that various safety measures are effectively implemented.

Upholding the concept of sustainable development, during the Reporting Period, we established the EHS+C (Environment, Health, Safety + Compliance) Committee. We are committed to building a full-life cycle occupational health protection network for employees, consolidating the foundation for the company's high-quality development, and achieving two-way empowerment of commercial value and social benefits.

Meanwhile, based on the three core dimensions of "people", "sites", and "materials", we have formulated an annual occupational health and safety promotion plan with clearly defined goals. To achieve these goals, we have implemented a series of measures such as emergency rescue training, on-site inspection and correction of workplace risk sources, and emergency response drills. We have also established a comprehensive work-related injury handling process, which has been formally communicated to all employees by policies. Once an employee reports any work-related injury to the HRBP, we will promptly activate the emergency response plan and authorise the relevant responsible team to take actions such as arranging medical treatment and initiating insurance claims. If the injury occurs at the workplace and is caused by work-related factors, we will conduct an accident analysis and investigation to ensure the elimination of workplace risk factors, thereby minimizing the risk of recurrence. In addition, we have imposed strict requirements on catering suppliers an their on-duty employees. All their employees must hold valid health certificates and undergo at least one physical examination per year. Additionally, all their employees are required to complete the training and examination regarding food safety theories and standard operation procedures before they are allowed to work on site.

In the past three years, no work-related fatalities had occurred at the company. During the Reporting Period, the number of workdays lost due to work injury were 328, with the lost-time injury frequency rate of 3.22%.

Complete Preparation for Emergency Events

Tongcheng Travel has revised and introduced comprehensive emergency response plans, including *the Emergency Response Plan Management Manual*, *the Fire Safety Management System*, and *the Emergency Response Plan for Handling Falling Objects*. Furthermore, a first-aid volunteer team has been established to quickly respond to workplace emergencies and implement emergency rescues efficiently and effectively. In terms of fire safety, Tongcheng Travel has equipped the office areas with a comprehensive fire protection system and assigned fire safety responsibilities to designated personnel. We conduct fire safety self-inspections and safety hazard checks on a regular basis. Besides, fire drills are organized at various workplaces, and monthly fire safety training is provided specifically for employees in critical roles.

▲ Emergency Drills

● ● ●　**Case: Tongcheng First-aid Volunteer Team**

▲ Tongcheng First-aid Volunteer Team

Based on the "First-aid Volunteer Development Program", Tongcheng Travel has built up the Tongcheng First-aid Volunteer Team. Currently, the team consists of 12 official *members, with all members obtaining the Occupational Qualification Certificate for Emergency Rescue Personnel* and t*he Junior First Aider Certificate from the Red Cross*. During the Reporting Period, we arranged six first-aid skills training sessions. We also arranged three volunteer team members to participate in the instructor training program of the American Heart Association (AHA), aiming to cultivate internal first-aid trainers with instructor qualifications.

Care for Employees' Mental Health

Tongcheng Travel is committed to fostering a green and healthy workplace environment with a strong focus on employees' mental health. We continued to implement the Employee Assistance Program (EAP) under the theme "Care for Mental Health", providing employees with "Heart Talk", an external psychological counselling channel. In collaboration with professional third-party psychological counselling service providers, we provide employees with one-on-one problem-solving and psychological guidance. In 2024, a total of 248.5 hours of free psychological counselling services were provided to our employees, helping them cope with stress related to both work and life.

