



Tongcheng Travel Holdings Limited

Incorporated in the Cayman Islands with limited liability

Stock Code:0780

# 2025

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Make Travel Easier and More Joyful



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# About the Report

## Information About This Report

This report is the eighth Environmental, Social and Governance ("ESG") report issued by Tongcheng Travel Holdings Limited ("the Company", "Tongcheng Travel" or "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 2025.

## Reporting Scope

The principal business revenue covered in this ESG report accounts for over 80% of the revenue of the Company, its subsidiaries and consolidated affiliated entities (the "Group"). Unless otherwise stated, the key performance indicators ("KPIs") for the social aspects in this ESG report are applicable to the Group; the scope of this report excludes Wanda Hotel Management (Hong Kong) Co., Ltd., which was acquired in October 2025; based on the characteristics of the industry, the KPIs for the environmental aspects in this ESG report are applicable to the office locations that have a substantial impact on the environment during the operation of the Company, that is, the main office places in Suzhou, Hefei, Beijing, Huai'an and Changsha. Furthermore, in accordance with the Greenhouse Gas Protocol: Corporate Accounting and Reporting Standard (2004), the Company has extended its greenhouse gas emissions disclosure to include locations in Huai'an, Hefei, Changsha, Hainan, Suzhou as well as in overseas with operational control by the Company. The reporting period is from January 1, 2025 to December 31, 2025 (the "Reporting Period") with certain content extending beyond this timeframe where applicable.

## 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 ("Stock Exchange") and the United Nations' 2030 Agenda for Sustainable Development. The Company has complied with the mandatory disclosure provisions and 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. Materiality represents the threshold at which ESG issues, as determined by the Board, become sufficiently important to investors and other stakeholders to warrant reporting.                                                            |
| Quantitative | This ESG report adopts quantitative data to present the KPIs of the environmental, social and climate 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 <i>2024 ESG Report</i> .                                                                                                                                                                                                                                                                            |

## 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

Management principles and strategies

Objectives review

- The Board of Directors of the Company is the ultimate governance body responsible for the Company's ESG 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 *Embarking on Sustainable Development* section of this report.
- 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 the Group's businesses). 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. During the Reporting Period, the Company reviewed the materiality assessment results, confirmed the impact on each key issue, and continued to implement responses.
- 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.
- 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 Investor Relations Website (<https://www.tongchengir.com>) and the Stock Exchange's website ([www.hkexnews.hk](http://www.hkexnews.hk)).



# Chairman's Statement



In 2025, China's tourism industry witnessed distinct structural transformation amid its recovery. Lower-tier cities and county-level regions, leveraging their pristine natural endowments and profound cultural heritage, rose prominently and added to the robust growth of the industry. This trend has put forward new development requirements for us: to empower the quality upgrade of the cultural and tourism industry in lower-tier markets through a sustainable development model. We have always adhered to our mission of "Making Travel Easier and More Joyful", deeply integrating ESG concepts into corporate strategy and daily operations, and leading the Company's high-quality growth through sustainable development.



Over the past year, we proactively addressed climate change challenges by engaging experts to deliver internal climate risk training, fostering top-down awareness of climate risk management. In sustainable operations, we leveraged our digital infrastructure to enable intelligent management, empowering green operations through technology. Regarding green office practices, we implemented centralized control and smart regulation measures to effectively reduce energy consumption. Concurrently, we rolled out comprehensive water-saving systems, striving to achieve dual improvements in energy efficiency and operational performance.

In fulfilling our social responsibilities, we have stayed true to our original aspiration, delivered warmth through diverse initiatives, and contributed to building an inclusive society. In 2025, Tongcheng Foundation was officially established, focusing on core charitable areas to drive targeted efforts. In response to emergencies such as the flood hazards in North China and the fire at Wang Fuk Court in Tai Po, New Territories, Hong Kong, we activated the emergency response mechanism immediately, rapidly allocated supplies and raised donations to support the frontlines, and sent warmth to the affected people with a sense of responsibility and efficiency. Meanwhile, driven by technological innovation and industrial synergy, we advance the sustainable development of the industry. In 2025, we upgraded and launched the "New Traveler Public Welfare Program 2.0". Centered on the principle of "Symbiosis and Co-growth", this initiative systematically supports small and medium-sized hotels in integrating into the digital landscape through three key dimensions: technology inclusion, marketing empowerment, and talent cultivation. We increased R&D investment in artificial intelligence ("AI") and big data. The upgraded intelligent travel assistant, "DeepTrip", has achieved an end-to-end closed-loop service covering travel consultation, itinerary planning and online booking, injecting core momentum into the

digital transformation of the industry. On this basis, we have deepened cultural inheritance and culture-tourism integration, empowered the revitalization and dissemination of intangible cultural heritage with digital technology, and supported the upgrade of local cultural tourism industries and the delivery of cultural benefits to the public. While creating commercial value, we have also injected sustained vitality into social development.

We have also attached great importance to safeguarding ESG practices with a sound governance system: we continuously optimized the ESG governance structure, and linked ESG performance closely with operational performance. Thanks to our solid and consistent practical achievements, we have been included in S&P Global's Sustainability Yearbook (China Edition) for three consecutive years. Furthermore, we achieved a leapfrog upgrade in our ESG rating—our MSCI ESG Rating was raised to "AAA"—ranking us among the industry's leading players. This fully demonstrates our firm determination and core competitiveness in the field of sustainable development.

Looking ahead, we will advance our ESG practices with higher standards, continuously expanding the breadth and depth of cultural and tourism integration. We will iterate our technology empowerment capabilities to support the sustainable development of the industry. Achieving sustainability requires collaborative efforts; therefore, we call upon all stakeholders to unite and jointly build a sustainable ecosystem for the cultural and tourism sector.

**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 a market leader in China's online travel industry. It was established in 2018 through the merger of two leading Chinese online travel platforms, Tongcheng Network Technology Co., Ltd. and eLong Net Information Technology (Beijing) Co., Ltd. As a one-stop-shop comprehensive travel platform, we offer comprehensive and innovative products and services to users. Our business scope extends to accommodation booking, transportation ticket booking, attraction ticket booking, hotel management, packaged tours, business travel, and related value-added products and 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 continuously enriching and refining products and services, so as to further enhance the user's travel experience.

## Corporate Culture and Vision

Tongcheng Travel remains committed to its core mission of "Making Travel Easier and More Joyful" and upholds its development vision of becoming "The Most Trustworthy Travel Platform", continuously creating high-quality and diversified travel experiences for users. We take "Customer First, Innovation and Enterprise, Integrity and Honesty, and Win-Win Cooperation" as our core values, collaborate with partners across the board with an open attitude, and deeply explore the value of the industry chain. While empowering the development of the industry, we remain dedicated to creating long-term value for all stakeholders.

We fully recognize that corporate culture is the core driving force for the Company's development and a crucial cornerstone of its brand image. Through the four key strategies of "Behavior Guidance", "Behavioral Influence", "Behavior Penetration", and "Mechanism Guarantee", we have integrated the concept of sustainable development into the entire process of our operations, building a diverse and multi-dimensional cultural system. Meanwhile, based on the Company's mission, vision and values, and aligned with its development strategy and goals, Tongcheng Travel iterates and refines the core of its cultural philosophy annually. We integrate corporate culture into business and organizational development, striving to maintain consistent cultural identity from top to bottom within the Company. In 2025, based on our long-term strategies and annual business objectives, we extracted three cultural keywords: "Fearlessness", "Daring Initiative" and "Steadfast Action". Through the three key approaches of "Strengthening Communication", "Stimulating Passion" and "Empowering Practice", we have further harnessed the power of culture to foster stronger organizational combat effectiveness.

Behavior  
Guidance

Behavioral  
Influence

Behavior  
Penetration

Mechanism  
Guarantee



## Main Awards Received In 2025



### 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 100 China Internet Enterprises in 2025

Internet Society of China

### Top 20 Chinese Tourism Groups in 2025

China Tourism Academy, China Tourism Association

### Customer Experience Gold

Contact Centre Associations of Asia Pacific

### Most Investment-Potential Listed Company in Hong Kong

National Business Daily

eLong Hotel Technology (a subsidiary of Tongcheng Travel) ranked 19th in The List: Annual Hotel Rankings

HOTELS Magazine

eLong Hotel Technology, a subsidiary of Tongcheng Travel (a subsidiary of Tongcheng Travel) ranked 8th among China's hotel groups

China Hotel Association

Diamond Standard Company of China Healthy Workplace Certification

Human Resources Excellence Conference (HREC)

Employer Brand Most Favored by Chinese College Students in 2025

51Job

2025 Most Influential Employer

Haitou Network

## Performance Highlights In 2025

### Embarking on Sustainable Development



- Raised to **"AAA"** in MSCI ESG rating
- **Selected into the S&P Global Sustainability Yearbook (China) for three** consecutive years

### Building Efficient Governance

- **100%** of employees and board members participated in integrity and anti-corruption training

### Drawing the Green Blueprint

- Committed to reducing Scope 1 and Scope 2 carbon emissions intensity by **18%** from our five major workplaces by the end of 2030 based on 2025 (measured in tCO<sub>2</sub>e per million RMB of revenue)
- Obtained **ISO 14001** certification of environmental management system

### Forging Excellent Quality

- Obtained the certificate of International Customer Service Standardization Certification Body (COPC Inc.)
- The customer satisfaction rate of the participants in the survey is **95.23%**

### Upholding the Security Defense Line

- Obtained the **ISO 27001** Information Security Management System certification, covering more than **80%** of the Company's business
- Employee information security training coverage at Tongcheng Travel reached **100%**

### Creating a Happy Workplace

- **51%** female employees
- **53%** female in management
- Over **192.5 hours** of psychological consultation for employees via EAP

### Fulfilling Social Responsibilities

- Officially established Tongcheng Foundation
- Charitable donations: around **RMB3.11 million**
- Volunteer service hours: Over **2,194 hours**



# 01 Embarking on Sustainable Development

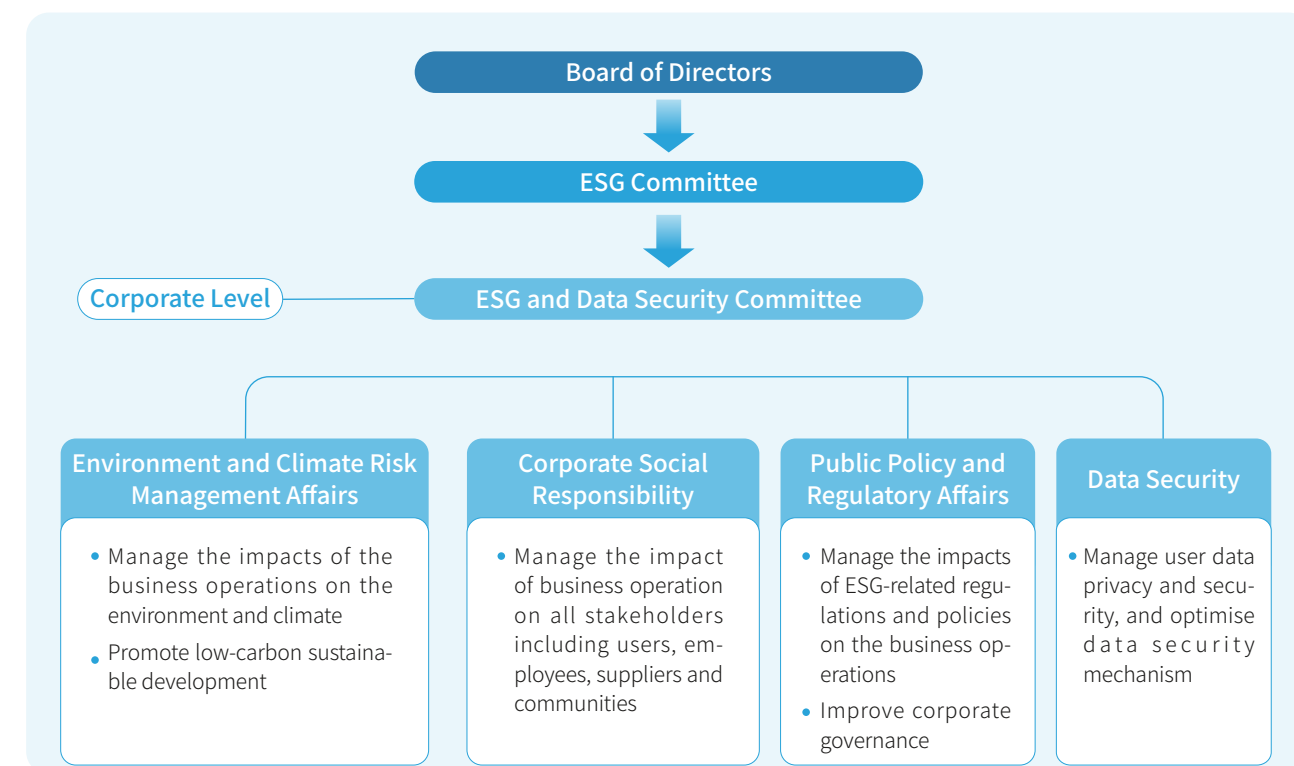
Tongcheng Travel regards sustainable development as the core pillar of the Company's sound operations and harmonious co-prosperity with society. We keep pace with the evolving trends of the times, and while pursuing economic benefits, we consistently balance environmental responsibilities and social values, consolidating the foundation for long-term development. We have established a four-tier ESG governance structure, and through regular communication with stakeholders, we take material issues as the guide and follow the principle of double materiality to accurately identify key issues, guiding the Company to conduct ESG management in a targeted manner.



# ESG Governance Structure

The Board of Directors of the Company constitutes the highest governing body for environmental, social and governance matters. In 2021, Tongcheng Travel established the Environmental, Social and Governance Committee (the "ESG Committee"). The ESG Committee members are appointed by the Board of Directors and consist of directors of the Company, all of whom are independent non-executive directors. 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. For specific responsibilities, please refer to the [Terms of Reference for the ESG Committee](#).

## Tongcheng Travel ESG Governance Structure



On March 24, 2026, Tongcheng Travel officially launched its new ESG strategy, clearly establishing "Lighting Hope, Brightening the World" as its long-term vision for development. Supported by the three core pillars of "Smart Travel, Diversity & Inclusion, and Shared Ecological Prosperity", the strategy systematically outlines a new blueprint for the Company's sustainable development. This upgrade of the ESG strategy not only represents a systematic review and comprehensive enhancement of Tongcheng Travel's past ESG practices but also serves as a significant strategic move to proactively fulfill social responsibility and lead the sustainable development of the industry, aligned with the era's demands for high-quality growth in the tourism sector. Meanwhile, Tongcheng Travel has upgraded its ESG governance structure by establishing an Environment and Climate Risk Management Sub-Committee under the ESG and Data Security Committee, thereby strengthening the governance foundation for the Company's long-term sustainable development.

## Tongcheng Travel Terms of Reference for the 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 2026, 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 years.
- 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 monitoring 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 four sub-committees: Environment and Climate Risk Management, Corporate Social Responsibility, Public Policy and Regulatory Affairs, and Data Security;
  - The Environment and Climate Risk Management Sub-Committee is primarily responsible for managing and mitigating the impact of the Company's operations on the environment and climate, while implementing specific measures to promote low-carbon sustainable development.
  - 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 Public Policy and Regulatory Affairs Sub-Committee is mainly responsible for two main areas. On the one hand, it manages the impacts of ESG-related regulations and policies on the Company's operations, and enhances the Company's capability for sustained and stable operations, etc. On the other hand, it enhances internal corporate governance, such as business integrity and anti-corruption;
  - 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. Pursuant to the *Stakeholder Communication Policy*, the Company has established a comprehensive and systematic mechanism for the identification, engagement and communication with stakeholders, covering shareholders, investors, regulatory bodies, media, partners, users, employees, communities and other relevant stakeholders. We regularly understand the expectations and requirements of all parties regarding ESG matters through various channels, and summarize and analyze the feedback results 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.

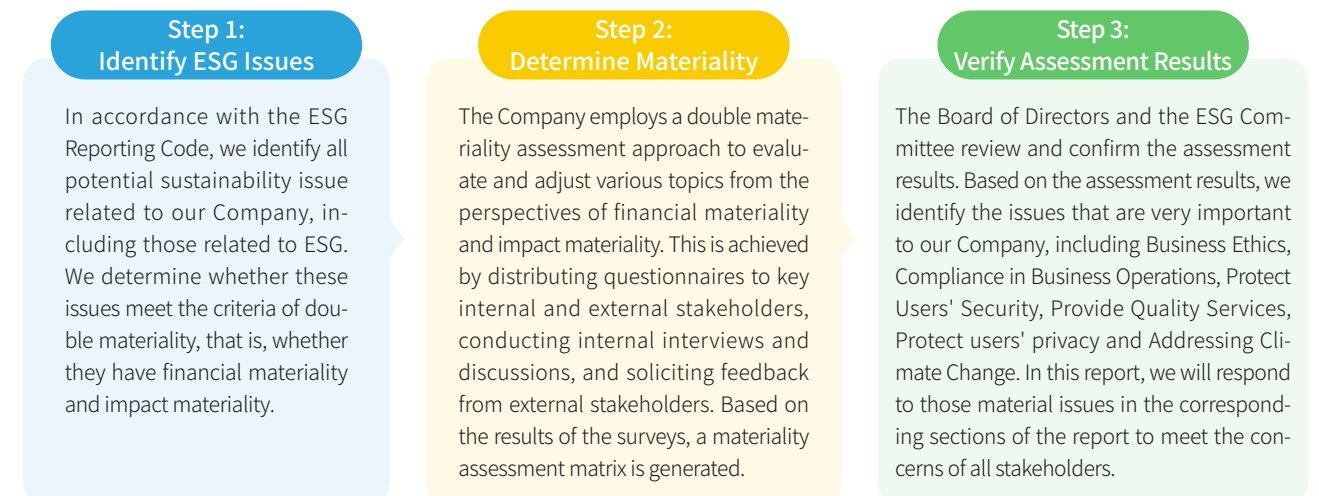
Our communication channels with stakeholders include, but are not limited to, online and offline meetings, periodic roadshows, website announcements and other formats. We use both Chinese and English to eliminate language barriers and ensure effective communication. We regularly identify and assess projects or business segments that may have potential impacts on stakeholders, and conduct research on stakeholders' opinions regarding the Company's development strategy and operating conditions. We track and improve on negative feedback, thereby continuously refining our ESG strategies. We are gradually establishing a stakeholder engagement plan, and regularly organize capacity-building activities such as training to enhance the quality and transparency of stakeholder communication. At the same time, we integrate stakeholder communication performance indicators into the management team's performance evaluation, and 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                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Shareholders & Investors | <ul style="list-style-type: none"> <li>Return on investment</li> <li>Information disclosure</li> <li>Operational compliance</li> </ul>                                                                                       | <ul style="list-style-type: none"> <li>Annual reports, financial statements and announcements</li> <li>General meeting of shareholders</li> <li>Company's investor relations website</li> <li>Meetings, roadshows, and investor summits</li> <li>Quarterly earnings conferences</li> </ul> |
| <br>Regulatory authorities  | <ul style="list-style-type: none"> <li>Operational compliance</li> <li>Tax compliance</li> <li>Social contributions</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>Direct communication</li> <li>Business forums</li> <li>Seminars and conferences</li> </ul>                                                                                                                                                          |
| <br>Media and NGOs          | <ul style="list-style-type: none"> <li>Promotion of industry development</li> <li>Publicity compliance</li> <li>Delivery of brand value</li> </ul>                                                                           | <ul style="list-style-type: none"> <li>Social media</li> <li>Official website</li> <li>Press conferences</li> <li>Meeting communication</li> </ul>                                                                                                                                         |
| <br>Partners                | <ul style="list-style-type: none"> <li>Fairness and justice</li> <li>Win-win cooperation</li> </ul>                                                                                                                          | <ul style="list-style-type: none"> <li>Business communication</li> <li>Regular meetings</li> <li>Field visits</li> <li>Evaluation and assessment</li> </ul>                                                                                                                                |
| <br>Users                   | <ul style="list-style-type: none"> <li>Personal privacy protection</li> <li>Service quality guarantee</li> <li>Perfect travel experience</li> </ul>                                                                          | <ul style="list-style-type: none"> <li>Application ("APP") and Company website</li> <li>Service hotline</li> <li>Customer satisfaction survey</li> <li>Social media</li> </ul>                                                                                                             |
| <br>Employees               | <ul style="list-style-type: none"> <li>Protection of employees' rights and interests</li> <li>Occupational health and safety</li> <li>Improvement of employee benefits</li> <li>Equal opportunities and diversity</li> </ul> | <ul style="list-style-type: none"> <li>HR Generalist of business groups</li> <li>Labor Union</li> <li>Internal meetings</li> <li>Performance assessments</li> </ul>                                                                                                                        |
| <br>Communities             | <ul style="list-style-type: none"> <li>Active participation in public welfare</li> <li>Promotion of positive energy</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>Company website</li> <li>Mass media</li> <li>Social media</li> </ul>                                                                                                                                                                                |