The Customer Service Centre has also proactively launched regular online and offline stress-relieving activities for employees. During the Reporting Period, we organised 8 online interactive sessions and 6 offline activities under the "Stress-Relieving Wonderland" theme. These activities included the Sweet Culture Wall, Mood Station, and Energy Refuelling Station, allowing employees to experience and enjoy a cheerful cultural atmosphere through participation.
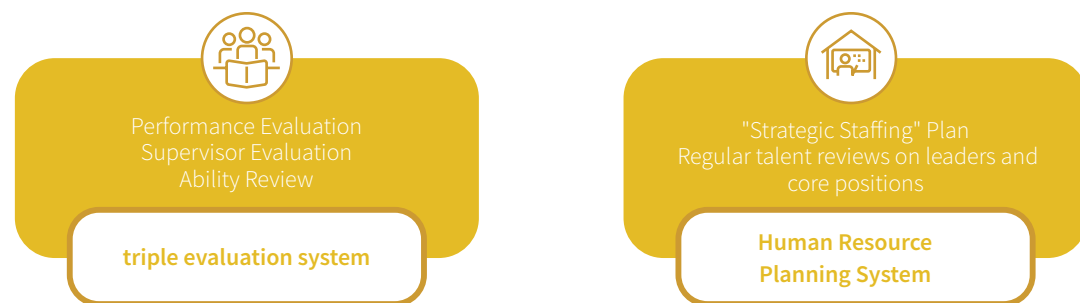
Supporting Employee Growth and Development

Tongcheng Travel is dedicated to creating a working environment with fair competition for employees and values their personal growth and development. We provide a platform for employees to showcase their talents and offer strong support for their career development, which is to build a positive and healthy workplace environment.
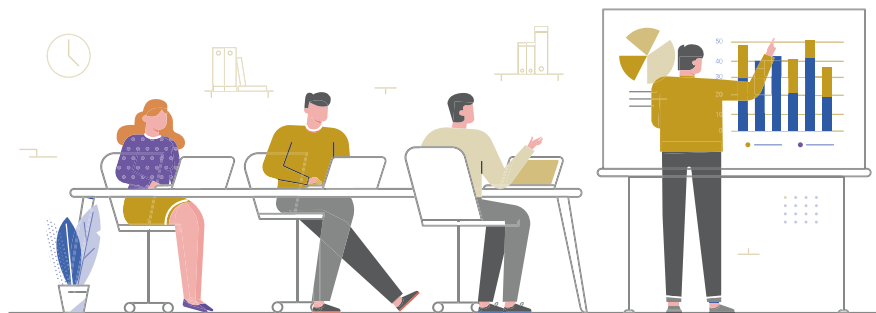
Fair and Transparent Promotion Mechanism

Tongcheng Travel is dedicated to offering a diverse and equitable career development platform. We have established the Career Development Committee to manage policies, strategies, and decisions related to employee career development, thereby promoting career advancement. We have implemented *the Management Measures for Managerial Career Development* and *the Management Measures for Career Development in Professional Tracks*, providing employees with dual promotion pathways in both managerial and professional lines. We have also transparently disclosed the promotion criteria and processes for all job levels, and a feedback mechanism for promotion results has been established.

Performance Evaluation
Supervisor Evaluation
Ability Review

triple evaluation system

"Strategic Staffing" Plan
Regular talent reviews on leaders and core positions

Human Resource Planning System

During the Reporting Period, in line with our strategic goals, we conducted a talent review on over 600 leaders and managers of the Group by using two evaluation tools, 360° assessment and appraisal. Through the talent review process, we identified key positions for core talents in various departments and optimised resource allocation for them. We have implemented a dynamic adjustment mechanism to ensure the efficient operation of teams and the continuous enhancement of talent. Through this mechanism, we select talents for critical positions and provide them with essential resources and opportunities, including promotion and annual selection of outstanding leaders. This ensures the effective implementation and sustainable development of our talent strategy.

We also continuously implement the internal job transfer policy – "Talent Flow Program" , to boost the internal mobility and vitality of talents. Employees can utilize the Company's internal forum platform to seek opportunities that better suit their career development, while talent-seeking departments can find more suitable candidates for their positions on the forum, achieving an optimized match between talent and positions. During the Reporting Period, the Talent Flow Forum received approximately 30,000 visits, with over 500 online job communication initiatives launched. The internal transfer rate is 5.87%, realizing a win-win outcome for internal talent activation. Comprehensive and Multi-dimensional Training System.

Multi-dimensional Training System

Tongcheng Travel is committed to creating a diverse and equal learning environment with rich content. We integrate internal and external resources to provide employees with opportunities to enhance their professional qualities and skills, and encourage employees to grow with the Company. We have established a comprehensive talent development system, including leadership development, professional skills enhancement, and new employee training, to meet the capability improvement needs of employees at different career stages. The Customer Service Centre has also established a training system for management and professional lines to support employee career development.

We conduct training activities through online learning platforms such as "Tongcheng Study" and "Tongcheng Sharing", as well as offline theme discussion and sharing. During the Reporting Period, we updated the online learning platforms, optimised multiple functions, and added over 100 courses across 12 new series, further enriching employees' learning resources.

To support and encourage employees to enhance their academic qualifications or work skills, we persist in advancing *the Tongcheng Travel Study Incentive Program* to foster a learning-oriented culture. During the Reporting Period, we granted approximately RMB1,160,000 worth study assistance bonuses after internal reviews to support employees' learning and growth.

Categories	Curriculum system and coverage	Training program
Leadership cultivation	Middle and high-level managers: Tenglong Program	• We provide customised leadership training for current managers at all levels, with course content covering industry trends, business practice, management tools, and scenario-based practice.
	Junior managers: Yulong Program	• We offer leadership training for ordinary employees who are promoted to management positions and newly appointed managers, with course content covering management theory, management methodology, and management practice to help solidify their management foundations.
	Reserve and newly promoted managers: Qianlong Program	• We provide general training for ordinary employees, covering leadership development content to enhance employees' personal influence and proactivity.
	Overtaking lane for emerging talents: Yuelong Program	• High-potential talents with dreams and determination are empowered with knowledge and practical business experience through mentorship. This program is designed to cultivate and reserve future managers.
Professional skills improvement	Mercer Training Camp Project Manager Certification Innovation & Creation Training Camp	• We set up different professional courses according to different professional positions, such as technology, customer service, business, and functional lines, to improve the professional skills of employees in different lines and help them grow.
Orientation training	Xingcheng Program	• We conduct pre-employment training for new hires from social recruitment, focusing on core topics such as company culture, systems and processes, and career sharing to facilitate role transformation.
	Chengxing Program	• We provide training and learning courses for interns to stimulate their potential.

● ● ● **Case: 2024 Product Innovation Enhancement Learning Program**

In May 2024, the Product Committee of Tongcheng Travel, in partnership with Tongcheng Study, jointly launched *the Product Innovation Enhancement Learning Program*. Kicking off with an innovation project competition, the program focused on the innovation topics set by the Product Committee and the fundamentals of product innovation. Through a blended online and offline learning approach, the program explored product innovation methods from theory to practice. A total of 356 colleagues from various business centres, including travel, marketing, accommodation, and hospitality, actively participated in the program. They engaged in cross-departmental and cross-disciplinary learning and exchanges through various learning formats such as innovation bootcamps, product innovation workshops, and innovation roundtable discussions.

▲ 2024 Product Innovation Enhancement Learning Session

During the Reporting Period, the average annual training hours per capita were 10.3 hours, covering 89.91% of employees.

Indicators		2024
Proportion of employees receiving training (%)[1]	**Total**	89.91%
	By gender	
	Male	90.34%
	Female	89.42%
	By employment type	
	Senior management	68.57%
	Middle management	89.83%
	Junior employees	90.01%
Training hours per capita (hour)[2][3]	**Total**	10.3
	By gender	
	Male	9.3
	Female	11.5
	By employment type	
	Senior management	7.9
	Middle management	5.2
	Junior employees	10.4

Notes: 1. The data disclosed in this section only covers the online training system of the Human Resources and Administration Centre of our company, and the coverage rate of this system is approximately 76%.
2. Employee training percentage = (Number of trained employees / Total number of employees) * 100%; Employee training percentage by category = (Number of trained employees in the category / Total number of employees in the category) * 100%.
3. Average training hours per capita = Total training hours / Total number of employees; Average training hours for employees in a specific category = Total training hours for employees in the specific category / Number of employees in the specific category.