# Materiality Assessment

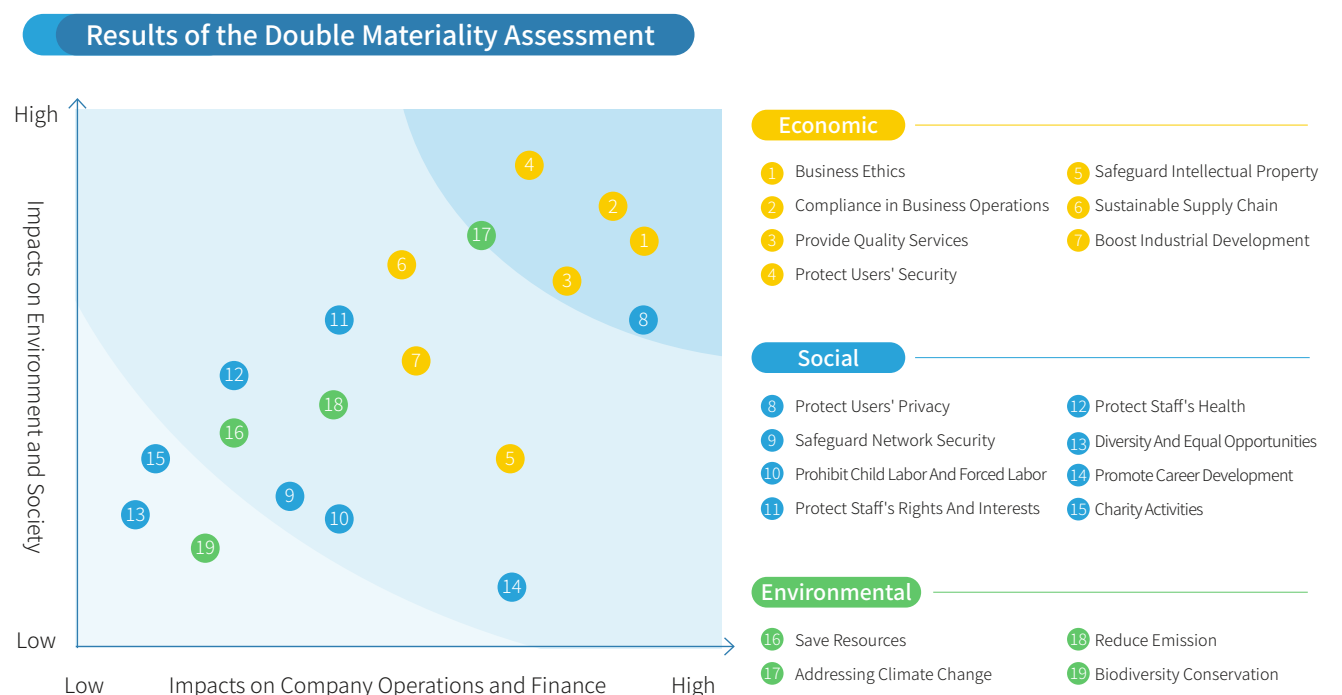
The Company has appointed a third-party professional organisation to conduct an assessment of material issues based on the double materiality principle, and actively invited stakeholders to participate in surveys, conducting our analysis from two dimensions: financial materiality and impact materiality. During the Reporting Period, the Company conducted a further annual review of its existing ESG material issues and confirmed their impacts. We use the results of the materiality assessment 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 Process



## Materiality Matrix

By analyzing the Company's own business activities, internal and external objective environment and sustainable information disclosure standards, the Company has identified 19 sustainable development issues.



## 02 Building Efficient Governance

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 to anchor the direction of corporate development. We strictly comply with relevant laws and regulations of the countries and regions where we operate, establishing a comprehensive corporate governance system and risk management mechanisms to solidify the foundation for high-quality sustainable development and provide users with a solid foundation of trust.



# Comprehensive Risk Management

## Risk Management and Control System

Tongcheng Travel has implemented a comprehensive risk management system, adopting the COSO framework and ISO 31000:2009 standard to achieve continuous improvement in risk management. During the Reporting Period, we revised risk management policies including the *Compliance Manual*, *Content Security Management System*, and *Tongcheng Travel Third-Party Collaboration Security Specifications* to ensure efficient 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 conducting full-process supervision over the implementation of risk management. 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 and compensation evaluation system. 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.

### 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.

### The second line of defence

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 third line of defence

Internal audit and discipline inspection and 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 systematically identifies potential risks during operations and proactively implements measures to address and prevent them. Our risk management process follows three key steps: risk identification and analysis, risk assessment, and risk control, ensuring comprehensive and effective risk management. Specific risk identification results and response measures are detailed in the "Principal Risks and Uncertainties" section of the *Annual Report*.

### Risk Management Process

- Risk identification and analysis**
  - We conduct internal control risk audits covering various risks annually and build a risk control matrix 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 controllability and priority ranking.
  - In 2025, targeting business departments such as Transportation and Tourism, we conducted comprehensive risk combing and identification, and plan to gradually extend business risk identification to other business departments.
- 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 risk occurrences and related impact. We also leverage stress testing, cross-testing, and other tools to simulate 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. During the Reporting Period, a total of 14 operational audits were conducted.
- Risk control**
  - We have established a sound risk management procedure to manage and control risks in various areas. In 2025, we accelerated the application of AI technology in the field of risk management, established a risk-related knowledge base using AI tool, and further improved the efficiency of risk management.
  - 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 4 risk-control related training sessions were conducted at the Group level. The training included participants from business departments such as tourism and transportation, with the number of participants per session ranging from approximately 20 to several hundred. Additionally, various business departments continuously organized internal risk control training tailored to their specific operations. The Company also continued to provide directors with professional development training on legal and regulatory policies.



## Emerging Risks Identification and Response

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 2025, the major emerging risks identified and the corresponding measures are as follows:

### AI Algorithm Governance Compliance Risks

#### Risk description

The widespread application of AI technology enhances operational efficiency and drives business model innovation for the company. However, it also introduces a series of risks, such as data dependency risks and algorithmic bias risks.

#### Risk impact

With the advancement of AI and the processing of vast amounts of information through algorithms, AI automated decision-making has become more widespread, which may also lead to algorithmic discrimination, resulting in unfair treatment towards specific groups or individuals. This risk could increase corporate reputational exposure, elevate user complaint rates, and heighten the likelihood of legal litigation.

#### 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 not driven solely by capital or profit.

### AI-induced Data Security and Privacy Risks

#### Risk description

With the widespread application of AI training and big data technologies, data flows have become increasingly frequent, posing greater complexity for data security and privacy protection. Inadequate data management measures may lead to risks such as data leaks, misuse, or unauthorized access. Concurrently, regulatory requirements like the *Personal Information Protection Law* and *Data Security Law* are becoming increasingly stringent, significantly raising the pressure and costs for enterprises to manage data compliance.

#### Risk impact

Data security or privacy breaches may result in legal consequences including administrative penalties, civil claims, and regulatory accountability. Such incidents could adversely impact corporate brand reputation and customer trust, thereby weakening market competitiveness. Furthermore, to meet escalating regulatory and technical requirements, companies must increase investments in data security infrastructure, system development, and specialized compliance resources, potentially driving up operational and management costs in the short term.

#### Measures

We will continuously enhance our data security and compliance management system:

- Technologically: Deploy multi-layered protective measures including privacy computing, data anonymization, encrypted storage and transmission, and access controls to strengthen security management throughout the data lifecycle.
- Governance-wise: Clarify data responsibility assignments, conduct regular compliance audits and risk assessments, and continuously improve data risk prevention capabilities.

## Strictly Adhering to Business Ethics

### Strengthening Management Foundations

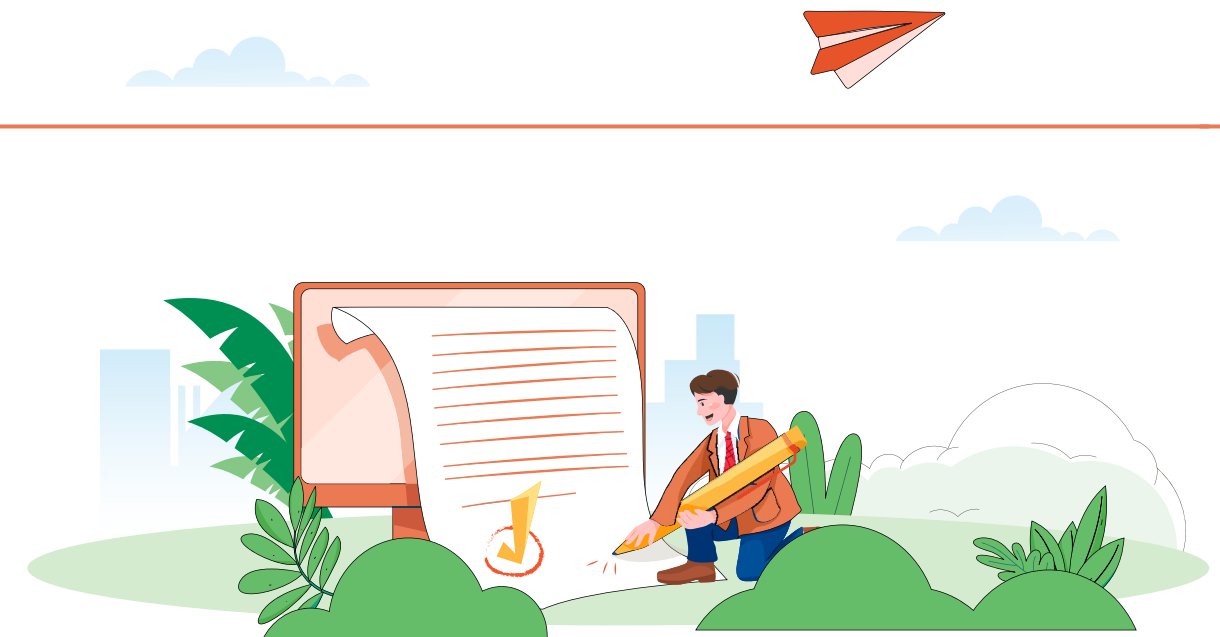
Tongcheng Travel adheres to the principle of honest business operations and adopts a "zero-tolerance" attitude towards corrupt practices. We strictly comply with legal requirements such as *Anti-Unfair Competition Law of the People's Republic of China*, and have established management policies such as 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. During the Reporting Period, we streamlined and optimized company-level systems by consolidating 9 existing regulations into 5 more actionable ones. Concurrently, we assisted in refining and enhancing 13 specialized business-level systems, thereby strengthening our institutional safeguards.

Click here to find out: [Tongcheng Travel Sunshine Code of Conduct](#)

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. For issues identified during specialized inspections and case investigations, we issue written *Rectification Notices* to drive business departments to fulfill their primary responsibilities and implement systematic rectifications. 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 the compliance in our business operations.

#### During the Reporting Period

There were no significant<sup>1</sup> incidents of corruption, discrimination and harassment, conflicts of interest, money laundering, or insider trading.



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

## Anti-Corruption Measures

Guided by sound systems and governance frameworks, we continuously safeguard business compliance through a series of anti-corruption initiatives.

### Business Ethics and Anti-Corruption Initiatives

The Company has established the *Measures for the Protection and Reward of Whistleblowers and Witnesses* to provide necessary protection for whistleblowers and witnesses. The Discipline Inspection and Supervision Committee has been established to oversee the proper functioning of the whistleblowing system. The Company communicates its reporting procedures for violations of business ethics, protective measures for whistleblowers, and reward standards to all employees and ecosystem partners by publicly posting the *Measures for the Protection and Reward of Whistleblowers and Witnesses* online.

#### 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%.

#### Early Warning Mechanism

- The Company identifies potential fraud risks by integrating the Group's information resources and establishing an automated risk early warning model.
- Through modular risk type classification and big data analysis, early warnings are issued for potential fraudulent activities; follow-up analysis is conducted on identified potential risks to locate fraud points and strengthen in-process supervision. Meanwhile, the electronic data evidence chain of occurred fraud incidents is solidified to provide support for post-event investigations and accountability.

#### 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*, the Company will initiate an investigation process in accordance with systems including the *Tongcheng Travel Sunshine Code of Conduct*, the *Detailed Rules for the Implementation of Disciplinary Punishments*, and the *Conflict of Interest Management System*. The investigation will be led by the Company's Internal Audit, with joint investigations conducted in collaboration with the human resources department, legal department, and audit department when necessary. The Company will investigate cases in adherence to the principles of objectivity, impartiality, and confidentiality, and submit the investigation results to the Company's Discipline Inspection and Supervision Committee. Based on the results, a disposal decision will be made in accordance with laws and regulations. In cases of serious violations deemed as serious disciplinary breaches, the Company will impose sanctions such as removal from office or dismissal on the employee.
- For cases that may 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.
- During the reporting period, a total of 10 fraud and misconduct cases were investigated and handled by the Company, which were notified across the Group. These misconduct cases did not have 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 managerial positions, the Company has implemented one-on-one integrity talks to strengthen self-inspection and correction of high-risk issues. By the end of 2025, a total of more than 120 regular talks and warning talks had been conducted with employees, and 12 warning talks had been carried out with suppliers.

## Integrity Culture Development

Tongcheng Travel is committed to fostering a corporate culture of integrity and self-discipline, continuously reinforcing employees' awareness of "Integrity in Heart, Cultivation in Character, and Righteousness in Action". We designate November 11th annually as "Integrity and Self-Discipline Day". Through various initiatives such as releasing integrity posters, sending integrity reminder emails, producing promotional videos, and publishing social media posts, we promote the values of integrity and self-discipline. The Company conducted multi-tiered integrity training, including ethics training for Board members and specialized workplace integrity programs. By leading from the top and cascading these efforts throughout the organization, we fostered a shared commitment to integrity among all employees.



▲ Poster for Tongcheng Travel's Integrity and Self-Discipline Day

#### During the Reporting Period

The Company achieved **100%** employee coverage for anti-corruption and business ethics training



Tongcheng Travel has established industry-wide governance and police-enterprise collaboration in anti-corruption efforts, partnering with external institutions to build a multi-dimensional integrity defense system. As a member of the Trust and Integrity Enterprise Alliance Decision Committee, we actively participate in industry governance. In 2025, we contributed to four industry-specific knowledge-sharing sessions and training programs, while the Trust and Integrity Enterprise Alliance conducted one on-site visit to the Company for research and exchange. Through deepened industry dialogue and experience sharing, we continuously enhance our professional capabilities. Regarding police-enterprise collaboration, we maintain close communication with law enforcement agencies in Sichuan, Suzhou, and other regions. We conduct targeted warning education programs to reinforce employees' integrity principles and improve the efficiency of integrity-building initiatives.

## Ethical Procurement Management

To foster a transparent and ethical procurement environment, Tongcheng Travel has established policies such as the *Tongcheng Travel Supplier Code of Conduct* and *Procurement Management System*. These policies standardize supplier integrity management and require suppliers to proactively implement business ethics principles and management procedures. We continuously strengthen integrity requirements in supplier partnerships, mandating suppliers to sign the *Anti-Bribery Agreement* and *Anti-Commercial Bribery and Confidentiality Agreement*.

Click here to find out:  
[Tongcheng Travel  
Supplier Code of Conduct](#)

Tongcheng Travel implements end-to-end integrity controls for suppliers: Pre-emptively assessing integrity risks through qualification reviews and on-site inspections; Participating in tender reviews and bid evaluation supervision during processes, with projects posing integrity risks subject to bid rejection; Post-event verifying payment rationality and agreement compliance, with problematic suppliers investigated, disciplined, and blacklisted. Our business ethics audits cover compliance assessments throughout external supplier collaborations, ensuring fair and transparent industry values. In 2025, we introduced the position of procurement supervisor within our bidding and procurement processes to further strengthen integrity oversight during procurement.

Additionally, Tongcheng Travel regularly conducts training for suppliers and key procurement personnel, issuing Integrity Training Certificates to those who pass. During the Reporting Period, the Company delivered 6 risk management training sessions to procurement-related staff and conducted specialized integrity warning education for 9 project-related suppliers in response to major fraud incidents.

# Compliance in Marketing

## Compliant Promotion Management

Tongcheng Travel strictly adheres to the *Advertising Law of the People's Republic of China* and other relevant laws and regulations. Through systems such as the *Internal Advertising Review Process*, *Brand Promotion Management Measures*, and *Media Platform Account Operation Management Measures*, we ensure advertising content conveys information truthfully and accurately. In 2025, we newly formulated and released the *Content Security Management System* to standardize the Company's content production, publication, dissemination, and disposal practices. This fosters a healthy and orderly platform ecosystem, prevents content security risks, and safeguards the legitimate rights and interests of stakeholders.

We actively advanced the introduction of a next-generation content review system, completing preliminary technical research and solution testing with third-party professional service providers to enhance content review and content ecosystem governance capabilities. Additionally, we conducted annual reviews and certification assessments of our operational media accounts to ensure their compliance. We also established a Brand IP Management Center to formulate IP development strategies, build a standardized licensing system, and provide creative, content support, and marketing empowerment for IP applications.

## Crisis 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 continuously improved our 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 regularly conduct business risk identification and industry public opinion review work.

In 2025, we further refined our public relations management mechanisms, strengthening risk control and business empowerment. The Company established a multidimensional public management early warning and optimization system, encompassing proactive risk alerts, and case study reviews. This framework continuously improves operational processes, mitigates business risks, elevates service standards, and enhances product experiences. Additionally, 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 **2** training sessions  
related to policies and public opinion,  
with over **5,000** 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. Additionally, we clarify infringement complaint procedures, and establish a dedicated intellectual property complaint email address to protect our own intellectual property rights while avoiding infringement of others' intellectual property rights.

To enhance employee awareness of intellectual property protection, we continuously conduct IP training and awareness campaigns. We have established a biweekly communication mechanism for business department heads to collaboratively analyze IP-related issues arising during business operations, thereby improving their IP protection awareness and capabilities. We have also implemented a patent incentive mechanism to encourage employee innovation. As of the end of the Reporting Period, we had rewarded over 60 individuals with a total investment of more than RMB310,000. In addition, Tongcheng Travel actively participates in industry standards formulation. For example, we joined the *Design and Quality Requirements for Self-Driving Tour Route Products industry standard*, and contributed to drafting the *Suzhou Intellectual Property Protection and Promotion Regulations* to advance intellectual property protection within the industry and society.

As of the end of the  
Reporting Period

we had rewarded over **60** indi-  
viduals with a total investment of  
more than RMB **310,000**



## Strengthening Overseas Intellectual Property Management

To support the Company's overseas expansion strategy, Tongcheng Travel proactively manages overseas trademarks and domain names while establishing robust management mechanisms. For trademark management, we 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. For domain name management, we strictly enforce access permissions and communication protocols based on corporate data security requirements while optimizing domain hosting service providers and backup solutions. We also enhance our intellectual property protection capabilities by organizing internal conferences and participating in industry exchange activities, laying a solid foundation for our international competitiveness.





# 03 Upholding the Security Defense Line

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, and strictly guard against information security risks to lay a solid foundation for the stable operation of business.