Enhancing Employee Care

Multi-channel Communication Methods

Tongcheng Travel strives to provide employees with platforms to express their opinions and participate in decision-making, aiming to foster harmonious employee relations. Adhering to the principle of "timely communication, prompt resolution, and no overnight issues," we have established both online and offline channels for employee communication and feedback to promptly understand and respond to employees' expectations and opinions. In compliance with *the Regulations on the Negotiation and Adjustment of Labour Disputes in Enterprises*, we have established the labour union and workers' representative congress, and set up a labour dispute mediation committee. During the Reporting Period, the signing rate of collective agreements among our regular employees reached 100%. We have also strengthened the systematic management of employee communication channels by creating a "One-stop Service Hall," offering three service channels through the OA system, iOA application, and WeCom. We organize bi-weekly core meetings to enhance communication and connection between employees and management.

To gain in-depth insights into employees' work attitudes and satisfaction levels, we conduct an annual employee engagement survey for all employees. The survey covers various dimensions such as willingness to stay with the Company, their willingness to contributing to the Company, comfort and freedom in their work, stress levels, and satisfaction with the work environment and company management. During the Reporting Period, Tongcheng Travel's employee engagement rate reached 85%. In addition, we joined Suzhou Harmonious Enterprise Association and assumed the position of Chairman of the Association, actively participating in the construction of harmonious labour relations in locations where we operate.

● ● ● **Case: Face-to-face Dialogue with the Boss**

Tongcheng Travel places great emphasis on in-depth communication with employees. Through the "Face-to-face Dialogue with the Boss" program, employees had an opportunity to engage directly with senior management, gaining a deeper understanding of the Company's development strategy and management insights. In a relaxed atmosphere, employees freely raised their questions and offered suggestions regarding operations and management. Senior leaders provided on-the-spot answers and solutions, collectively focusing on issues and exploring directions for future improvement and enhancement within the Company. This event enhanced employees' understanding of the Company and established a solid foundation of trust.

▲ Face-to-face Dialogue with the Boss

● ● ● **Case: Organisational Capability Survey - Honest Talk**

Tongcheng Travel eagerly anticipates and values every genuine voice and thoughtful reflection, enabling us to proactively identify issues and cultivate a more vibrant foundation for long-term development. The annual organisational capability survey is a way for us to continuously identify and address problems, thereby driving the healthy and sustainable development of our business and organisation. During the Reporting Period, we extensively mobilised employees, through channels such as emails and posters and activities like "Honest Talk", along with incentives and rewards, to participate in the survey. We hope that employees will share their most honest and constructive feedback to help the Company improve and thrive.

▲ Honest Talk

同程旅行 | About the Report | Chairman's Statement | About Tongcheng Travel | Striving for the Future: Sustainable Development | Strengthening Ethical Operations: Responsible Operations | Governing Digital Networks: Information Security | Building Excellence: Quality Assurance | Pursuing Green Concept: Environmental Friendliness | **Striving for the Future in Unity: Care for Employees** | Walking Together for Good: Public Welfare

Diverse Employee Benefits and Entertainment Activities

In addition to the basic employee protections required by law, Tongcheng Travel is devoted to providing employees with additional non-salary benefits and care. Our welfare policies cover various aspects, including health protection, subsidies, internal purchase benefits, family support, and personal development, catering to the diverse needs of all employees. Our welfare policy not only generated tangible benefits but was widely welcomed. Moreover, we pay special attention to the needs of breastfeeding mothers. We have established the "Mom's Station" maternity room, ensuring it is safe, clean, and private, to facilitate breastfeeding mothers in balancing their work with infant care, including nursing, milk collection, feeding, and meal preparation.

Health Protection	Physical examination, additional commercial insurance, EAP mental health support, health lectures
Additional Benefits	Study incentive program, phone bill subsidy, accommodation and management services, traditional holiday gifts
Family and Personal Support	Additional paid annual leave, flexible working hours, work-from-home options, nursing rooms
Interest and Hobby Development	Team building, festival events, fitness classes, recreation room and library
Internal Purchase Benefits	New employee benefits, internal purchase mall, welfare assistant

▲ Welfare Policies[1]

We regularly organize a variety of team activities such as hobby clubs, annual parties, and sports events to enrich the cultural life of employees beyond work. This allows employees to pursue personal hobbies and actively participate in sports activities in their spare time, enhancing physical fitness and team cohesion.

● ● ●　**Case: "Cheng Kids" Happy Holiday Camp**

To address employees' childcare needs during the summer vacation, we launched the "Cheng Kids" Happy Holiday Camp in 2016, catering to children aged 3-10 of all employees. This year marks the eighth anniversary of the camp. "Going to Work with Mom and Dad" has become one of the summer routines for "Cheng Kids", receiving unanimous praise from our employees.

▲ "Cheng Kids" Happy Holiday Camp

Notes: 1. We encourage our employees to diversify their personal development paths and allow them to pursue non-competitive side businesses in addition to their regular jobs.

07

Walking Together for Good: Public Welfare

Tongcheng Travel adheres to the principles of "Focusing on Public Welfare, Voluntary and Unpaid Participation, Transparency, and Integrity" in its practices, and is actively involved in charitable initiatives. We have formulated *the Tongcheng Travel Public Welfare and Charity Policy* and other public welfare strategies. We are also dedicated ourselves to public welfare and charitable activities in various areas, such as community assistance for the needy and the elderly, rural revitalisation, and cultural tourism development. During the Reporting Period, we invested a total of RMB10.58 million[1] in public welfare funds, and had over 1,400 employees volunteering in public welfare activities, contributing accumulated volunteer service hours of over 29,000.

Notes:1. The data only cover the non-profit and marketing social welfare projects that the Company participated in during the Reporting Period.

- Public Welfare Initiatives
- Rural Revitalisation through Cultural Tourism
- Joint Development of Cultural Industry and Tourism

11 SUSTAINABLE CITIES AND COMMUNITIES

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Public Welfare Initiatives

Tongcheng Travel is driven by a passionate commitment to delivering warmth and support to community through practical actions. During the Reporting Period, we continued to set up Tongcheng Shelters, serving as care stations within communities. We also launched various charitable initiatives, including waste recycling, autistic children caring, honouring labor, and voluntary blood donation. In March 2025, the Beijing Tongcheng Public Welfare Foundation, which was initiated and prepared by the company, was officially registered and established. We hope that every act of kindness can take root in the community and bear fruits of hope and warmth.

▲ Caring for Autistic Children

▲ Voluntary Blood Donation

▲ Waste Recycling

▲ Distribution of First-aid Kits for Cars

Caring for Outdoor Workers
- In the summer of 2024, Tongcheng Travel has set up "love fridges" in Suzhou, Huaian, and Hefei, distributing over 8,000 cold beverages to outdoor workers such as security guards, cleaners, sanitation workers, couriers and food delivery riders, in order to pay tribute to those who keep working under scorching heat for their dedication.

Voluntary Blood Donation
- Tongcheng Travel organised a blood donation campaign themed "Connected by Blood, Sustained by Love" with Xuezhiyuan Commonweal Foundation across 6 operational locations. A total of 160 employees participated in the event, demonstrating their compassion and commitment.

Caring Donation
- For many years, Tongcheng Tourism, has been carrying out the "Yushu Helping Hands" public welfare initiative, donating 493 sets of school uniforms to the children at the Naduo Village Primary School in Yushu City, visiting and comforting families of the disabled, and donating 100 wheelchairs to disabled women and children, elderly individuals, and mobility-impaired residents in the mountainous regions of Yushu.

Tongcheng Travel Scholarship
- Tongcheng Travel has established a 3-year "Tongcheng Travel Scholarship" at the University of Hong Kong and the Hong Kong University of Science and Technology, which aims to support outstanding undergraduate and postgraduate students specialising in fields such as big data, Internet, and AI. As of the date of the Report, Tongcheng Travel has donated a total of HKD2 million.