# Information Security Management

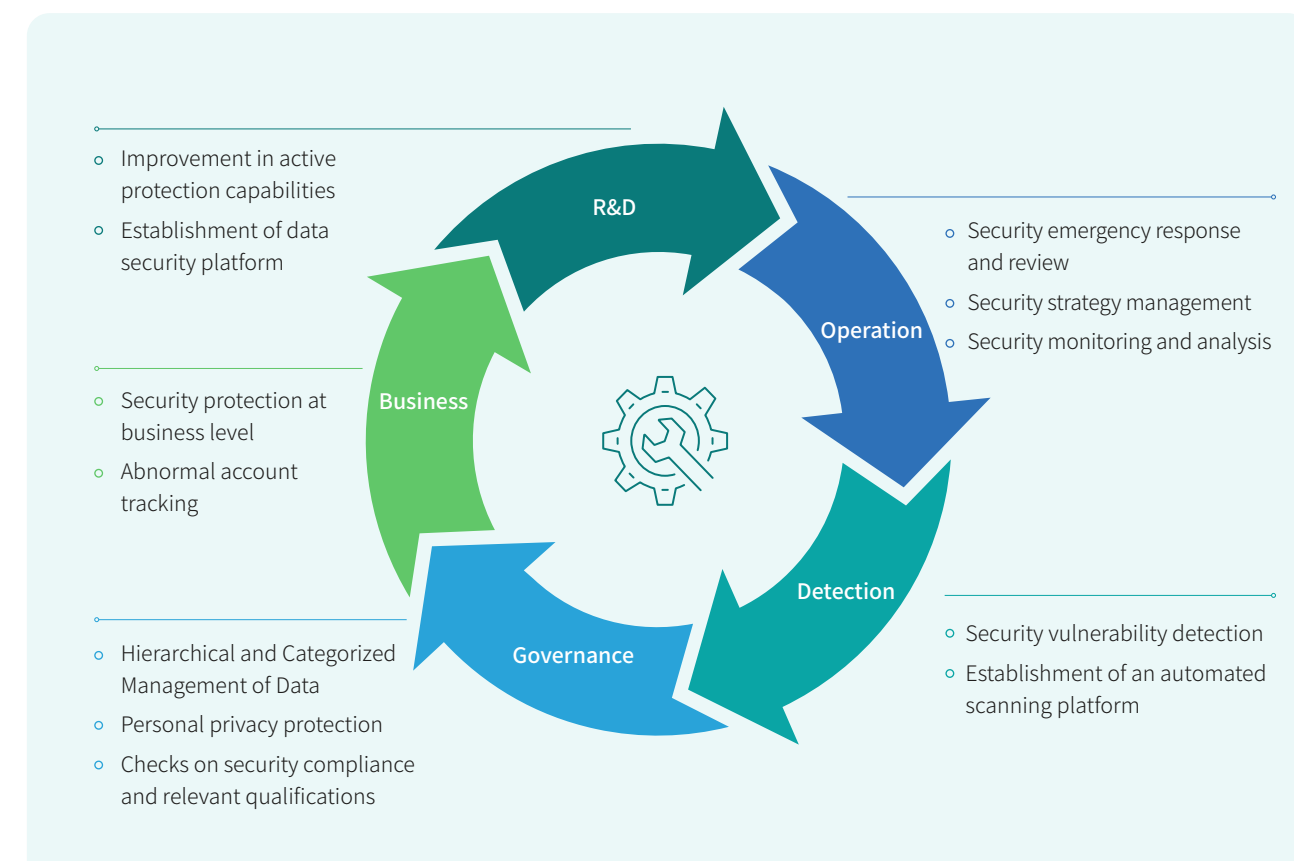
## Construction of Management System

Tongcheng Travel strictly complies 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*, and has established a complete information security management system. During the Reporting Period, we revised information security management systems including the *Information Security Management Regulations*, the *Data Security Management System*, and *Tongcheng Travel Third-Party Cooperation Specifications*. We also added management provisions for cutting-edge information security issues such as AI data security to consolidate the institutional foundation of information security management.

We have formed a sound top-down information security governance structure. At the Board level, we have established the ESG Committee, which assumes ultimate management responsibility for information security and privacy protection; at the management level, we have set up the ESG and Data Security Committee to fully supervise data security and continuously improve security mechanisms.

In terms of system certification, we have obtained ISO 27001 Information Security Management System certification and passed the annual review by independent third-party institutions. Meanwhile, we perform security classification filing for information systems in accordance with the *Administrative Measures for the Graded Protection of Information Security* issued by the Ministry of Public Security and others, and have Level 3 Certification of the Multi-Level Protection Scheme (MLPS) to safeguard network and data security.

We comprehensively improve information security management capabilities in research and development (R&D), operation, detection, governance, and business functions. Furthermore, we have established an overall employee information security responsibility system. The performance appraisal of employees in relevant departments is linked to their compliance with information security, and all employee contracts include confidentiality clauses to enhance the information security awareness of all employees. In 2025, for newly merged businesses, we formulated an information security management checklist to understand the current security status of the business and provided targeted solutions, so as to improve the information security management level of the entire group.



## Cybersecurity

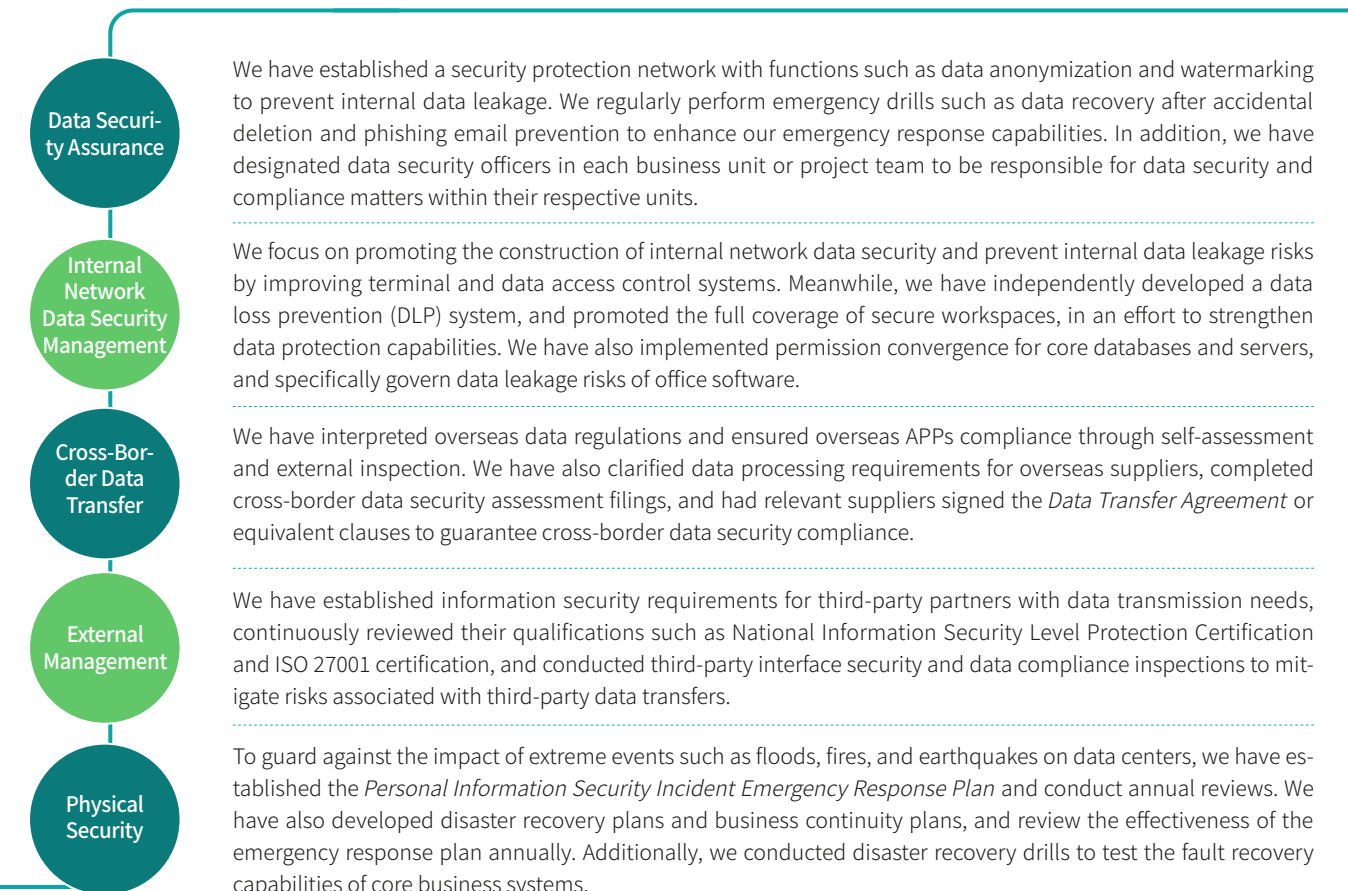
We have established a sound network security guarantee mechanism, and comprehensively strengthen security practices in R&D and operation and maintenance stages through a series of measures such as adhering to secure coding standards, conducting security threat modeling, performing security code audits, managing vulnerabilities, and providing training. At the level of proactive defense strategies, we have deployed measures such as white-box testing, data encryption, permission isolation, access control, security operation centers, and situational awareness technologies. We have also implemented passive defense measures such as intrusion detection systems, firewalls, and cloud shield applications to comprehensively reduce the security risks of online business. In 2025, we independently developed an AI application firewall to strengthen the governance of high-risk vulnerabilities, high-risk portals, and weak passwords, further improving the level of network security guarantee.

In the field of APP security management, Tongcheng Travel continuously carries out security vulnerability repair work based on internal systems such as the *Measures for the Security Management of Mobile Applications* and *Measures for the Standardized Management of the Launch and Promotion Process of APPs and Platform Products*, as well as relying on internal reviews by the APP Compliance Team and regular inspections by external institutions to ensure the security of the entire process of application development and release.

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, 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

Tongcheng Travel has built a comprehensive data security governance system. Through the *Data Security Management System* and the *Data Security Risk Assessment Standards*, it clarifies the principles, organizational structure, and data classification standards for data security management, and implements standardized and precise control over all links of the data life cycle, including collection, storage, usage, processing, transmission, provision and disclosure. We have also clarified various data security risk assessment scenarios, including service launch, cross-border data transfer, and changes in business logic, to prevent potential risks or losses caused by improper actions.



## Regular Security Drills

Tongcheng Travel builds a solid information security line through practical drills and improves risk prevention capabilities in multiple dimensions. During the Reporting Period, we invited external professional security vendors to conduct red and blue team exercises to accurately identify potential vulnerabilities and implement timely remediations. We also organized phishing drills for all employees, and conducted follow-up special training and assessments for employees who failed to identify phishing emails to strengthen the security awareness of all staff. In addition, in accordance with relevant legal norms and the requirements of competent authorities, we also carried out data leakage emergency drills, strictly followed emergency response specifications to achieve efficient disposal of sudden incidents, and effectively improved the level of security emergency response.

## Building a Security Culture

Tongcheng Travel has established a sound framework for promoting and embedding an information security culture to strengthen security awareness among all employees through hierarchical and classified measures. We require employees in key positions to sign the *Commitment Letter on the Protection of Users' Personal Information*, and regularly invite internal and external experts to carry out data security training covering all employees (including full-time employees, outsourced employees, interns, and all other types/forms of employment), to create a good information security culture atmosphere. We enhance the promotion of information security across employees at different levels by providing targeted sessions for senior-level employees and specialized security training for business departments. Additionally, we incorporate information security modules in the quarterly cultural values assessment for all employees to promote learning through assessment. We also invited external experts to provide specialized training on personal information protection requirements for mobile applications.

Meanwhile, Tongcheng Travel has established an information security complaint and reporting channel (the same as the business ethics reporting channel) to encourage employees to promptly report any information security violations.

# User Privacy Protection

## User Privacy Management System

Tongcheng Travel attaches great importance to the protection of users' personal privacy, 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 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.

We have formulated the *Tongcheng Travel User Privacy Policy* applicable to all business lines and suppliers of Tongcheng Travel, which informs users of how their personal information is managed, including its collection, storage, usage, processing, transmission, provision, disclosure, and subject rights. We adopt a "zero-tolerance" attitude towards any violations of the user privacy policy and take strict actions upon discovery. At the same time, we conduct regular internal and external audits of the privacy policy and data transmission scope to minimize the collection and use of personal information, ensuring compliant collection and use of personal privacy.

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

During the Reporting Period

The coverage of employee information security training of Tongcheng Travel reached

100%

There were 0 major data security protection violation incidents and 0 users were affected by major data security incidents

Click here to find out:

[Tongcheng Travel Users' Privacy Policy](#)

## Full-Lifecycle Privacy Protection

Tongcheng Travel is committed to ensuring privacy security throughout the entire lifecycle of personal information, including its collection, storage, and usage collection, storage, usage, processing, transmission, provision, and disclosure.

Information Collection

We have established a comprehensive user rights protection mechanism, standardizing the retention and usage of data through documents such as the *Service Agreement and Privacy Policy*, *Tongcheng Travel User Privacy Policy*, *Tongcheng Travel Children's Privacy Policy*, *Business Reservation Agreement and Data Management Agreement*. We adhere to the "principle of minimum necessity" for personal information collection, clarifying the necessary scope of collection and use and ensuring the information is not used for non-service purposes. During the information collection stage, we fully inform users of the nature, purpose, method, and scope of information being collected and obtain their consent, and user information will not be used for secondary purposes. During the Reporting Period, we invited a third-party institution to conduct a specialized personal information protection test on the Company's user-facing application products, covering application forms such as APPs and various mini-programs. Subsequently, we made adjustments to the privacy policy, permission application, personal information collection based on the test results, so as to ensure effective protection of personal information.

Meanwhile, we place great importance on the protection of minors' personal information and privacy. We collect, store, use, or transfer minors' personal information only when permitted by applicable laws and regulations, when it is necessary for business purposes, when explicit consent has been obtained from their parents or guardians, or when it is truly necessary to protect the legitimate rights and interests 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, authorize and withdraw authorization for their personal information, to minimize the retention of unnecessary personal information to the greatest extent. Meanwhile, the records of personal information processing will be strictly retained for at least 3 years in compliance with the regulations of the *Personal Information Protection Law*.

Information Invocation

We process users' personal information in a secure office network environment, implement classified and hierarchical approval, log backup, and regular checks on information retrieval, and transmit data in a secure manner. At the same time, we have established a key information anonymization mechanism. We launched a specialized data encryption project to encrypt personal information and continuously monitor potential threats for proactive protection. We also restrict the transmission of sensitive data to external parties in non-essential scenarios and regularly check suppliers across all business lines for compliance with personal information protection requirements.

Before obtaining user permission, we strictly prohibit providing or transferring personal information to third parties. In addition, users have the right to view the list of third parties with access to their information. At the same time, we strictly comply with relevant laws, regulations, and regulatory requirements. We assess the legality, legitimacy, and necessity of information collection by third parties, and have formulated a third-party cooperation manual to ensure the security of user information. The Company will not share personal data with third parties for purposes other than completing services.

Information Security Drills and Appeals

In accordance with the *Emergency Plan for Personal Information Security Incidents*, we carry out at least 1 emergency response training and drill annually, and encourage relevant employees to pursue external specialized certifications. As of the end of the Reporting Period, 3 employees have obtained the *Personal Information Protection Engineer* certificate. Meanwhile, we have implemented a user privacy complaint and feedback mechanism. In the event of a data security violation, we will take stringent action in accordance with the *Data Security Management System*, with the highest penalty including dismissal, employees found to be involved in illegal activities will be held liable under civil or criminal law.

During the Reporting Period, the Company did not have any major violations involving privacy protection.

# 04 Forging Excellent Quality

Exceptional service quality is the cornerstone that underpins customer trust and drives long-term development. Tongcheng Travel always complies with 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 to create greater value for users.

9

INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

17

PARTNERSHIPS  
FOR THE GOALS

# Refining Supplier Management

## Building a Robust Framework

Tongcheng Travel has built a robust supplier management framework comprising the *Supplier Management System*, the *Purchasing Management System*, and the *Purchasing Bidding Specification*, to achieve the digitalisation, standardisation, and streamlining of supplier management process. During the Reporting Period, we amended the Purchasing Management System to include overarching procurement principles, thereby strengthening top-level system design. Additionally, we have further standardised demand management by introducing disciplinary measures and appointing compliance specialists to ensure integrity throughout the procurement lifecycle.

We have set up a comprehensive Supplier Relationship Management System (SRM) that facilitates end-to-end online supervision and risk control for bidding projects. During the Reporting Period, we introduced supplier reviews and multi-dimensional risk assessments prior to supplier admission to effectively mitigate procurement risks. We also optimised supplier onboarding process and qualification review across business segments, implemented detailed resource and quality evaluations, and revised admission terms and assessment criteria to further optimise our integrated supplier management cycle.

## Leading Responsible Procurement

### Typical ESG Indicators of Supply Chain

Tongcheng Travel actively monitors environmental and social risks across all stages of the supply chain to strengthen the ESG management. We have established the *Supplier Code of Conduct* with the ESG and Data Security Committee serving as the highest accountability and decision-making body. We regularly review the compliance of procurement practices and related suppliers with this Code. During the Reporting Period, we incorporated social responsibility indicators (e.g., labour rights protection, health and safety, and community contribution) into supplier performance assessments to further enhance ESG management across the supply chain and promote ESG practices among suppliers.

For suppliers managed at the group level, we have established targeted screening indicators based on the country, industry, and business category in which they operate. We regularly assess the ESG risks and business relevance of all suppliers, with particular focus on those in high-risk regions, industries, or business categories, to minimise ESG risks across the supply chain. We assess suppliers' ESG risks through desktop and on-site assessments and assist suppliers who are 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 the information collected 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 termination of the partnerships.



### Promoting Green Procurement

Tongcheng Travel actively pursues higher standards in green procurement. Elong Hotel Technology under Tongcheng Travel has integrated green and low-carbon concepts into supply chain governance, and amended the *Supply Chain Management Policy of Elong Hotel Technology* to add the "Green and Low-Carbon Principle" and make ESG performance a core indicator for supplier admission assessments and annual reviews. Elong Hotel Technology prioritises partnerships with suppliers that have established or committed to establishing ESG management systems within a defined timeframe, requires key material suppliers to regularly disclose environmental data including energy consumption, water usage, major pollutant emissions, and greenhouse gas emissions, and strictly prohibits the use of outdated production processes and equipment. Meanwhile, for administrative procurement, we favour suppliers holding the China Environmental Labelling Certification, and lease printers that meet this standard.

In terms of supplier support, we provide information to internal procurement personnel and suppliers by means of training, publicity and communication. We help suppliers understand our ESG indicator management requirements and related initiatives, and share the practices of industry-leading peers to help them improve ESG performance. We regularly conduct face-to-face meetings with core category suppliers to enhance our understanding of their actual delivery capabilities and communicate ESG requirements. Moreover, we have established the TE-Club for outstanding suppliers, offering incentives and rewards, particularly for suppliers with strong ESG performance.

## Supplier Annual Performance

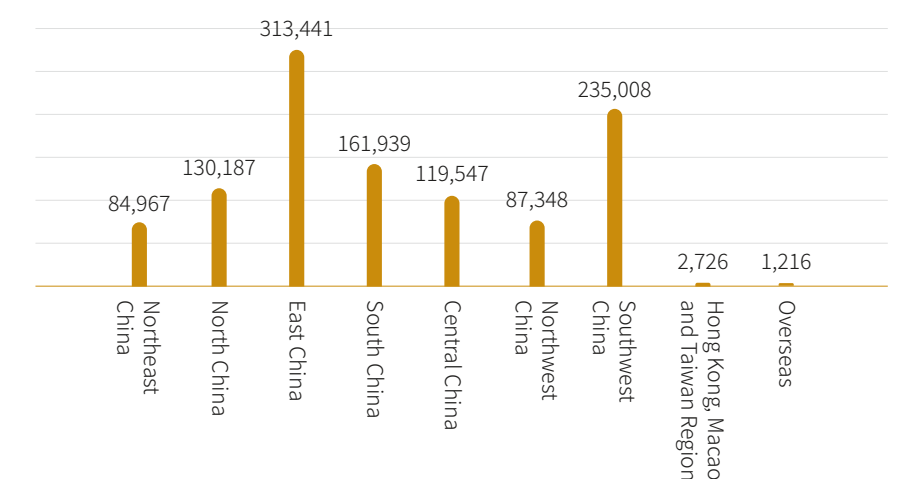
### During the Reporting Period

we established partnerships with a total of

**1,136,379** suppliers



### Number of suppliers



Notes: 1. As the Company does not produce physical products in its operations and does not meet the relevant conditions to trigger product recalls, the KPI B6.1 (percent-age 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 accommodation service suppliers, transportation service suppliers, tourism suppliers, and administrative procurement suppliers within the validity period of the cooperation as of the end of the Reporting Period.

# Dedication to 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, enabling data-driven decision making, and providing hassle-free customer services to achieve our goal of making users' journeys more convenient, comfortable, and enjoyable.

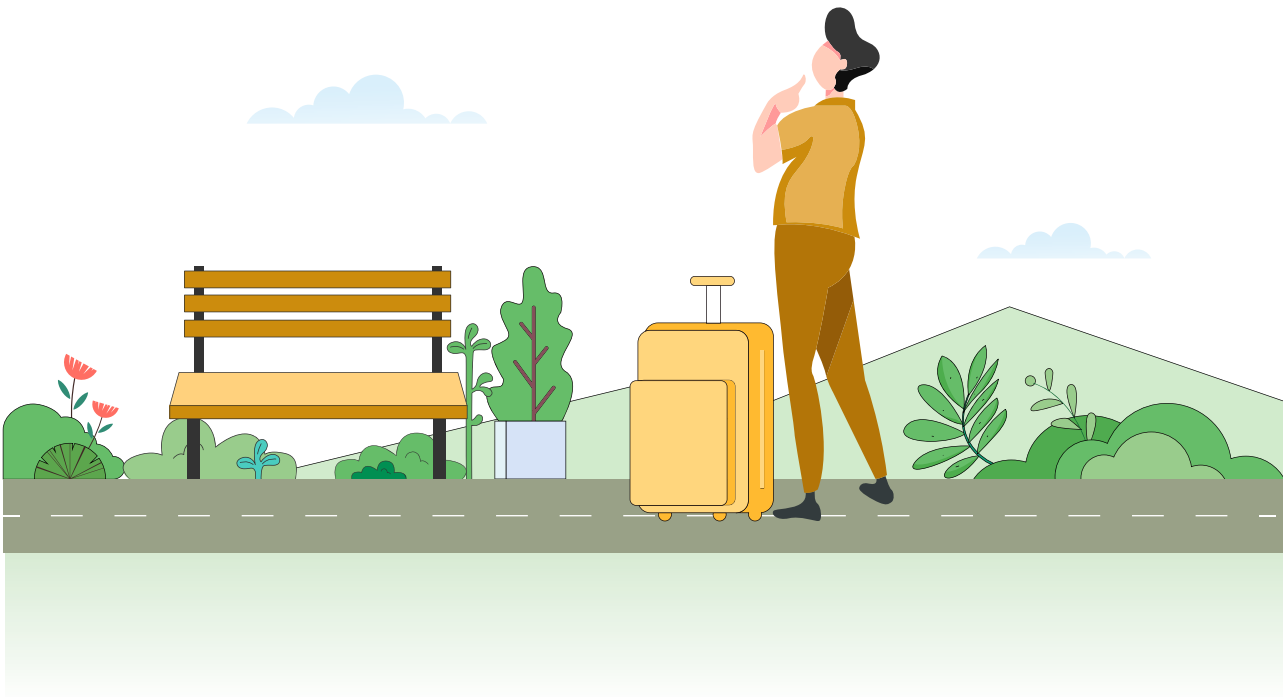
## Improving Service Quality

### Refined Service Operations

In strict compliance with laws and regulations, such as the *Law of the People's Republic of China on the Protection of Consumers' Rights and Interests*, Tongcheng Travel continuously explores innovations and integrates resources across industry chain to satisfy users' changing travel needs. Our self-developed travel-dedicated large language model "Chengxin AI" provides users with intelligent services including smart itinerary planning, recommendations for hotels, transportation and attractions, as well as travel Q&A, delivering an "AI + Real-time Booking" service experience. In 2025, we proactively embraced AI-related technological revolution and launched DeepTrip, an AI agent serving both domestic and international travellers, to offer users more refined and intelligent decision-making services, and continue to empower travel experiences with AI technology.

#### Enhancing User Experience with DeepTrip

DeepTrip is an AI agent launched by Tongcheng Travel in 2025. It focuses on enhancing users' "end-to-end, personalised, cross-scenario" travel experiences. The agent allows users to describe their travel needs in natural language, rapidly generating tailored itinerary plans while integrating real-time resources such as flights, hotels, and attraction tickets to achieve a closed loop from "AI recommendations" to "AI decision-making execution + booking execution". It can also generate itinerary pages or web-based plans with AI-generated hand-drawn illustrations, facilitating sharing and collaboration among users. Furthermore, to address the challenge of "limited access to travel information" faced by inbound tourists, DeepTrip supports up to 17 languages, providing domestic and international visitors with itinerary planning services in China and contributing to the growth of the inbound tourism market.



## Optimising All-around User Experience



Meeting  
User Needs  
Directly

|                                           |                                                                                                                                                                                                                                                                  |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Intelligent solutions                     | We integrate various transport resources to provide AI-powered multi-modal travel solutions                                                                                                                                                                      |
| Pre-sale hotel products                   | We launch pre-sale hotel products with open booking and fully refundable options if unused, to enhance travel planning flexibility                                                                                                                               |
| Customised and Value-Added Services       | We offer customised flight products and value-added services to cater to the distinct needs and preference of different groups such as new customers, students, and families, and explore "Flight + X" bundled offerings                                         |
| "First Flight Worry-Free" service         | For first-time flyers, we address the pain point of unfamiliarity with flight procedures through integrated online and offline support, complemented by additional value-added services and benefits. To date, we have served over 139,000 first-time passengers |
| 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                                                                                                                           |



Providing a  
Frictionless  
User  
Experience

|                                                  |                                                                                                                                                                                                                                               |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Simplifying operations                           | We deployed front-end self-service interfaces for domestic flights, significantly reducing operation complexity and manual processing costs                                                                                                   |
| On-site Airline Services                         | We have expanded on-site service coverage to more airlines, efficiently handling over 30 types of service scenarios including refunds, changes, and ticket issuance                                                                           |
| End-to-End Worry-Free Service                    | We provide dedicated service groups for users who book hotels, with multiple butlers responding in real-time within the group to offer comprehensive consultation services                                                                    |
| Bundled Booking of Hotels and Attraction Tickets | By integrating attraction tickets and hotel resource inventories, we comprehensively select and automatically bundle hotels and scenic spots into convenient travel packages for users, providing them with more streamlined travel solutions |
| Upgrading Travel Experience                      | We introduce the "Travel Privilege Card" that unifies transportation, sightseeing, and lodging to provide integrated services                                                                                                                 |



Ensuring  
Instant  
Refunds and  
Changes

|                               |                                                                                                                                                                                               |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Flight Change or Cancellation | For users who book flight and hotel packages, we intervene quickly and efficiently to handle delays or cancellations caused by force majeure (such as flight changes), minimizing user losses |
| One-click Claims              | In cases of force majeure, we will assist users in changing or cancelling their itineraries. Once the situation is verified, users can make a one-click claim                                 |
| Faster Refunds and Changes    | We have accelerated the processing of cancellations and changes of international flight and hotel bookings and shortened turnaround for rail ticket refunds                                   |
| Refund Monitoring System      | In case of refund failure, the system can automatically issue alerts and immediately intervene to handle the issue, thereby reducing user waiting time                                        |

#### Advancing the Application of "AI + Big Data" in Hotel Scenarios

Tongcheng Travel uses the "Digital & Smart Toolbox" as its core platform, deeply integrating AI and big data throughout the lifecycle of hotel scenarios to build digital solutions covering operations, service and revenue management. We have developed the "Thinking PMS", an AI-powered system that streamlines order inquiries, room allocation and other workflows, thereby enhancing overall operational efficiency for hotels. During the guest stay, we deliver AI-driven personalised travel planning and tips, paired with "Yimiaoazhu" self-service kiosks to enable 10-second check-in, significantly elevating user experience. Additionally, we deploy big data and AI models for market forecasting, constructing professional revenue management systems that effectively boost RevPAR (Revenue Per Available Room) and operational flexibility for hotel partners, setting a practical benchmark for digital transformation in the hospitality industry.

## Optimised Customer Service Experience

Upholding 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*. Through the *Standard Operating Procedures for the Customer Service Centre*, we have established a sound customer service governance structure. We have built an internal PMP (Project Management Professional) management model with the Customer Service Centre Service Committee serving as the primary responsible department. Customer service quality-related indicators are incorporated into performance assessment of relevant senior executives to ensure the effectiveness of governance. Through a scientific and comprehensive user management system, we have obtained certification from COPC Inc., the international customer service standardisation certification body, and received honours such as the China Best Customer Contact Centre Award.

We have set up a new quality inspection model to identify issues 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. The new quality inspection model achieves 100% business coverage. 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. The risk-warning mechanism currently covers 92% of our business.

For user complaints, we have established an end-to-end 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 optimisation to continuously improve user services. We have set a long-term target of maintaining a 100% resolution rate for user complaints. During the Reporting Period, we received a total of 14,311 valid user complaints<sup>1</sup>, with a resolution rate of 100%. Progress toward our goal reached 100%.

We drive digital transformation in customer service through the self-developed large language model and AI technologies to enhance operational efficiency and elevate service quality across multiple scenarios. For core scenarios of intelligent customer services, we have utilised "Chengxin AI" to restructure service models, leveraging its advanced semantic intelligence to address challenges such as high labour costs and irrelevant responses in traditional inquiry scenarios. For event-related consultation scenarios, AI recognition accuracy and self-service resolution rates increased by 17% and 10% respectively. We are also actively promoting the application of AI in intelligent summarization to reduce the burden on frontline systems and customer service personnel. These systems feature an "intelligent summary" function that generates highly accurate service records within 3 to 5 seconds, significantly reducing ticket processing time. We further optimise service infrastructure through optimizing the voice customer service channel and establishing a visualized interactive model for voice transmission technology, elevating both user experience and cost efficiency.

During the Reporting Period

we continued to conduct user satisfaction and NPS surveys. The user satisfaction survey results for 2025 reached

**95.23%**



with a participation rate of  
**74.91%**<sup>2</sup>



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

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

## Conducting Creative Marketing

Through event sponsorships, entertainment marketing and social media campaigns, combined with its product offerings, Tongcheng Travel continues 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 received various awards including the Entertainment Marketing - Excellence Award at the 25th IAI Awards and the Innovation Marketing Track - Excellence Award at the 2025 DTA Awards.

### "Global Youth Adventure" Marketing Campaign Series

Targeting the young generation, Tongcheng Travel partners with local culture and tourism authorities to develop a series of youth-oriented promotion projects, thereby fostering deep brand resonance with the young.

In Jiangxi, we launched the "Global Students Explore Jiangxi" initiative via the "Four-in-One" model, which combines preferential policies, online quizzes, travel benefit packages, and university creative contests. The campaign offered total travel vouchers of nearly RMB10 million worth to over one million students, and achieved total online impressions of over 590 million.

In Shandong, we cooperated with the local Culture and Tourism Department to launch the "Passion Shandong, Youth Journey" initiative. Engaging five universities through "culinary experiences + cultural interactions", we created immersive scenarios showcasing Qi-Lu culture, attracting tens of thousands of participants and generating over 60 million impressions, thereby strengthening the influence of the "Hospitable Shandong" brand.

In Haining, Zhejiang, we implemented the "Hi Haining, Youth π" International Youth City Exploration Program. Organising international students to be "City Exploration Ambassadors", we promoted Haining's tidal culture and intangible cultural heritage to global audiences through customised tours and cross-cultural content creation, injecting momentum into the international promotion of Haining's cultural tourism.



▲ "Hi Haining, Youth π" International Youth City Exploration Program



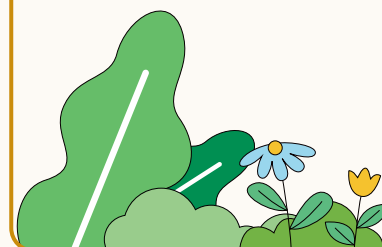
▲ "Passion Shandong, Youth Journey" Initiative



▲ Global Students Explore Jiangxi

### Collaborating with Artists to Create a Trendy IP

To cultivate a youthful brand image and deepen emotional connections with Gen Z users, Tongcheng Travel worked with contemporary artist Li Guanyu to develop the travel-themed trendy IP "F • lan". This IP represents a fusion between the brand's original character "Firmon" and the artist's creation "Lan", marking a milestone in brand-art crossovers and establishing a new language for engaging young audiences. Limited-edition figurines and artist-signed prints developed around this IP have been exhibited and sold at premium platforms including the Hainan Consumer Products Expo and the Guardian Art Centre Print Exhibition. This initiative has achieved breakthroughs in both brand exposure and user engagement, while leveraging trendy toys, a symbol recognised by the young generation, as a bridge to infuse the brand with long-term vitality full of imaginative possibilities.



## Coordinated Development within Industries

Tongcheng Travel upholds an open and collaborative philosophy, actively engaging in industry exchanges and cooperation. Through resource integration, experience sharing, and ecosystem co-construction, we contribute to the high-quality development of the tourism industry.

### In terms of industry collaboration



We leverage platform resources as a bridge to build a diversified cooperation ecosystem. We took the lead in establishing the education-industry integration community of the national silver-age wellness tourism industry, partnering with enterprises and higher education institutions such as Soochow University, North Sichuan College of Preschool Teacher Education. Together we involved in formulating industry standards, cultivating talent, and driving eco-innovation to inject momentum into the silver economy. In aviation, we have reached strategic cooperation with multiple airport groups to strengthen "Aviation + Tourism" resource synergy. Meanwhile, we form a strategic partnership with SF Express, jointly creating a new "Logistics + Tourism" model to promote integrated industrial development.

### Through industry exchange



We address our core business and brand development needs. We participated in multiple conferences including the 5th China International Consumer Products Expo (Hainan), the 2025 International Airport Expo, and 2025 First International Travel Services Conference to enhance industry influence. Additionally, we have cooperated with TravelDaily to participate in the planning of the commercial documentary series "Tides" on China's tourism history, conveying development and value of the industry from an observer's point of view.

### In terms of research outcomes



Leveraging big data and industry insights, we published multiple professional research reports. During the Reporting Period, we released the *Tongcheng Travel Study Tour Exploration Report*, the *2025 Yangtze River Delta Residential Yunnan Market Report*, and the *Tongcheng Travel's "Three-Core Engine" and Destination Innovative Growth and Practice Report*, providing references for cultural and tourism business innovation. We also focused on consumption trends, publishing the *2025 Urban Youth Travel Consumption Report*, presenting the demand characteristics of the new-generation travellers. Furthermore, we supported government decision-making by providing over ten data trend analysis reports to governments at various levels, thereby aiding the development of local culture and tourism.



## 05 Drawing the Green Blueprint

Tongcheng Travel integrates green principles throughout its entire business 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*, and we have also formulated environmental management policies such as the *Measures for the Administration of Energy Conservation*. We have obtained ISO 14001 certification of environmental management system and actively carried out carbon inventory. During the Reporting Period, the Company did not involve in any environmental violations.



# Addressing Climate Change

The impacts of climate change continue to intensify and expand in scope. Addressing climate change has become a global consensus. Tongcheng Travel actively responds to China's "carbon peaking" and "carbon neutrality" strategies, as well as the international trend of low-carbon transition. We have released the *Tongcheng Travel Climate Change Policy* to strengthen *climate* resilience management and strive to adapt to the impact of climate change on our business operations and reduce the impact of our operations on the climate.

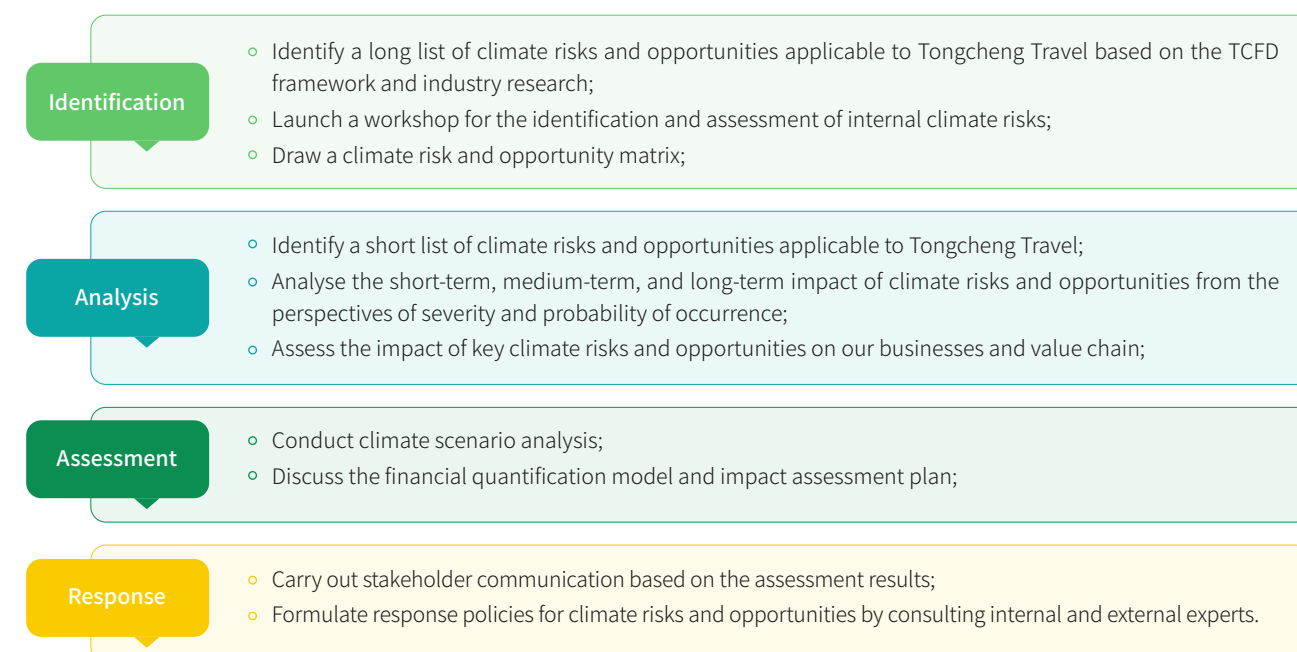
## Governance

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 management-level ESG and Data Security Committee has also been set up. 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. At the execution level, the Environment and Climate Risk Management Sub-Committee leads and coordinates ESG Working Group members to implement the Company's climate strategy and related initiatives. The ESG Committee reviews climate change-related matters at least once a year.

To continuously enhance the climate governance capabilities of the Board and other climate governance bodies, we regularly invite external experts to provide specialised training and knowledge-sharing sessions on climate change response for Board members and relevant management, ensuring that Board members are fully equipped to fulfill their responsibilities in managing climate-related risks. Furthermore, Tongcheng Travel has established the *Director Remuneration Management Policy*, which incorporates climate change response into the assessment for Director performance and incentive bonuses.

## Strategy

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:



## Analysis of Climate Risks and Opportunities

Based on input from stakeholders and external experts, we have identified 7 climate risks and 4 climate opportunities applicable to our business operations. During the Reporting Period, we reviewed the identified risks and opportunities in light of business operations, international trends, and changes in policies and regulations. The review results indicate that the types of climate risks and opportunities facing Tongcheng Travel, as well as their degree and duration of impact, remain unchanged from the previous year.