● ● ● Case: Tongcheng Shelter

In 2022, Tongcheng Travel launched the "Tongcheng Shelter" charitable Hotel Alliance, with the long-term commitment to promoting hotels' participation in social welfare services, integrating hotels into the community, and making cities warmer. The project has introduced public welfare projects such as the "College Entrance Examination Energy Station", "Rainstorm Protection Plan", "Sugar Mandarin Feedback Plan", "Blizzard Protection Plan" continuously deepening brand value. In May 2024, the Tongcheng Shelter joined forces with more than 70 offline stores nationwide to upgrade public welfare services, adding free printing and emergency assistance for the elderly, and collaborated with Tongcheng Public Welfare to recruit volunteer teams in pilot cities to provide timely help when residents need it. This service upgrade aims to use stores as points and volunteer teams as axes to take on more social responsibilities, spread the power of public welfare to community residents and urban construction, and reach a more diverse population.

▲ Tongcheng Shelter

● ● ● Case: Care Program for Children

In April 2024, the Communist Youth League Diqing Prefecture Committee and Tongcheng Travel jointly signed a public welfare cooperation agreement to provide care and assistance services for left-behind children and children in difficulties. Tongcheng Travel will focus on caring for left-behind children and children in difficulties by launching targeted public welfare projects for special families and families in need. Besides, based on public welfare education, medical assistance, material donations, and transportation discounts, we will provide comprehensive support to help these children and their families achieve healthy growth and well-rounded development.

▲ Care Program for Children

Rural Revitalisation through Cultural Tourism

Tongcheng Travel has launched a rural revitalisation initiative called the "Tongcheng Thousand Villages Program", which aims to develop customised tourism projects with unique local characteristics in ancient towns. This initiative is designed to boost local economic development, encourage the return of villagers, and address the pressing issue of " hollowed-out" villages. In this way, we aim to support the rural tourism professionals, strengthen the industry chain, and promote the sustainable development of rural areas, contributing to the advancement of rural revitalisation.

● ● ● Case: Transformation and Upgrade of Luzhi Ancient Town

In 2024, Tongcheng Travel partnered with Luzhi Ancient Town to advance the rural revitalization strategy. Leveraging the ancient town's unique landscape charm and geographical advantages, Tongcheng Travel helped shape a new image for Luzhi, " Indigo Luzhi Town", so as to build a diversified cultural ecosystem, and support the comprehensive upgrade and transformation of the scenic area. The project boosted reservations for nearby hotels and alternative accommodations. The significant rise has not only attracted more young visitors but has also made the " Indigo Luzhi Town" activities and night tours a new highlight, injecting new vitality into the ancient town and promoting the prosperous development of the local economy and culture.

Joint Development of Cultural Industry and Tourism

Tongcheng Travel actively promotes the integration of culture and tourism by assisting multiple destinations in designing tourism events focused on exploring and showcasing local culture. Through a deep understanding of local traditions, we create meaningful, impactful, and heritage-driven marketing campaigns. Our efforts are dedicated to protecting cultural legacies while promoting the cultural inheritance and dissemination of more destinations.

● ● ● ● Case: World's "Shangri-La" Cultural Tourism Festival

During the Reporting Period, the second World "Shangri-La" Cultural Tourism Festival, jointly organised by the Diqing Tibetan Autonomous Prefecture and Tongcheng Travel, was successfully held in Diqing. The cultural tourism festival featured a two-day music carnival alongside its opening ceremony. The event took place at the outdoor venue of the Shika Snow Mountain scenic area, combining natural landscapes with festive activities. Through a mix of ethnic and trendy stage performances, local specialty markets, and fun interactive games, the festival presented Diqing's rich and diverse cultural arts and local products, enriching the cultural tourism experience. We also assisted in organising Diqing Prefecture's "Cultural Tourism + Tibetan Medicine" intangible cultural heritage inheritance event. The exhibition displayed classic Tibetan medical works and vividly introduced unique Tibetan medical treatments, cultivating a broader audience for the preservation and development of Tibetan medicine culture, as well as promoting its inheritance and innovation. The event facilitated cultural exchange and innovation in Diqing Prefecture, boosted local cultural tourism and expanded the global influence of the "Shangri-La" brand. In 2024, it was awarded the "Brand Marketing and Promotion Program of the Year".

▲ world's "Shangri-La" ▲ "Shangri-La, Dance with the World " Music Festival

● ● ● ● Case: "Lunar March 3 " Multi-Ethnic Song Festival in Xiufeng of Guilin City

The 13th "Lunar March 3"Multi-Ethnic Song Festival in Xiufeng District, Guilin, Guangxi, grandly opened on April 11, 2024. At the opening ceremony, Tongcheng Travel officially released the travel map of Xiufeng, Guilin, which was carefully crafted based on multi-dimensional user data feedback. This map provided tourists with a comprehensive guide to dining and entertainment in Xiufeng District, making the travel experience more efficient and enjoyable. Simultaneously, Tongcheng Travel, in collaboration with the Bureau of Culture, Sports, and Tourism of Xiufeng District, Guilin City, launched the "Xiufeng 3rd of March · Fun Fair Season" market event. A number of specialty stalls covering national culture, intangible cultural heritage crafts, and food and beverages were opened to create an innovative consumption experience for visitors.

▲ "Lunar March 3 " Multi-Ethnic Song Festival in Xiufeng of Guilin City

● ● ● ● Case: "Discover the Beauty of Shanxi" TDC Travel Discoverers Conference

During the Spring Festival, Tongcheng Travel played a key role in promoting the cultural beauty of Shanxi Province. Regarding Shanxi's folk customs, Tongcheng Travel customised the "Enjoy Shanxi's Folk Customs in Winter" marketing campaign. By recreating the bustling New Year's Eve atmosphere, which showcased Shanxi's folk culture, and played a promotional role in passing down the memories of the older generation and fostering cultural inheritance among the younger generation. During the campaign, the total online exposure exceeded 314 million, with 1,110 times of media mentions and a total of 1.1836 million interactions.

▲ "Discover the Beauty of Shanxi" TDC Travel Discoverers Conference

Outlook

In the journey ahead, Tongcheng Travel will continue to uphold the value of "Customer First - Creating Value for Users." We will spare no effort to enhance operational efficiency and actively implement the concept of sustainable development. We look forward to forging closer and more diverse cooperative relationships with our partners, working together to infuse new vitality into the industry's prosperity. We will join hands with our employees for mutual growth and actively engage in public welfare activities, giving back to society with sincere actions and honouring the support and trust from the community.

Appendix I: ESG Reporting Guidance Index

Aspect	Requirements	Chapter
KPI A1	Emissions	
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 air emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Pursuing Green Concept: Environmental Friendliness
A1.1	The types of emissions and respective emissions data.	Pursuing Green Concept: Environmental Friendliness
A1.2	Direct (Scope 1) and energy indirect (Scope 2) Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Pursuing Green Concept: Environmental Friendliness
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	/
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Pursuing Green Concept: Environmental Friendliness
A1.5	Description of emissions target(s) set and steps taken to achieve them.	Pursuing Green Concept: Environmental Friendliness
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.	/
KPI A2	Use of Resources	
General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Pursuing Green Concept: Environmental Friendliness
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).	Pursuing Green Concept: Environmental Friendliness
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Pursuing Green Concept: Environmental Friendliness
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	/
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	/
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	/
KPI A3	The Environment and Natural Resources	
General Disclosure	Policies on minimizing the issuer's significant impact on the environment and natural resources.	/
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	/
KPI A4	Climate Change	
General Disclosure	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	Pursuing Green Concept: Environmental Friendliness
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.	Pursuing Green Concept: Environmental Friendliness