Taking into account our business planning and climate policy requirements in the regions or countries where we operate, we have established timeframes and key milestones for short-term (1 to 3 years), medium-term (4 to 10 years), and long-term (over 10 years).

| Category                                                                                                  |                        | Type of Risks /Opportunities                                       | Impact of Risks /Opportunities on the Business |                               |                               | Value Chain                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------|------------------------------------------------|-------------------------------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                           |                        |                                                                    | Short -term                                    | Medium -term                  | Long -term                    |                                                                                                                                           |
| <br>Physical risks     | Acute risk             | R1 Typhoon                                                         | <div><div></div></div> Medium                  | <div><div></div></div> Medium | <div><div></div></div> Low    | <ul style="list-style-type: none"><li>Supply chain</li><li>Business operations</li><li>Tourism product operations</li><li>Users</li></ul> |
|                                                                                                           | Acute risk             | R1 Flood                                                           | <div><div></div></div> Medium                  | <div><div></div></div> Medium | <div><div></div></div> Low    | <ul style="list-style-type: none"><li>Supply chain</li><li>Business operations</li><li>Tourism product operations</li><li>Users</li></ul> |
|                                                                                                           | Chronic risk           | R2 Sea level rise                                                  | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> Medium | <ul style="list-style-type: none"><li>Supply chain</li><li>Business operations</li><li>Tourism product operations</li></ul>               |
| <br>Transition risks | Policy and legislation | R3 Tighter obligation of emissions disclosure                      | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Business operations</li><li>Tourism product operations</li></ul>               |
|                                                                                                           | Policy and legislation | R4 Travel restrictions                                             | <div><div></div></div> Medium                  | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Tourism product operations</li><li>Users</li></ul>                                                  |
|                                                                                                           | Market                 | R5 Shift in consumer behaviour and preferences                     | <div><div></div></div> Medium                  | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li><li>Users</li></ul>                             |
|                                                                                                           | Reputation             | R6 Impact on corporate reputation                                  | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li><li>Consumers</li></ul>                         |
| <br>Opportunities    | Products and services  | O1 Development and/or addition of low-carbon products and services | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li></ul>                                           |
|                                                                                                           | Resilience             | O2 Higher supply chain reliability and business resilience         | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li></ul>                                           |
|                                                                                                           | Market                 | O3 Entry into new markets                                          | <div><div></div></div> Medium                  | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li><li>Users</li></ul>                             |
|                                                                                                           | Market                 | O4 Shift in consumer behavior and preferences                      | <div><div></div></div> Low                     | <div><div></div></div> Medium | <div><div></div></div> High   | <ul style="list-style-type: none"><li>Supply chain</li><li>Tourism product operations</li><li>Users</li></ul>                             |

| Risks and Opportunities                                                                               |                                                                    | Risk and Opportunity Description                                                                                                                                                                                                                                                                                                                                                                                       | Operational and Financial Impact Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Physical risks   | R1 Typhoon                                                         | <ul style="list-style-type: none"><li>◦ <b>Travel restrictions:</b> Extreme weather conditions increase travel restrictions and safety risks.</li><li>◦ <b>Supply chain disruption:</b> Extreme weather conditions disrupt the supply chain and affect tourism services.</li><li>◦ <b>Increased management challenges:</b> Requirements and complexities of managing extreme weather conditions increase.</li></ul>    | <ul style="list-style-type: none"><li>◦ <b>Travel restrictions:</b> Extreme weather conditions affect user and employee travel, thus increasing order refunds and changes and decreasing revenue.</li><li>◦ <b>Supply chain disruption:</b> Disruptions in product availability across the supply chain impact revenue.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                       | R1 Flood                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                       | R2 Sea level rise                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <br>Transition risks | R3 Enhanced obligation for emissions disclosure                    | <ul style="list-style-type: none"><li>◦ <b>Increased disclosure requirements:</b> Climate-related disclosure requirements increase.</li><li>◦ <b>Tighter policies:</b> Carbon emissions disclosure policies tighten.</li></ul>                                                                                                                                                                                         | <ul style="list-style-type: none"><li>◦ <b>Disclosure costs:</b> Increased disclosure obligations lead to higher costs.</li><li>◦ <b>Costs of energy saving and emissions reduction:</b> Increasing investment in energy saving and emissions reduction raises costs.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                       | R4 Travel restrictions                                             | <ul style="list-style-type: none"><li>◦ <b>Regulatory restrictions:</b> Tourism products and operating locations are restricted by regulations.</li><li>◦ <b>Route closures:</b> Route closures result in product and staff adjustments.</li></ul>                                                                                                                                                                     | <ul style="list-style-type: none"><li>◦ <b>Product changes:</b> Adjustments to tour routes and products reduce the scale of operations.</li><li>◦ <b>Higher management costs:</b> Coordinated management increases the demand for human resources and hence the costs.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                                                       | R5 Shift in consumer behavior and preferences                      | <ul style="list-style-type: none"><li>◦ <b>Shift in consumer preferences:</b> Consumer preferences shift towards green and low-carbon tourism products.</li><li>◦ <b>Product pricing adjustments:</b> Mismatch of resources with market needs requires pricing adjustments.</li></ul>                                                                                                                                  | <ul style="list-style-type: none"><li>◦ <b>Increased R&amp;D costs:</b> Development of new tourism product and service offerings raises costs.</li><li>◦ <b>Loss of consumers:</b> Existing consumers change their travel behaviors, leading to reduced revenue.</li><li>◦ <b>Staff restructuring:</b> Changes in business operations place new requirements on staff and increase costs.</li><li>◦ <b>Resource procurement and system upgrading:</b> Resource procurement or system optimisation raise costs.</li></ul>                                                                                                                                                                                                                                  |
|                                                                                                       | R6 Impact on corporate reputation                                  | <ul style="list-style-type: none"><li>◦ <b>Inadequate disclosure of climate risks:</b> Failure to adequately disclose climate risks leads to investor distrust and damage to corporate reputation.</li><li>◦ <b>Extreme weather events:</b> Extreme weather events disrupt tourism services and affect corporate reputation.</li></ul>                                                                                 | <ul style="list-style-type: none"><li>◦ <b>Business interruption and loss of revenue:</b> Extreme weather events interrupt tourism services and reduce revenue.</li><li>◦ <b>Market competitiveness and financial costs:</b> Poor performance in addressing climate risks result in reduced market competitiveness.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <br>Opportunities  | O1 Development and/or addition of low-carbon products and services | <ul style="list-style-type: none"><li>◦ <b>Changes in innovative services:</b> Innovative services should be adapted to meet green and low-carbon requirements.</li><li>◦ <b>Development of low-carbon products:</b> Develop low-carbon tourism products and services to improve energy efficiency.</li><li>◦ <b>Green tourism routes:</b> Develop green tourism routes to obtain more policy support.</li></ul>       | <ul style="list-style-type: none"><li>◦ <b>Consumer preferences:</b> Consumer preferences for green and low-carbon products drive revenue growth.</li><li>◦ <b>Cost optimisation:</b> Green tourism products utilize cost-effective and pro-environmental energy sources to reduce operational costs.</li><li>◦ <b>Policy support:</b> Funding is increased through support from local government and policy.</li><li>◦ <b>Product diversification:</b> Diversified services and products attract more consumers and increase revenue.</li></ul>                                                                                                                                                                                                          |
|                                                                                                       | O3 Entry into new markets                                          |                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                       | O2 Higher supply chain reliability and business resilience         | <ul style="list-style-type: none"><li>◦ <b>Supplier optimisation:</b> Green and low-carbon suppliers are introduced to strengthen the supply chain.</li><li>◦ <b>Optimisation of supplier management:</b> Supply chain management is streamlined to elevate quality and efficiency.</li><li>◦ <b>Common progress:</b> Partnerships with suppliers are fostered to drive low-carbon progress in the industry.</li></ul> | <ul style="list-style-type: none"><li>◦ <b>Product diversification:</b> Diversified services and products attract more consumers and increase revenue growth.</li><li>◦ <b>Cooperation with suppliers:</b> Cooperate with green and low-carbon suppliers to attract more consumers and boost revenue.</li><li>◦ <b>Efficiency enhancement through cooperation:</b> Cooperate with premium and efficient suppliers to enhance efficiency and reduce costs.</li><li>◦ <b>Brand strength enhancement:</b> Cooperate with green and low-carbon supply chain to promote public welfare initiatives and enhance brand strength and asset value.</li><li>◦ <b>Higher business resilience:</b> Improve business resilience to reduce operational costs.</li></ul> |
|                                                                                                       | O4 Shift in consumer behaviour and preferences                     | <ul style="list-style-type: none"><li>◦ <b>Increased consumer preferences:</b> Consumer preferences for green brands and low-carbon travel increase.</li></ul>                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>◦ <b>Advantage of green transformation:</b> Hotels and tourist destinations that undergo green transformation attract more consumers and increase revenue.</li><li>◦ <b>Sustainability performance:</b> Better sustainability performance than peers enhance market competitiveness and boosts revenue.</li><li>◦ <b>Product and service competitiveness:</b> Stronger competitiveness of sustainable products and services leads to increased revenue.</li></ul>                                                                                                                                                                                                                                                   |

Notes: 1. Tongcheng Travel has not identified any climate risks or opportunities that would have a material impact on its financial position, performance, or cash flows in the short or medium term.

2. In conducting the quantitative analysis of expected financial impacts, we have applied the financial effects relief due to the inability to separately identify such impacts and the high uncertainty in the measurement methodology for these impacts.

Climate Strategy and Decision-making

We recognize that taking proactive measures to address climate change will help mitigate the negative impacts of climate-related risks, strengthen our climate resilience, and simultaneously enable us to seize climate-related opportunities to enhance our business performance. Our climate change response strategy encompasses three key dimensions: climate adaptation, climate mitigation, and climate innovation.

Climate Change Adaptation

For users: to effectively mitigate the impact of extreme weather such as typhoons and floods, each business segment of the Company has established disaster response procedures and mechanisms, defining the responsibilities of business units, partners, customer services and other stakeholders during emergencies. We promptly send alerts to users regarding extreme weather events and related secondary disasters, ensuring timely synchronisation of information and rapid responses, mitigating the impact of natural events on business operations while safeguarding the safety and convenience of users' travel experiences.

For internal operations: the Company has issued the *Emergency Response Plan Management Manual*, which specifies the organisational structure, personnel responsibilities, management system with hierarchical classification, response process as well as the rules for rewards and penalties related to disaster response. To strengthen employees' disaster response capabilities and ensure business continuity, we have developed a special attendance mechanism for emergencies and natural disasters. The mechanism includes flexible compensatory leave, flexible attendance, work-from-home arrangements and other contingency measures to safeguard employee health and safety. In addition, we have formulated a preventive inspection checklist for extreme weather and conduct regular inspections at business sites. We have conducted safety training to reduce the impact of extreme weather on business operations.

Climate Change Mitigation

We promote the adoption of renewable energy such as photovoltaic (PV) energy, so as to drive energy restructuring. We have installed solar PV panels in office buildings in Beijing, and plan to extend this initiative to other offices with suitable conditions. In 2023, we invested RMB583,000 in the construction of a 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 was officially put into operation. In 2025, the PV project in Beijing generated 146,012 kWh of electricity, up 9.9% compared to 2024. In addition, to fulfil our commitment to green operations, we have implemented precise temperature control management in data centres. By elevating the benchmark temperature from 22° C to 26° C in summer, we have significantly cut the energy consumption of air conditioning while ensuring service reliability. With an effective reduction in our carbon footprint, this initiative serves as one of the concrete commitments of the Company in driving environmental benefits through technological innovation.

Moreover, we have introduced digital and intelligent energy management systems to continuously optimise the operation of facilities such as lighting and air conditioning, aiming to achieve energy conservation and emission reduction. Through centralised control platforms and systems for large-scale and high-energy-consumption equipment, we standardize the heating and air conditioning temperature settings across office areas and schedule multi-tiered shutdown times during non-working hours, thus reducing air conditioning electricity consumption by 5% compared to the previous year.

Our hotel management business segment mandates in its hotel design guidelines the use of air-source heat pumps and solar energy for hot water supply under appropriate conditions, so as to increase the proportion of clean energy usage and reduce greenhouse gas emissions.

Climate Change Innovation

In addition to climate change mitigation and adaptation measures, the Company has launched innovative tourism products, innovative tours and point-for-reward models for carbon emission reduction. At present, Tongcheng Travel has not formulated climate-related transformation plans.

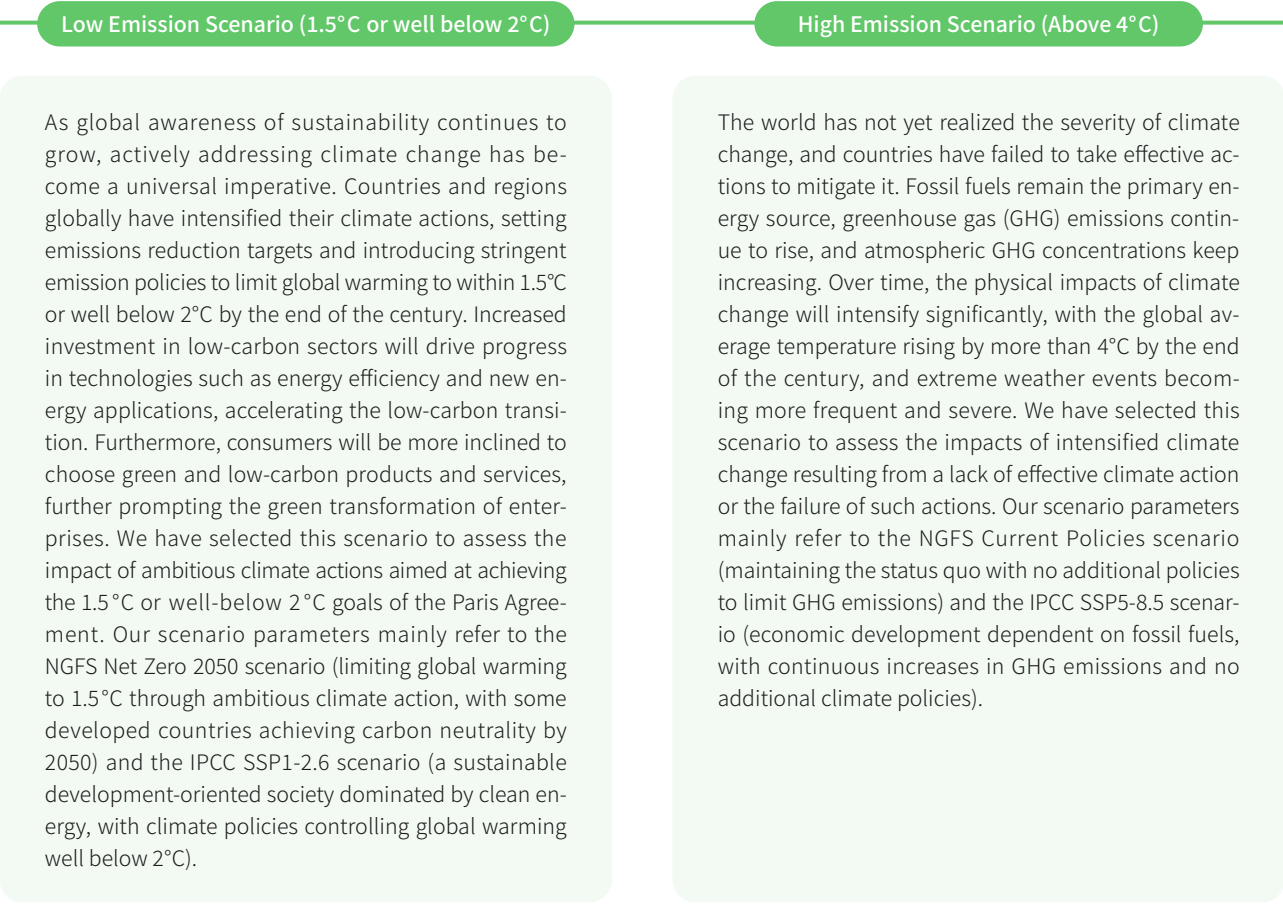


Operation Climate Resilience

Pursuant to the section of "Climate-Related Disclosure" under Part D of the *ESG Reporting Code and the IFRS Sustainability Disclosure Standard S2 Climate-related Disclosures* (IFRS S2), Tongcheng Travel selected two climate scenarios, low and high emissions, for assessment:

**Low Emission Scenario** | Ambitious climate actions limit global warming to within 1.5°C or well below 2°C;

**High Emission Scenario** | Ineffective response to climate change results in global warming exceeding 4°C by the end of this century.



According to the climate scenario analysis, Tongcheng Travel faces varying degrees of transition risks and physical risks under different climate scenarios, with different impacts on business departments and the value chain. Based on the past experience, the Company has never encountered disruptions to its operation or supply chain due to weather-related disasters. We have also formulated a comprehensive contingency plan for climate-related risks. Therefore, we have developed a degree of climate resilience.

Additionally, we recognise that addressing climate change is a long-term endeavour, since both climate risks and opportunities are subject to domestic and international dynamics, causing significant uncertainty regarding the Company's operations. Tongcheng Travel will closely monitor the latest updates in policies, industry trends, and climate data and models in regions where we operate. We will also dynamically tailor climate strategies to business development to continuously enhance operational resilience. In the climate resilience assessment, "reasonable information relief" was applied to the quantitative analysis of climate resilience under different emission scenarios, taking into account the undue cost required to obtain all reasonable and well-founded information.

## Risk Management

We have formulated the *Tongcheng Travel Climate Change Policy*, establishing a comprehensive climate risk management process for all businesses and integrating climate risks into the overall corporate-wide risk management process. Based on the identification of climate risks and opportunities, we have developed corresponding risk response strategies for businesses with major risks. Besides, we manage and oversee risks regarding business operations to ensure effective responses to climate risks. By means of materiality assessment, we prioritise climate-related risks alongside other risks. In conclusion, our climate risk management process remains unchanged compared with last financial year.

### Climate Risk Management Process of Tongcheng Travel



## Indicators and Targets

Tongcheng Travel recognizes the reduction of carbon emissions as a key corporate social responsibility. To mitigate the adverse effect of GHG emissions, we have established and implemented an emissions management system and reduction targets covering all operational sectors. Since 2021, the Company has significantly expanded its operational boundaries alongside continued business expansion. To better align with the Company's strategies and operational realities, we have systematically optimized and updated our carbon emissions targets, ensuring they are scientific, practical and actionable. We will steadily implement our emissions reduction measures, so as to continuously strengthen the Company's climate risk governance and enhance sustainability. As such, we are committed to reducing Scope 1 and Scope 2 carbon emissions intensity by 18% across our five major workplaces by the end of 2030 based on 2025 (measured in tCO<sub>2</sub>e per million RMB of revenue).

During the Reporting Period, our data of energy use are as follows:

| Energy usage                                                           | 2025      | 2024      | 2023      |
|------------------------------------------------------------------------|-----------|-----------|-----------|
| <b>Total Energy Consumption (MWh)<sup>1,2</sup></b>                    | 30,049.02 | 16,069.06 | 13,526.74 |
| <b>Total Direct Energy Consumption (MWh)</b>                           | 3,085.97  | 418.60    | 665.04    |
| <b>Include: Petrol (MWh)</b>                                           | 428.64    | 285.27    | 662.56    |
| <b>Include: Diesel (MWh)</b>                                           | 2,074.50  | 0         | 2.48      |
| <b>Include: Natural Gas (MWh)</b>                                      | 436.82    | /         | /         |
| <b>Include: Renewable Energy (MWh)<sup>3</sup></b>                     | 146.01    | 133.3     | 0         |
| <b>Total Indirect Energy Consumption (MWh)</b>                         | 26,963.05 | 15,650.46 | 12,861.70 |
| <b>Include: Purchased Electricity (MWh)</b>                            | 26,963.05 | 15,650.46 | 12,861.70 |
| <b>Energy Consumption Density (based on revenue) (MWh/million RMB)</b> | 1.55      | 0.93      | 1.14      |
| <b>Average PUE<sup>4</sup></b>                                         | 1.25      | 1.65      | 1.32      |

Notes: 1. Based on the characteristics of our operations, the Company's air emissions are generated mainly from the consumption of gasoline and diesel by business vehicles. As there are no large-scale air emissions and no substantial impact, air emissions related to KPI A1.1 (types of emissions and respective emissions data) are not disclosed in this ESG report.

2. In 2025, the Company included new office locations and operation venues in the scope of energy consumption disclosure, resulting in a significant increase in reported energy consumption.

3. Renewable energy consumption refers to the amount of electricity used from the Company's self-owned solar power generation systems.

4. The average PUE (Power Usage Effectiveness) value of the data centers is calculated as the ratio of the total annual energy consumption of all data center equipment to the annual energy consumption of the IT equipment. This data is an indicator for evaluating the energy efficiency of data centers. In 2025, the statistical scope covers all of the Company's self-owned data centers.

During the Reporting Period, the GHG emissions Scope 1 & 2 data of Tongcheng Travel are summarised as follows:

| Scope 1 & 2 GHG emissions                                                            | 2025      | 2024     | 2023     |
|--------------------------------------------------------------------------------------|-----------|----------|----------|
| Total Greenhouse Gas Emissions (Scope 1 and Scope 2) (tCO <sub>2</sub> e)            | 17,065.14 | 8,472.17 | 7,497.57 |
| Direct Greenhouse Gas Emissions (Scope 1) (tCO <sub>2</sub> e)                       | 2,868.08  | 74.13    | 162.54   |
| Energy Indirect Greenhouse Gas Emissions (Scope 2-by region) (tCO <sub>2</sub> e)    | 14,197.07 | 8,398.04 | 7,335.03 |
| Greenhouse Gas Emissions Density (based on revenue) (tCO <sub>2</sub> e/million RMB) | 0.88      | 0.49     | 0.63     |

During the Reporting Period, our Scope 3 GHG emissions data of Tongcheng Travel are summarised as follows:

| Scope 3 GHG emissions                           | Unit               | 2025       | 2024       |
|-------------------------------------------------|--------------------|------------|------------|
| Category 1 - Purchased goods and services       | tCO <sub>2</sub> e | 130,204.29 | 99,482.92  |
| Category 3 - Fuel and energy related activities | tCO <sub>2</sub> e | 303.91     | 269.63     |
| Category 6 - Business travel                    | tCO <sub>2</sub> e | 10,847.11  | 11,060.70  |
| Category 7 - Employee commuting                 | tCO <sub>2</sub> e | 2,166.50   | 2,545.33   |
| Total                                           | tCO <sub>2</sub> e | 143,521.81 | 113,358.58 |

For the calculation of specific cross-industry indicators, such as the "the amount and percentage of assets or business activities vulnerable to climate-related physical and transition risks" and "the amount and percentage of assets or business activities exposed to climate-related opportunities", "reasonable information relief" was applied, taking into account the undue cost required to obtain all reasonable and well-founded information.

Tongcheng Travel has not established internal carbon pricing.

#### During the Reporting Period

Tongcheng Travel allocated over  
**RMB900,000**  
in capital expenditures, financing or  
investments for climate-related risks  
and opportunities in office locations

Notes: 1. In 2025, the Company included new office locations and operation venues in the scope of greenhouse gas emissions disclosure, resulting in a significant increase in emissions.  
2. To comply with the *ESG Reporting Code* and adapt to accounting standards, the calculation of Scope 1 and Scope 2 emissions references the *Greenhouse Gas Protocol* (GHG Protocol). Scope 1 emissions primarily came from the combustion of gasoline and diesel in business vehicles, natural gas combustion, as well as fugitive emissions from air conditioning refrigerants and fire extinguishers. Scope 2 emissions mainly arose from purchased electricity. For purchased electricity emissions in China, the calculation applied the 2022 emission factors from the *Announcement on 2022 Carbon Dioxide Emission Factors for Electricity* and the 2023 emission factors from the *Announcement on 2023 Carbon Dioxide Emission Factors for Electricity*, both were issued by the Ministry of Ecology and Environment. For purchased electricity emissions at overseas operation sites, the calculation applied the emission factors (2024) published by the International Energy Agency (IEA). The GHG emissions are presented as a CO<sub>2</sub> equivalent.  
3. With reference to the *Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard*, the Scope 3 GHG emissions were identified and calculated according to the principles of materiality and data availability.  
4. For the calculation of other categories in Scope 3 and Scope 3 as a whole, "reasonable information relief" was applied, taking into account the undue cost required to obtain all reasonable and well-founded information.

## Implementing Green Operations

In strict compliance with the *Environmental Protection Law of the People's Republic of China*, the *Water Law of the People's Republic of China*, the *Water Pollution Prevention and Control Law of the People's Republic of China*, and other laws and regulations, Tongcheng Travel formulated and issued the *Environmental Protection Management Policy* during the Reporting Period, clarifying the authorities and responsibilities at all levels, as well as the daily management requirements for environmental protection. We actively practice green operations to reduce water consumption and improve water utilisation. Also, we intensify waste management and promote publicity on environmental protection, so as to raise employees' awareness of environmental protection.

#### Paperless Office

- Vigorously promote electronic signing, electronic payment, and electronic invoices to reduce the use of paper-based documents, enhance business efficiency, and minimise negative environmental impacts;
- Encourage double-sided printing, copying, and the recycling of paper to avoid paper waste.

#### Water Conservation

- 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.

#### Water Recycling

- Upgrade the rainwater recycling system, which collects over 1,200 cubic meters of water per month for landscape irrigation;
- Initiate pilot projects for wastewater recycling to advance water recycling.

#### Circular Economy

- Purchase used desks, chairs, shelves, and other office supplies to practice resource recycling;
- Adopt biodegradable materials to package gift boxes for employees at the Dragon Boat Festival.

#### Environmental Awareness

- Regularly organise themed training sessions and activities on energy conservation and emissions reduction to cultivate employees' resource-saving awareness;
- Carry out training sessions and activities on waste reduction, such as paperless office, recycling practices, and "Clean Plate" campaigns, to enhance employees' awareness in this regard.



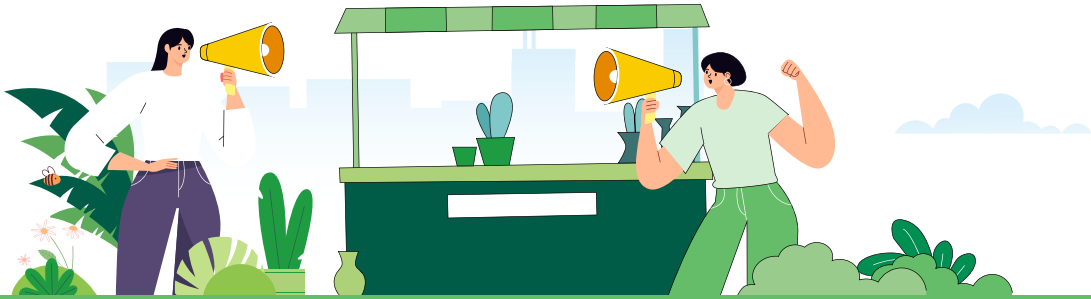
● Advancing Eco-Friendly Hotel Construction Across Multiple Dimensions via Elong Hotel Technology

Devoted to green development, Elong Hotel Technology under Tongcheng Travel aims to build an eco-friendly hotel ecosystem across four dimensions of materials, supplies, technology and facilities. In terms of materials, Elong Hotel Technology promotes the use of recyclable materials such as SPC wall panels and carbon crystal panels, and advocates for rapid installation in renovation projects. As for guest room supplies, brands like Mehood and Mehood Lestie separately package dental kits, use biodegradable straw-based materials for toothbrushes, razors and other items, streamline the contents of personal care kits while switching to paper/bamboo cotton swabs. All of these practices embody our commitment to a circular economy. When it comes to facilities, we pursue the water-saving principle by selecting intelligent siphon toilets certified under China Water Efficiency Label as standard fixtures. In this way, we uphold the sustainability concept with concrete actions. To empower hotel management by technology, Elong Hotel Technology has established a digital management system for hotel linens based on "IoT + Blockchain", where RFID chips are embedded in guest room linens for lifecycle traceability.

Tongcheng Travel joins hands to reduce the carbon footprint along the industry chain. While implementing environmental protection measures within the Company, we also actively expand our environmental influence, encouraging partners, users, employees, and other stakeholders to participate in carbon reduction actions. During the Reporting Period, Tongcheng Travel launched a number of environmental protection initiatives, such as the "Pop-Up Market" and Power Saving Challenge. These efforts promoted the concept of environmental protection and advocated energy-saving and low-carbon lifestyles.

● Deepening Green Concepts Through Creative Eco-Friendly Publicity Campaigns

By launching a variety of creative environmental campaigns, Tongcheng Travel advanced eco-friendly concepts and practised green development across multiple dimensions. In April 2025, we launched the "EHS Eco Pop-Up Market" in Chengdu. Themed on "cultivation, idle items and market", we convened participants for farming, distributed seeds and allocated plots. Meanwhile, we organised group purchasing, sales and swapping of idle items, and built online channels for resource exchanges. From May to June, we continuously carried out the offline cultivation event of "Happy Farm". At West China, we strengthened the energy-saving awareness in small and medium-sized workplaces. In addition to regular publicity, personal rankings of energy consumption reduction were conducted within each office. We initiated the "Energy Saving Pioneer" action plan in two modes, including the Honour Battle of Work Team (where all members from the champion team receive electronic commendations) and the Individual Promoter. By doing so, we worked to fully motivate employees' enthusiasm on environmental protection.



Emissions

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

| Emissions                                                              | 2025      | 2024      | 2023      |
|------------------------------------------------------------------------|-----------|-----------|-----------|
| Wastewater Discharge (tonnes)                                          | 99,739.43 | 99,996.56 | 79,265.86 |
| Total Non-hazardous Waste (tonnes) <sup>1,2</sup>                      | 1,025.12  | 803.53    | 493.91    |
| Non-hazardous Waste Density<br>(based on revenue) (tonnes/million RMB) | 0.05      | 0.05      | 0.04      |

Note: 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.  
2. Based on changes in data statistical methods, the total amount and density of non-hazardous waste for 2024 have been restated.

Use of Resources

During the Reporting Period, our data for use of water are as follows:

| Use of Water <sup>1,2</sup>                                          | 2025       | 2024       | 2023      |
|----------------------------------------------------------------------|------------|------------|-----------|
| Water Consumption (tonnes) <sup>3</sup>                              | 117,566.64 | 116,025.28 | 88,073.18 |
| Water Consumption Density<br>(based on revenue) (tonnes/million RMB) | 6.06       | 6.69       | 7.40      |

Notes: 1. As the Company's operations do not involve the use of packaging materials, KPI A2.5 (total packaging material used for finished products) is not applicable to the Company and is not disclosed in this ESG report.  
2. Based on industry characteristics, the Company's operations do not involve other environment and natural resources; therefore, Aspect A3 (The Environment and Natural Resources) and KPI A3.1 (description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them) are not applicable and are not disclosed in this ESG report.  
3. Upon assessment and based on industry characteristics, the Company does not encounter any issues in sourcing water, nor does it have large-scale industrial water consumption during its operations. The waste emissions produced do not have a substantial impact on the environment, and energy use efficiency is linked to carbon emissions. Consequently, this report only discloses the carbon emission targets set by the Company, and does not disclose KPI A1.6 (waste reduction targets set and steps taken to achieve them), KPI A2.3 (energy use efficiency targets set and steps taken to achieve them), or KPI A2.4 (water efficiency targets set and steps taken to achieve them).



# 06 Creating a Happy Workplace

Tongcheng Travel adheres to the core philosophy of "people-oriented" and regards talents as a key driver to business progress. We strictly comply with relevant laws and regulations, such as the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China*, the *Law of the People's Republic of China on the Protection of Minors* and the *Provisions on Prohibition of Child Labour*, and spare no effort to safeguard the legal rights and interests of employees. We strive to create a fair, diverse, safe and healthy workplace and build a comprehensive talent development system. We do so to shape a win-win landscape for both employees and Tongcheng Travel.

3

GOOD HEALTH  
AND WELL-BEING

4

QUALITY  
EDUCATION

5

GENDER  
EQUALITY

8

DECENT WORK AND  
ECONOMIC GROWTH

10

REDUCED  
INEQUALITIES

| Award                                                        | Issued by                                   |
|--------------------------------------------------------------|---------------------------------------------|
| China Healthy Workplace (CHW)<br>- Diamond Standard Business | Human Resources Excellence<br>Centre (HREC) |
| "2025 Top Graduate Employer"                                 | 51Job                                       |
| "2025 Most Influential Employer"                             | Haitou Network                              |



# Protecting Employees' Rights and Interests

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.

## Diversity in Recruitment

We adhere to the recruitment philosophy of "openness, equality, competition, and meritocracy". We have established the *Recruitment Management Measures*, the *Internal Referral Management System* and other policies, aiming to attract talents through a variety of channels such as campus recruitment, social recruitment, and internal referrals. We continue to ensure the standardisation and transparency of recruitment activities. By utilising 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 refined our recruitment channels and set up a workbench for interviewers. We also advanced AI application in recruitment, thus continuously enhancing the efficiency and precision of the hiring process.

### Measures to Enhance Recruitment Efficiency

#### Broader Recruitment Channels

Establish a scientific and effective recruitment resource matrix, cooperate with new headhunters, and expand recruitment channels through online live streaming and new media platform, so as to attract more potential candidates.

We develop talent pipelines for core strategic roles through multiple channels and establish a resource pool for scarce talent and future key positions.

#### Data-Driven Decision Making in Recruitment

Conduct talent positioning for different roles based on multiple aspects such as region, university, and major during the campus recruitment.

Customise talent profiles for frontline customer service positions to select highly suitable candidates and enhance the interview experience for candidates.

#### AI Recruitment Application

Develop an AI recruitment assistant that integrates effectively with recruitment scenarios, addresses high-frequency hiring issues, and significantly enhances recruitment efficiency.

#### Workbench for Interviewers

Launch a workbench for interviewers to facilitate recruitment and interview in a one-stop manner and to promptly address candidates' valid feedback on personal interviews.

#### Recruitment Monthly Reporting System

Centrally manage and analyse the recruitment data across all business lines through the Recruitment Monthly Reporting System.

We also place great importance on the internal talent mobility mechanism. By refining the Company's internal transfer rules and establishing an internal mobility platform, we facilitate talent flow in house for organisation's healthy development. In 2025, the Company's internal mobility platform recorded over 12,000 employee visits, facilitated effective communication between more than 130 employees and their respective managers, and supported 112 employees in successfully making internal transfers.

Additionally, we actively promote school-enterprise cooperation to enrich the Company's talent reserve and support the industrial sustainable development.

### Deepening School-Enterprise Cooperation Continuously

We regard "school-enterprise cooperation" as a key driver for talent cultivation and industrial innovation, deeply fostering an ecosystem of "integration of industry, education and research, and collaboration among government, enterprises and universities". We recognise the core value of industry-education-research integration for tourism development. By establishing specialised platforms for cooperation, we give a full play to the intellectual resources of universities. Specifically, we have developed in-depth cooperation with prestigious institutions such as the School of Public Policy & Management at Tsinghua University and the College of Tourism and Service Management at Nankai University in terms of case studies, research projects, and industry-education report preparation. Furthermore, we have established and refined mechanisms for university-enterprise cooperation, forming stable partnerships with dozens of colleges and universities by means of commissioned training and joint cultivation. Based on cutting-edge practices in the tourism industry, we join hands to develop talent development plans, create demonstration bases for industry-education integration, deepen alignment between vocational tourism education and frontline business operations, and provide premium internship and practical platforms for students.

In 2025

The Company's internal mobility platform recorded over **12,000** employee visits,

facilitated effective communication between more than **130** employees and their respective managers,

and supported **112** employees in successfully making internal transfers.



## Protection of Rights and Interests

Tongcheng Travel aims to grow into an enterprise 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* 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.

We conduct reviews on human rights issues, such as child labour and forced labour. During the onboarding process, we ensure legal and compliant employment through identity checks and other measures. We keep monitoring compliance status. If any human rights-related issues arise, we will terminate the hiring process. In 2025, these regular reviews encompassed Tongcheng Travel and its subsidiaries, consolidated affiliated entities, and all operational locations. The assessment coverage rate reached 100%, and no human rights risks were identified.

Click here to find out:  
[Tongcheng Travel Human Rights](#)



### In terms of gender equality

We have formulated 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 Labour 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 formulated 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 the longest working hours, prohibits forced labour, and encourages employees to balance work and life while ensuring work progress and quality. Employees are required 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 organisational diagnostics. In cases of excessive overtime or other anomalies, we take prompt action to intervene and implement corrective measures.



### In terms of rest and leave

We provide all employees with national statutory holidays, paid statutory annual leave, paid supplementary annual leave, personal leave, sick leave, maternity leave, difficult childbirth leave, abortion leave, nursing leave, breastfeeding leave, parental leave, family visit leave, and bereavement leave. We also implement local maternity and paternity leave policies, providing female employees with up to 158 days of paid maternity leave and male employees 15 days of paternity leave. We 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 offer annual free physical examinations to all employees along with report interpretation sessions. Additionally, we provide convenient, discounted physical examination options for employees' families, ensuring a healthy and harmonious environment for both professional and personal growth.

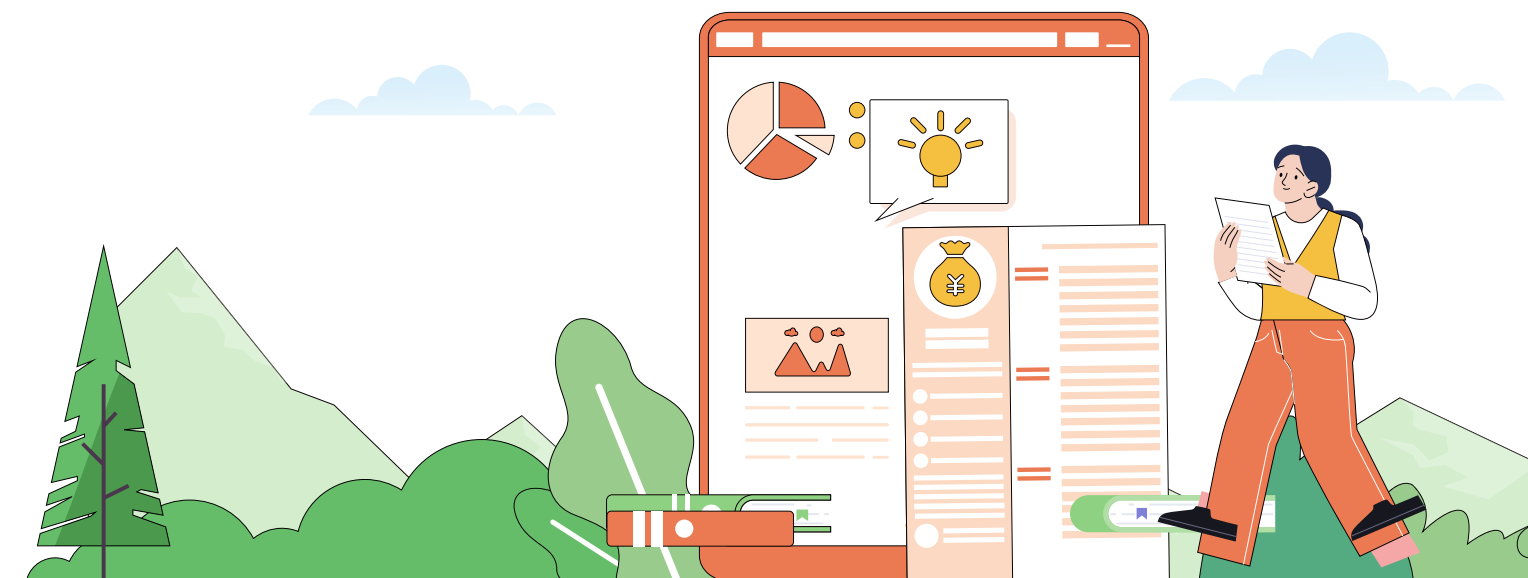
## Compensation and Incentives

### Compensation and Performance Management

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 Labour Organisation, ensuring that all employees receive fair wages to meet their basic needs for food, housing, clothing, and other essentials for themselves and their families. Furthermore, we have established communication mechanisms to regularly engage with employee representatives regarding working conditions, promptly understand their needs, and refine the compensation management system.

To create a fair and just performance assessment environment, we have implemented a top-down performance management system that covers the Company, organisations, and individuals across multiple dimensions. We conduct monthly, quarterly, and annual performance evaluations, ensuring that the variable compensation of a full-time employee is linked to their performance. Employees are encouraged to engage in agile dialogues with their direct supervisors and proactively set performance goals. This helps enhance alignment with organisational objectives and foster a strong sense of personal value. During the Reporting Period, we continued to upgrade the individual compensation and performance assessment system by aligning it with organisational performance, so as to further enhance assessment accuracy. Besides, we visualized data within the individual performance management system, integrating various performance assessment scenarios to enhance management efficiency.

To ensure the fairness in performance assessments, we have implemented organisational 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 organisational performance protection period to support the growth of innovative organisations and the retention of talent. We continuously optimise 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.