KPI B1	Employment	
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.	Striving for the Future in Unity: Care for Employees
B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	Striving for the Future in Unity: Care for Employees
B1.2	Employee turnover rate by gender, age group and geographical region.	Striving for the Future in Unity: Care for Employees
KPI B2	Health and Safety	
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.	Striving for the Future in Unity: Care for Employees
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Striving for the Future in Unity: Care for Employees
B2.2	Lost days due to work injury.	Striving for the Future in Unity: Care for Employees
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Striving for the Future in Unity: Care for Employees
KPI B3	Development and Training	
General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Striving for the Future in Unity: Care for Employees
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Striving for the Future in Unity: Care for Employees
B3.2	The average training hours completed per capita by gender and employee category.	Striving for the Future in Unity: Care for Employees
KPI B4	Labour Standards	
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 labour.	Striving for the Future in Unity: Care for Employees
B4.1	Description of measures to review employment practices to avoid child and forced labour.	Striving for the Future in Unity: Care for Employees
B4.2	Description of steps taken to eliminate such practices when discovered.	Striving for the Future in Unity: Care for Employees
KPI B5	Supply Chain Management	
General Disclosure	Policies on managing environmental and social risks of the supply chain.	Building Excellence: Quality Assurance
B5.1	Number of suppliers by geographical region.	Building Excellence: Quality Assurance
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.	Building Excellence: Quality Assurance
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Building Excellence: Quality Assurance
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Building Excellence: Quality Assurance
KPI B6	Product Responsibility	
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.	Building Excellence: Quality Assurance
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	/
B6.2	Number of products and service related complaints received and how they are dealt with.	Building Excellence: Quality Assurance
B6.3	Description of practices relating to observing and protecting intellectual property rights.	Striving for the Future: Sustainable Development
B6.4	Description of quality assurance process and recall procedures.	/
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Governing Digital Networks: Information Security
KPI B7	Anti-corruption	
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	Striving for the Future: Sustainable Development
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.	Striving for the Future: Sustainable Development
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Striving for the Future: Sustainable Development
B7.3	Description of anti-corruption training provided to directors and staff.	Striving for the Future: Sustainable Development
KPI B8	Community Investment	
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.	Walking Together for Good: Public Welfare
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Walking Together for Good: Public Welfare
B8.2	Resources contributed (e.g. money or time) to the focus area.	Walking Together for Good: Public Welfare

Appendix II: Response to the United Nations Sustainable Development Goals

UN SDGs	Corresponding Chapters	The Company's Response
3 GOOD HEALTH AND WELL-BEING	Striving for the Future in Unity: Care for Employees	● Ensure healthy lives and promote well-being for all age groups
4 QUALITY EDUCATION	Striving for the Future in Unity: Care for Employees Walking Together for Good: Public Welfare	● Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5 GENDER EQUALITY	Striving for the Future in Unity: Care for Employees	● Achieve gender equality and empower all women and girls
6 CLEAN WATER AND SANITATION	Pursuing Green Concept: Environmental Friendliness	● Ensure availability and sustainable management of water and sanitation for all
7 AFFORDABLE AND CLEAN ENERGY	Pursuing Green Concept: Environmental Friendliness	● Ensure access to affordable, reliable, sustainable, and modern energy for all
8 DECENT WORK AND ECONOMIC GROWTH	Striving for the Future in Unity: Care for Employees	● Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

UN SDGs	Corresponding Chapters	The Company's Response
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	Governing Digital Networks: Information Security Building Excellence: Quality Assurance	● Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.
10 REDUCED INEQUALITIES	Striving for the Future in Unity: Care for Employees	● Reduce inequality within and among countries
11 SUSTAINABLE CITIES AND COMMUNITIES	Walking Together for Good: Public Welfare	● Provide assistance to the poor and vulnerable through volunteer services, social assistance, support for education and other public welfares
13 CLIMATE ACTION	Pursuing Green Concept: Environmental Friendliness	● Take urgent action to combat climate change and its impacts
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Striving for the Future: Sustainable Development Strengthening Ethical Operations: Responsible Operations	● Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels
17 PARTNERSHIPS FOR THE GOALS	Building Excellence: Quality Assurance	● Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development