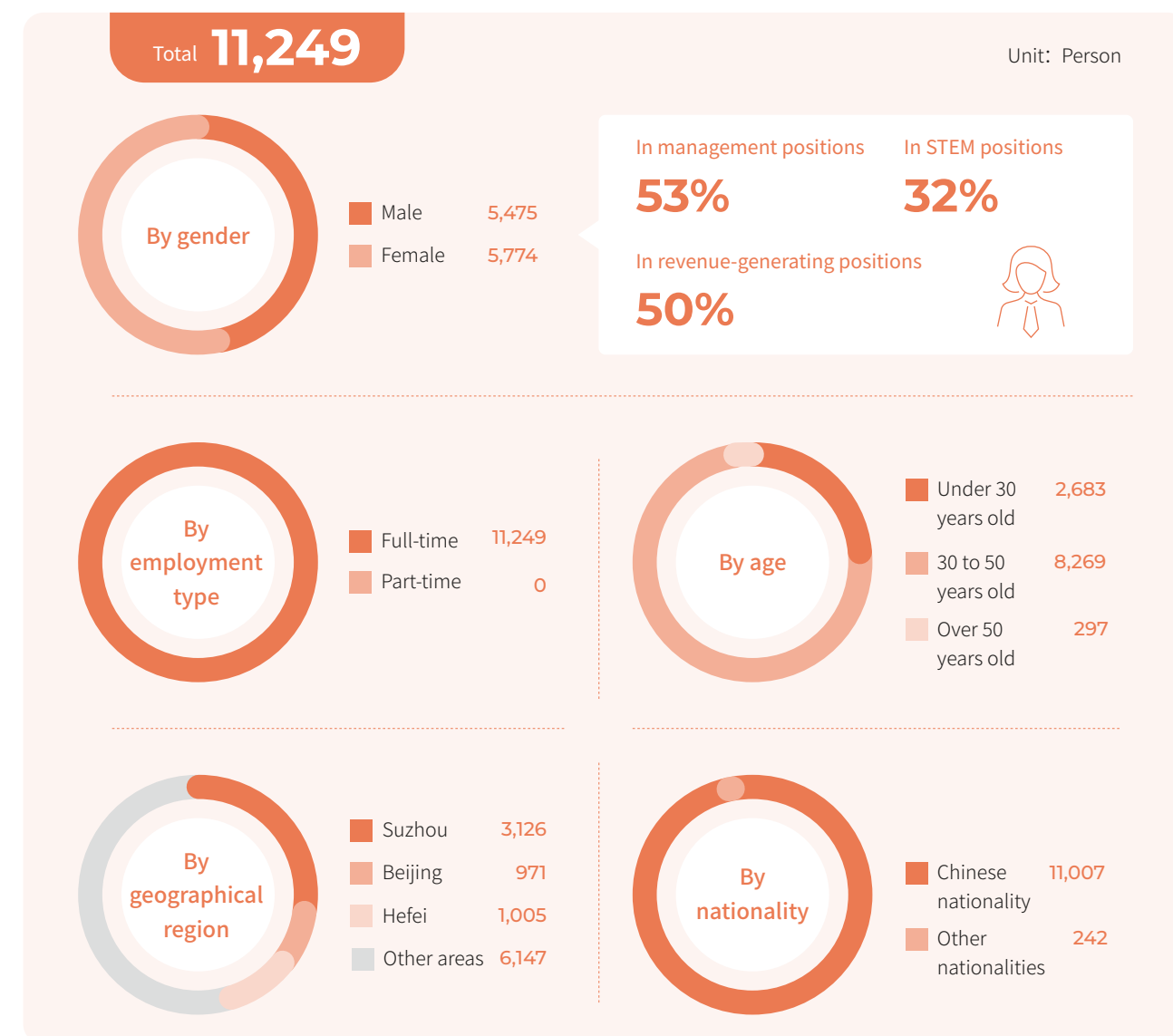
## Employee Incentives

According to the *Tongcheng Travel Organisational Incentive Management Specification*, Tongcheng Travel implements targeted incentive measures, 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 "Tens of Millions Worth Reward Program" for all employees. Through business campaigns and profit sharing initiatives for surpassing targets, we stimulated organizational and individual potential, distributing nearly RMB31 million in bonuses. Additionally, we launched the "Star Plan" for core backbone staff.

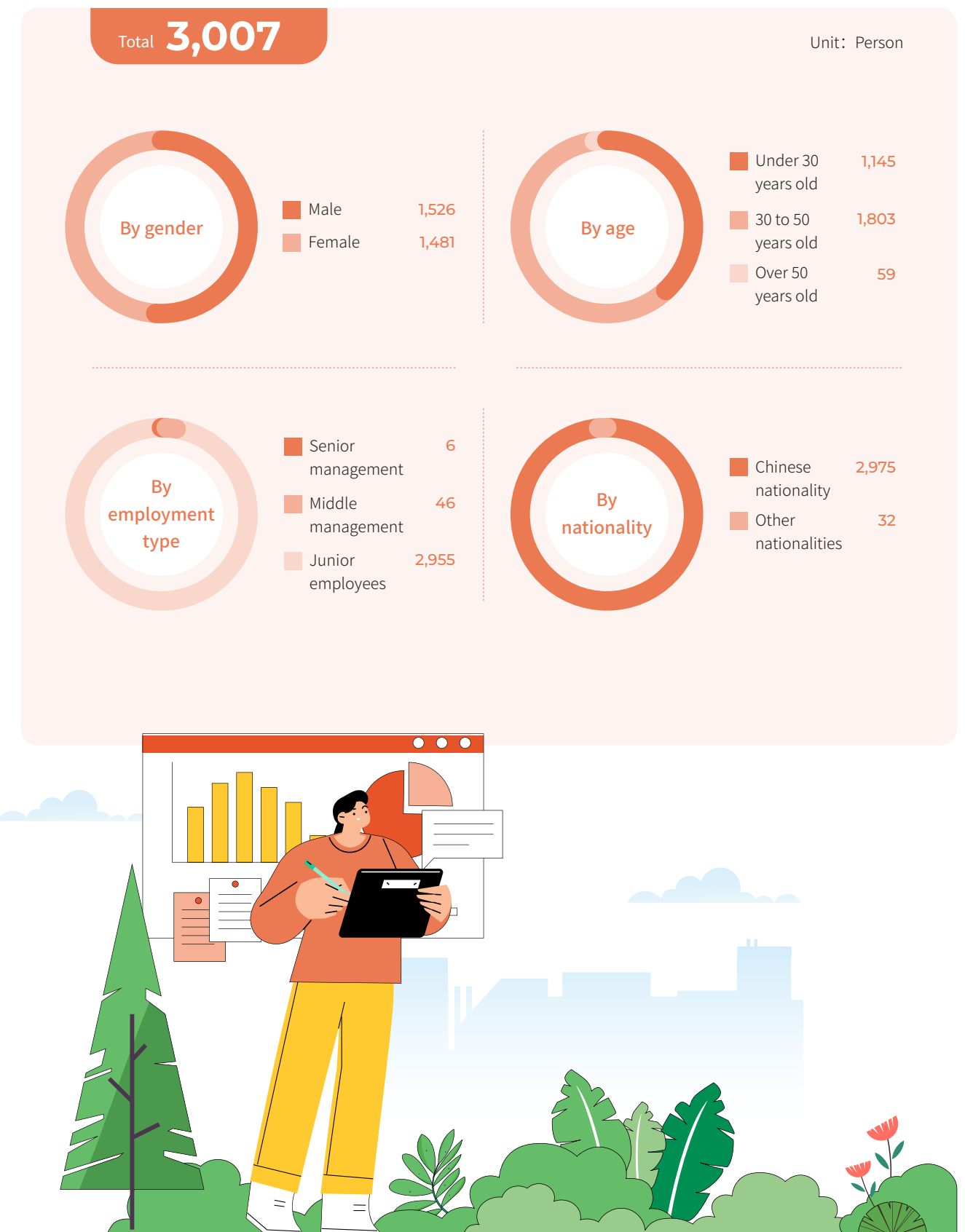
We also refined the *Tongcheng Travel Honorary Incentive Management Policy* to establish a multi-dimensional incentive and recognition framework. At the end of each year, we present annual awards, such as the "Top Ten Cadres per Employees of the Year" and other notable individual honours, to establish 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 11,249 full-time employees. Among them, the proportions of male and female employees were 49% and 51% respectively, the Han nationality and other ethnic minorities accounted for 93% and 7% respectively, and the proportions of male and female in management were 47% and 53% respectively.

### Employee Structure



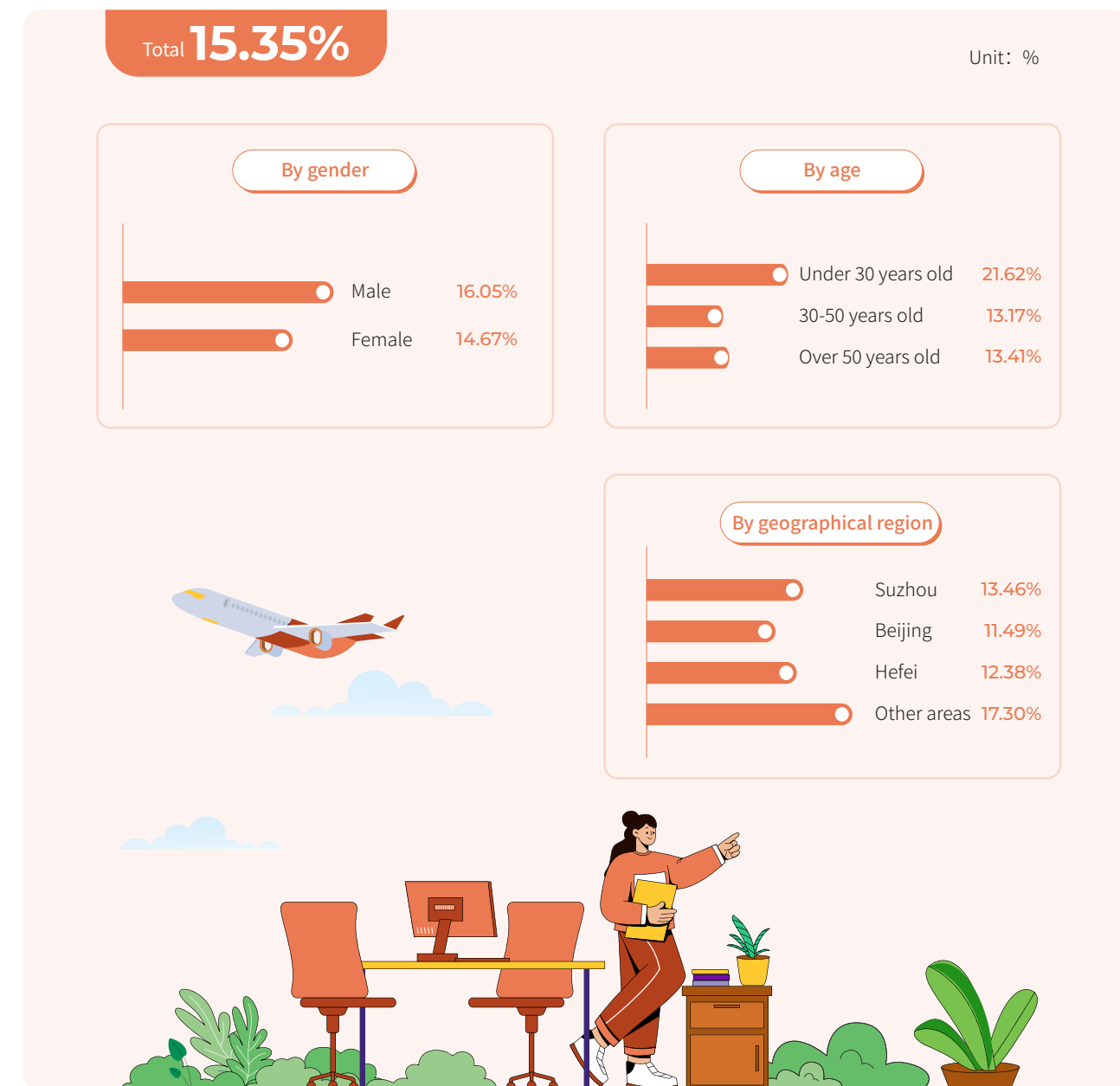
### Newly Hired Structure



In accordance with the labour contract and relevant laws and regulations, Tongcheng Travel has formulated and dynamically updated the *Tongcheng Travel Policy for Administration of Employee's Employment, Transfer, Reassignment and Dismissal*. We have been constantly optimising the dismissal process to ensure the rights and interests of both employees and the Company. We strictly implement relevant regulations regarding economic compensation for departing employees and conduct 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 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<sup>1</sup> was 15.35%, with a voluntary turnover rate of 10.44%.

### Employee Turnover Rate Structure



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%.

# Protection of Employee Health and Safety

## Safety Management System

Tongcheng Travel highly values employees' safety and health. We strictly abide by applicable laws and regulations, including the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China*, and the *Fire Protection Law of the People's Republic of China*. We have formulated the *Tongcheng Travel Occupational Health and Safety Policy*, the *Work Safety Management System*, and other safety management policies. During the Reporting Period, we integrated the *Personnel Safety Management Standards*, the *Site Safety Management Standards*, the *Asset Safety Management Standards*, and the *Emergency Response Plan Management Manual* as appendices into the *Safety Production Management System* and revised certain provisions to strengthen the top-level institutional framework for safety.

To guarantee workplace safety, we have established the EHS+C (Environment, Health, Safety + Compliance) Committee and implemented a system of designated safety officers at each office area to ensure safety management across the board. We have obtained the ISO 45001 Occupational Health and Safety Management System certification. In addition, we have received honorary titles such as the China Healthy Workplace - Diamond Standard Business and Advanced Enterprise in Building Safety Management.

We have established employee health and safety targets to achieve a 100% completion rate of corrective actions for on-site assessments of occupational health and safety risks by 2025. As of the end of the Reporting Period, this completion rate reached 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.

Click here to find out:  
[Tongcheng Travel Occupational Health and Safety Policy](#)

## Guarantee for Safety

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 eliminate workplace risk factors, thereby minimising the likelihood of recurrence.

We have developed a complete three-tier safety inspection mechanism. Tier 1 inspections are conducted by group-level professionals at offices nationwide during mid-year and year-end periods. Level Tier 2 inspections are performed monthly by local workplace managers. Tier 3 inspections are carried out daily by staff in respective roles. 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 organised at various workplaces, and monthly fire safety training is provided specifically for employees in critical roles. In terms of emergency management, we continue to promote and evaluate emergency response plans across 15 workplaces in five major regions, and implement drills for floods, food poisoning, and other potential accidents.



▲ Fire Emergency Drill by Tongcheng Travel

In the past three years, no work-related fatalities have occurred at the Company. During the Reporting Period, the number of workdays lost due to work injury was 328, with the lost-time injury frequency rate (LTIFR) of 2.94.

Based on the "First-aid Volunteer Development Program", Tongcheng Travel has built up the Tongcheng First-aid Volunteer Team. We provide professional first-aid training for employees and award professional first-aid certification to those who pass the assessment. During the Reporting Period, we conducted a total of 12 training sessions on first aid in 9 cities, granting certification to 481 employees.

### "First Aid Lite" Camp of Tongcheng Travel

At the World First Aid Day in 2025, Tongcheng Travel pioneered the "First Aid Lite" camp, deepening employees' understanding of first aid with fun activities. The event featured 12 distinctive tasks, including 7 first aid exercises such as emergency rescue quizzes and CPR + AED operations, 3 safety skills like the use of fire extinguishers, and 2 engaging games like "Find the AED Nearby". These tasks enabled employees to learn while having fun and acquire practical skills in the process. This event received support from multiple parties. A professional service team was formed, comprising 20 medical workers and Red Cross personnel, 9 members from the Tongcheng Public Welfare First Aid Team, as well as 60 volunteers. It also involved nearly 700 employees from six workplaces like Suzhou and Hefei, thus improving employees' emergency response capabilities, enhancing workplace safety, and strengthening a sense of belonging.



▲ "First Aid Lite" Camp of Tongcheng Travel

## Care for the Mental Health of the Employees

Tongcheng Travel regards employees' mental health as an important part of the Company's care. We actively carry out multi-level and diversified mental health awareness campaigns and support programs. We have further enhanced our Employee Assistance Program (EAP), providing employees with free counselling services through professional institutions. In 2025, the counselling hours reached 192.5 hours. Additionally, we regularly publish the *Monthly Bulletin of Mental Health*, which includes educational content on mental health, emotional management skills, practical case studies, and curated professional resources, delivering comprehensive and accessible mental health support to employees.

### Caring for the mental health of customer service staff

The Customer Service Centre has established a comprehensive psychological support system that integrates both online and offline resources for employees. For offline support, the special culture project "Stress-Relieving Wonderland" has been expanded to cover the workplace, increasing the coverage of psychological care services by 30% and providing employees with accessible spaces for offline emotional guidance. Meanwhile, the innovative project "Online Happy Hub" was launched, organising themed activities that align with current trends and integrate workplace values at a frequency of one to two sessions per quarter. To date, 11 themed sessions have been hosted, generating over 9,000 page views and more than 600 interactive comments, effectively achieving real-time engagement in online psychological support.



▲ "Online Happy Hub" platform

## Support for Talent Development

Tongcheng Travel is committed to fostering a fair and competitive work environment and prioritises the growth and development of our employees. We not only provide a platform for employees to showcase their talents but also offer strong support for their career development, thereby building a positive and healthy workplace atmosphere.

## Optimising Promotion Channels

Tongcheng Travel is dedicated to building a diverse and equitable career development platform. We have established the Career Development Committee to formulate policies, core strategies, and key decisions concerning employee career progression, providing directional guidance for career development initiatives. We have formulated and implemented the *Management Measures for Managerial Career Development* and the *Management Measures for Career Development in Professional Tracks*, establishing parallel promotion channels for both leadership and professional tracks, thereby removing barriers to career advancement. At the same time, the promotion criteria and procedures for each job level are made public and transparent. Promotion results are accompanied with a dedicated feedback mechanism in place, ensuring clear career paths and equal opportunities for all employees. During the two promotion seasons in 2025, over 800 employees were promoted to higher grades.



### Triple Evaluation System

- Performance Evaluation
- Supervisor Evaluation
- Ability Review



### Human Resource Planning System

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

To support the implementation of the Company's strategy, Tongcheng Travel systematically carried out a talent review project in 2025, focusing on aligning roles with competencies, achieving full coverage of all 960 management staff. We categorised management personnel using the "nine-grid" assessment matrix based on the strategic importance of their positions and performance outcomes. This was followed by a thorough evaluation against the competency standards for leadership roles, producing an analytical report that identified each manager's strengths and areas for development. The report provides robust support for future talent decisions and strategic execution.



## Enhancing Training System

Tongcheng Travel is committed to creating a diverse, equitable and inclusive learning ecosystem. By deeply integrating high-quality internal and external resources, we provide comprehensive training for all employees, fostering shared growth between employees and the organisation. Addressing the developmental needs throughout employees' entire career lifecycle, we have established a robust talent cultivation system covering leadership development, professional skills enhancement, and orientation training, matching the developmental requirements of employees at different roles and career stages. The Customer Service Centre has also separately 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. For the "Tongcheng Study" platform, we have optimized and enhanced content related to user experience, operational management, content expansion, and multi-channel reach, continuously improving the learning experience for employees. During the Reporting Period, the "Tongcheng Sharing" platform released 2,500 new knowledge

documents and 640 new courses, providing employees with abundant learning resources.

We also actively introduce new learning formats and encourage blended learning approaches. By partnering with external parties such as the CEIBS through the "Tongcheng Study" platform, we have launched specialised training camps on systemic thinking and team management. These camps adopt a core model of online courses, expert sharing, and community interaction, covering employees and managers across multiple business lines. These initiatives empower individual growth while capturing valuable hands-on experience and proven management practices.

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 RMB880,000 worth of study assistance bonuses after internal reviews to support employees' learning and growth.

| Categories                                                                                                             | Curriculum system and coverage                                                     | Training program                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>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                                                                |
|                                                                                                                        | Management Roundtable                                                              | We invite outstanding senior and mid-level managers and high-level experts to explore topics such as performance management, industry research, and business innovation through dialogue and sharing sessions                                                            |
| <br>Professional skills improvement | Thematic training on products, operations, business negotiation, etc.              | 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                      |
|                                                                                                                        | Project Manager Certification                                                      |                                                                                                                                                                                                                                                                          |
| <br>Orientation training            | Training in capabilities including structured thinking, data analysis and AI tools |                                                                                                                                                                                                                                                                          |
|                                                                                                                        | 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                                                                                                                                                                                        |

- Upscaling AI Capabilities

Amid the wave of AI development, Tongcheng Travel has established a closed-loop system of "talent cultivation-technology transformation-value realisation" through structured courses and innovation competitions, actively promoting AI-enabled business transformation. In terms of enhancing AI capabilities, we have developed a tiered curriculum with three progressive objectives of "solidifying theoretical foundations, mastering tool applications and driving scenario-based innovation". The content covers areas such as large model applications, AI business solution design and data security. This curriculum adopts a blended mode of "online lectures and offline practices", delivering 18 training sessions throughout the year, reaching over 800 participants including employees and external partners. We also invited external AI experts to share insights on DeepSeek applications, with a cumulative online and offline coverage exceeding 300 participants.

Regarding innovation competitions, we held two themed events centred on "AI-Enabled Business" and "Innovation-Driven Growth", releasing three challenges based on business pain points. These attracted over 180 employees and generated 40 innovative submissions. Additionally, we showcased AI competition projects throughout the year via the Tongcheng Butler virtual exhibition hall, capturing project insights to improve decision-making efficiency, and accelerate the implementation of innovations.



2025 AI Product Innovation Competition

During the Reporting Period, the average annual training hours per capita were 9.9 hours, covering 91.5% of employees.

| Indicators                                                  |                    | 2025 |
|-------------------------------------------------------------|--------------------|------|
| Proportion of employees receiving training (%) <sup>1</sup> | Total              | 91.5 |
|                                                             | By gender          |      |
|                                                             | Male               | 91.8 |
|                                                             | Female             | 91.1 |
|                                                             | By employment type |      |
|                                                             | Senior Management  | 74.3 |
|                                                             | Middle management  | 91.0 |
|                                                             | Junior employees   | 91.6 |
| Training hours per capita (hour) <sup>2,3</sup>             | Total              | 9.9  |
|                                                             | By gender          |      |
|                                                             | Male               | 9.4  |
|                                                             | Female             | 10.6 |
|                                                             | By employment type |      |
|                                                             | Senior Management  | 7.4  |
|                                                             | Middle management  | 5.2  |
|                                                             | Junior employees   | 10.0 |

Notes: 1. The scope of data disclosure in this section only covers employee training organised by the Company's Human Resources and Administration Centre, and the coverage rate of this system is 78%.

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.

# Building a Fulfilling Workplace

## Facilitating Open Communication

Guided by the core principles of "Transparent Communication, Empowered Growth, Intelligent Service", Tongcheng Travel has established an efficient, caring, and intelligent employee communication system. 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, as well as a labour dispute mediation committee. During the Reporting Period, the signing rate of collective agreements for our regular employees within Chinese mainland reached 100%. By signing labor contracts with employees and implementing unified policies such as localized employee handbooks, we ensure that the rights to information, participation, and expression of all employees are fully respected.

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. In 2025, we conducted six "Onboarding Integration and Growth" thematic training seminars for new employees, inviting high-potential business talents and management

to share experience face-to-face and provide career guidance, fostering an open and sincere communication atmosphere and helping new employees integrate into the company quickly. Meanwhile, we actively leverage AI technology to enhance communication services, introducing the "Xiaotiexin" 24/7 intelligent Q&A system, which covers daily inquiries such as onboarding procedures, compensation and benefits, offering convenient and precise intelligent service support to employees.

To gain in-depth insights into employees' work attitudes and satisfaction levels, we conduct an annual employee engagement survey among all employees. The survey assesses various dimensions, including willingness to stay with the Company, their motivation to contribute, comfort and autonomy at work, stress levels, and satisfaction with the work environment and management. During the Reporting Period, Tongcheng Travel's employee engagement rate reached 86%. We have also been honoured with external awards such as the "Suzhou Advanced Member Unit in Harmonious Labour Relations" and the "Suzhou 5A-Level Unit in Labour Security".

## Enhancing Welfare and Care

In addition to the basic employee protections required by law, Tongcheng Travel is devoted to providing additional non-salary benefits and care for all employees (including full-time employees, outsourced employees, interns, and all other types/forms of employment). Our welfare policies cover various aspects, including health protection, subsidies, internal purchase benefits, family support, and interest cultivation, catering to the diverse needs of all employees. Moreover, we pay special attention to the needs of breastfeeding mothers. We have established the "Mom's Station" maternity room to support female employees' breastfeeding needs at work, ensuring privacy. We also place great emphasis on the health of employees and their families. During the Reporting Period, we upgraded our physical examination services to further enhance professionalism and accuracy. We also offer discounted physical examination packages for employees' families.

### Tongcheng Travel Employee Benefit System<sup>1</sup>

#### 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, marriage and childbirth gratuity



#### 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

Note: 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.

## Diverse Employee Activities

We regularly organise 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.

### "Employee Wellness Month" Activity

In 2025, Tongcheng Travel held two "Employee Wellness Month" activities, using a variety of welfare measures to support employee health management. The activities offered multiple types of free exercise classes such as yoga, football, and Ba Duan Jin, catering to the needs of different employees and adding vitality to workplace life. We also collaborated with the canteen to customise and launch "Low-Calorie Energy-Controlled Light Meals", combining scientific nutrition with physical exercise to provide employees with comprehensive health support.



▲ Corporate Fitness Programs

### "Cheng Kids" Happy Holiday Camp

To address employees' childcare needs during summer vacations, we launched the "Cheng Kids" Happy Holiday Camp for nine consecutive years since 2016, catering to children aged 3-10 of all employees. The camp includes classes for preschoolers, preschool-to-primary transition groups, and elementary school students, with activities focused on interest cultivation, skill enhancement, and social interaction, creating a safe and joyful environment for employees' children. In addition, we have carefully designed exclusive summer parent-child travel routes, offering employees discounted benefits to explore both grassland and coastal destinations with their children, enjoying the beauty of nature and the joy of family bonding.



▲ "Cheng Kids" Happy Holiday Camp



▲ "Building Dreams Together, Leaping into the New Journey" Spring Festival Series of Events



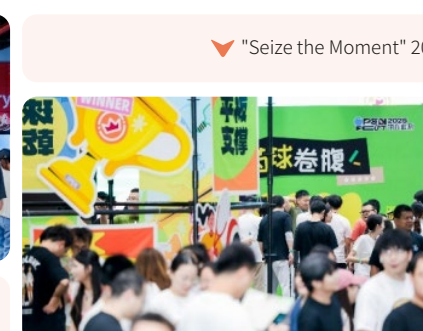
▼ "Embrace Yourself, Blossom Beautifully" Women's Care Week for Goddess Festival



▼ "Double Fifth Wellness" Dragon Boat Festival Wonderland Garden Party



▲ "Wishing Upon the Moon for a Perfect Reunion" Mid-Autumn Festival Gathering



▼ "Seize the Moment" 2025 Tongcheng Travel OPEN FEST



## 07 Fulfilling Social Responsibilities

Tongcheng Travel actively involves in charitable initiatives, putting into practice the principles of "Focusing on Public Welfare, Voluntary and Unpaid Participation, Transparency, and Integrity" through concrete actions. 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 co-creation, rural revitalisation, and cultural-tourism integration. During the Reporting Period, we invested a total of RMB3.11 million<sup>1</sup> in public welfare, and had over 400 employees volunteering in related activities, contributing accumulated volunteer services hours of over 2,194.



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

# Deepening Community Engagement for Public Welfare

Tongcheng Travel cares deeply for the communities, delivering care and warmth to community through practical actions. In March 2025, the Tongcheng Foundation was formally established. The foundation focuses on three primary areas: assisting the vulnerable and those in hardship, supporting talent development for rural revitalisation, and providing emergency disaster relief. It is committed to fostering more innovative and sustainable philanthropic practices and contributing as a builder of a better society. During the Reporting Period, we continued to set up Tongcheng Shelters and carried out public welfare activities such as supporting children with autism, organizing blood drives, promoting anti-fraud awareness, and providing disaster relief and assistance.

## ▼ Hong Kong Scholarship Program



▲ Flood Relief Supply Donations



▲ Anti-Fraud Campaign



▲ Voluntary Blood Donation

## Voluntary Blood Donation

- Tongcheng Travel organised blood donation campaigns with Xuezhixuan Commonwealth Foundation across 6 operational locations. A total of 96 employees participated in the event, collectively donating 28,100 millilitres of blood, spreading reassurance and warmth throughout the communities we serve.

## Disaster Relief and Assistance

- In late July 2025, severe rainfall triggered widespread flooding across east, north, and north-east China. The Tongcheng Foundation promptly activated its emergency response, mobilizing and dispatching supplies including 1,000 cartons of drinking water, 500 snow shovels, and 2,000 packs of toilet paper. A relief team delivered the materials to the affected areas on 1 August to help communities navigate the crisis.
- In November 2025, a fire broke out in multiple residential buildings at Wang Fuk Court, Tai Po district, in the New Territories, Hong Kong, resulting in significant casualties. In response to the rescue needs, Tongcheng Travel has donated HKD1 million through the Tongcheng Foundation and, together with its Hong Kong-based platforms HopeGoo and Elong Hotel Technology, swiftly assembled relief supplies, including hygiene products and daily necessities valued at HKD1 million, for delivery to the affected area. These supplies were used to support emergency living needs and post-disaster recovery efforts for the impacted residents.

## Anti-Fraud Campaign

- During the 2025 summer travel season and the National Day Golden Week, Tongcheng Travel responded to the call of the Communist Youth League of China and partnered with the Youth League Committee of Shanghai Railway Bureau, the Criminal Investigation Brigade of the Public Security Bureau, and station police offices to carry out volunteer initiatives promoting anti-fraud awareness and prevention of harassment. Simultaneously, volunteers provided WeChat-based ticketing guidance to passengers facing difficulties with online booking, effectively supporting travelers in achieving smoother and more efficient journeys.

## 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. During the Reporting Period, Tongcheng Travel has donated a total of HKD2 million.

## ● Bringing Warmth through Tongcheng Shelter

In 2022, Tongcheng Travel launched the "Tongcheng Shelter" charitable Hotel Alliance, adhering to the philosophy of "integrating hotels into the community and making cities warmer" to encourage hotels to actively engage in social welfare services. The project targets specific scenarios and groups, having implemented public welfare initiatives such as the "College Entrance Examination Energy Station" and the "Rainstorm Protection Plan". Through meaningful and warm services, it continues to deepen the brand's public welfare value and build an extensive public welfare service network.

During the 2025 college entrance examination season, the "Tongcheng Shelter" rolled out nearly 150 "College Entrance Examination Energy Stations" across more than 20 cities nationwide, catering to students and their parents. These stations covered over 100 hotels under the Group's Elong Hotel Technology, as well as dozens of Tongcheng Travel offline stores, cumulatively reaching and serving approximately 30,000 individuals. Throughout the examination period, the "College Entrance Examination Energy Stations" provided services such as emergency stationery kits, free rest areas, temporary charging, complimentary printing, and luggage storage. Exam takers and their parents staying at the hotels also enjoyed special services including quiet reminders, free breakfast, and late check-out, demonstrating Tongcheng Travel's consistent care and consideration for its customers and community residents.



▲ College Entrance Examination Energy Stations

## ● "Xingya Program" Caring for Autistic Children

On May 31, 2025, Tongcheng Foundation officially launched the "Xingya Program" to help children with autism and their families better integrate into society through innovative approaches. Leveraging the natural environment and cultural resources of Lindu Warm Village, the program creates an immersive learning environment and adopts a multidimensional intervention model encompassing agricultural education, aesthetic education, and physical activities, structured around monthly themed practical sessions. On the day of the launch event, the themed activity "A Different Children's Day" was successfully held. Children, accompanied by volunteers, participated in the agricultural education class "The Growth of a Grain of Rice", painting fun straw hats and experiencing rice-planting activities. In 2025, five events of the "Xingya Program" were carried out, including "Star Melon Farmers", "Rice Field Little Master", "Handmade Sweets", "Fragrant Rice-Wheat Fields" and "Star Baking". By the end of the Reporting Period, the program has cumulatively accompanied children with autism 90 person-times, with the involvement of 40 professional teachers and volunteers. Through diverse practical activities, the initiative progressively enhances the social integration skills and daily living abilities of children with autism, allowing them to shine amidst love and companionship. At the same time, the activities foster greater public awareness and understanding of autism, contributing to a more inclusive and supportive social environment.



▲ Launch of "Xingya Program"



▲ "Xingya Program" Phase IV: Fun Harvest



## ● "New Traveler Public Welfare Program 2.0" Empowers Small and Medium-Sized Hotels

In November 2025, Tongcheng Travel launched the "New Traveler Public Welfare Program 2.0", an upgraded version of the initial program introduced in 2022. Upholding the core concept of "Co-Growth and Shared Development", the program supports small and medium-sized hotels across three dimensions—technology, marketing, and talent—partnering with industry practitioners to explore a path toward high-quality development in the accommodation sector. As of December 4, 2025, the program has benefited thousands of hotels across China.

In terms of technology, we provide inclusive solutions through systems such as "Zhuzhe" and "Golden Swan" under TOYEE TECHNOLOGY, lowering the barriers to digital and intelligent adoption for small and medium-sized hotels, helping them reduce costs, increase efficiency, and bridge the technological divide. Additionally, we offer free courses for adapting to system updates, addressing operational challenges faced by hotel operators. The related video courses have accumulated over 20,000 views. On the marketing front, we leveraged empowerment tools such as "Instant Room Sales" and "Micro Booking" to build a "public + private" traffic channels, providing multi-dimensional marketing support to over 2,800 small and medium-sized hotels in this sector. Simultaneously, we are committed to talent development by enhancing our live-streaming classrooms, establishing the "New Traveler Growth Camp", and providing expert online consultations, delivering comprehensive support for the growth of small and medium-sized hotels.



# Supporting Rural Revitalisation

Tongcheng Travel remains committed to rural revitalisation through 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, and encourage the return of villagers. We drive sustainable rural development by organising innovative events, focusing on rural education, promoting rural tourism, and implementing agricultural support projects.



### Rural Education

In alignment with the "Act for Love – Music Classrooms in the Guizhou Mountains" campaign, we established Tongcheng Music Classrooms in the mountainous areas of Qiandongnan, Guizhou, providing children in these regions with free musical instruments and related teaching materials.



### Aiding Xinjiang through Tourism

We launched the "Dancing Across Northern and Southern Xinjiang" tourism-aid product, using the "Snow Lotus" train as a platform to promote travel among middle-aged and elderly residents of Hubei Province, creating a social-travel platform for this demographic and supporting Xinjiang's development.

We also carried out the "Snowy Wonderland, Charming Ili" cultural-tourism aid initiative, leveraging platform integration and subsidies to stimulate the market. Ili Trendy Play Card generated RMB147 million in cultural-tourism consumption, attracted 589,600 visitors, and contributed to local livelihoods and tourism growth in Xinjiang.



### Business-Driven Agricultural Support

We established a 500-mu raw coffee bean base in Baoshan, Yunnan, adopting an "enterprise + cooperative + farmer" model. Through an annual purchase of 50 tons of raw coffee beans, we promote standardised cultivation, enabling more than ten farming households to increase their per-mu income by up to RMB6,000.

## ● Rural Revitalisation Creative Competition

In response to the national strategy for rural revitalisation and to address challenges in developing rural cultural and tourism resources, Tongcheng Travel initiated the 2025 University Student Rural Revitalisation Creative Competition, aiming to invigorate rural cultural-tourism vitality through youth innovation. The event engaged 74 universities across the country, attracting 263 participants in 181 teams. It achieved notable outreach, generating over 50,000 topic views on RedNote and reaching 32,000 live-stream viewers. The competition yielded 13 outstanding proposals and 4 highly feasible finalist proposals, covering diverse areas such as parent-child study tours, intangible cultural heritage innovations, and elderly care and wellness. Proposals like "Five-Senses Healing Products" and "Festival-Style Marketing Campaigns" provided direct operational references for rural cultural-tourism development, building a bridge between rural needs and market value through youthful ingenuity.



▲ Rural Collective Research

# Deepening Cultural-Tourism Integration

Tongcheng Travel advances cultural-tourism collaboration, leveraging digital tools to empower local tourism, streamline consumption pathways, and unlock the value of destination resources. We focus on preserving intangible cultural heritage by integrating its elements into tourism product, while also dedicating efforts to exploring local cultural-tourism resources. Through youth expressions, we promote the dynamic continuation of cultural heritage, achieving mutual enhancement between high-quality local tourism and cultural preservation.

## Supporting Intangible Cultural Heritage Preservation

Guided by the core philosophy of "Culture-Enriched Travel", Tongcheng Travel has become a key enabler of intangible cultural heritage preservation through resource integration and innovation, bringing heritage to life within travel experiences. In Fuzhou, we partnered with the local Cultural and Tourism Bureau to launch the "Travel Dream-Making Initiative", combining Fuzhou's bodiless lacquerware decorative techniques and traditional costumes with our own IP "Firmon" to create heritage-themed cultural products, achieving an overall exposure of 7.3 million. In Suzhou, we collaborated with the Suzhou Museum to introduce the *Tongcheng Gusu* gift box, conveying the charm of Suzhou culture. At the same time, we joined with the Beijing Fine Art Academy to produce the *Qi Baishi Blossoms and Bountiful Harvest – Year of the Horse Gift Box*, linking Beijing-Shandong cultural heritage through the "Qi Baishi in Shandong" project and expanding pathways for intangible cultural heritage transmission.

Furthermore, in response to the 2025 "519 China Tourism Day" Land of Splendour, Journey of Wonder special event initiated by the Ministry of Culture and Tourism, Tongcheng Travel collaborated with nine destinations, including Yuxi, Anshun, Qianxinan, Turpan, Liaocheng, Quanzhou, Datong, Suzhou, and Ili—to launch a theme-based marketing initiative for China Tourism Day. Centred on the intangible cultural heritages of these nine cities, the event deeply promotes the integration of heritage and tourism, thoughtfully crafting a distinctive heritage-themed cultural-tourism experience.



▲ "519 China Tourism Day" Intangible Cultural Heritage Promotion

## Digital Technology Builds a New Ecosystem for Cultural-Tourism Integration

Tongcheng Travel leverages its digital strengths, with the "Quanyutong" intelligent agent as a core enabler, to inject fresh momentum into cultural-tourism integration. "Quanyutong" covers the entire travel scenario from pre-trip planning, in-trip services, to post-trip management, providing a one-stop AI solution for cultural and tourism enterprises through capabilities such as AI application development. In Quzhou, "Quanyutong" technology powered the construction and operation of the "Quzhou One-Code Travel" platform, establishing a "events + tourism" linkage system. While handling ticketing services, it also connected with businesses in Suzhou to expand the sales channels for Quzhou specialty products. Tongcheng Travel integrated Quzhou's cultural-tourism resources and designed thematic activities around trending topics, achieving cross-channel exposure of over 100 million online and offline impressions and amassing a user base exceeding 780,000. "Quanyutong" has already facilitated the implementation of AI applications in more than 20 cities nationwide, using data flow and intelligent services to advance the cultural-tourism industry from "service responsiveness" to "cultural resonance".



▲ Quzhou One-Code Travel

## World's "Shangri-La" Cultural Tourism Festival

Tongcheng Travel played an integral role in the third World's "Shangri-La" Cultural Tourism Festival, helping to realise the multiple benefits of cultural enrichment and regional collaboration through this grand cultural-tourism event. In terms of cultural enrichment, we assisted in organising the "Hundred Cities, Thousand Counties" Traditional Chinese (Tibetan) Medicine Cultural Benefit Initiative, providing free medical consultations and promoting health awareness. Regarding regional cooperation, we supported the joint promotion of the Jinsha River Tourism Economic Belt, fostering cultural-tourism synergy between neighbouring prefectures and cities such as Lijiang and Chuxiong. We also launched dedicated pages on our app and mini-program, integrating services such as hotel bookings and themed itineraries to complete the "inspiration-booking-consumption" user journey, delivering a convenient experience for travellers. Simultaneously, we showcased the "Dancing Shangri-La" grand parade through live streams and short videos, bringing the ethnic dances and intangible cultural heritage performances from Yunnan's 16 prefectures (cities) to audiences nationwide. Tongcheng Travel has participated in the World's "Shangri-La" Cultural Tourism Festival for three consecutive years, continuously expanding the brand's influence and driving the growth of the local cultural-tourism industry.



▲ The Third World's "Shangri-La" Cultural Tourism Festival





# Appendix I: Environmental, Social and Governance Reporting Code Content Index

## Part C Content Index

| Aspects, General Disclosures and Key Performance Indicators | Description                                                                                                                                                                                                                                                                                                                         | Chapter                                                    |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>A1</b>                                                   | <b>Emissions</b>                                                                                                                                                                                                                                                                                                                    |                                                            |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(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.                                                                          | Implementing Green Operations                              |
| A1.1                                                        | The types of emissions and respective emissions data.                                                                                                                                                                                                                                                                               | Implementing Green Operations                              |
| 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).                                                                                                                                                                                                | Implementing Green Operations                              |
| A1.5                                                        | Description of emissions target(s) set and steps taken to achieve them.                                                                                                                                                                                                                                                             | Implementing Green Operations                              |
| A1.6                                                        | Description of how hazardous and non-hazardous wastes are handled, and a description of re-duction target(s) set and steps taken to achieve them.                                                                                                                                                                                   | /                                                          |
| <b>A2</b>                                                   | <b>Use of Resources</b>                                                                                                                                                                                                                                                                                                             |                                                            |
| General Disclosure                                          | Policies on the efficient use of resources, including energy, water and other raw materials.                                                                                                                                                                                                                                        | Addressing Climate Change<br>Implementing Green Operations |
| 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).                                                                                                                                                          | Addressing Climate Change                                  |
| A2.2                                                        | Water consumption in total and intensity (e.g. per unit of production volume, per facility).                                                                                                                                                                                                                                        | Implementing Green Operations                              |
| 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.                                                                                                                                                                                                            | /                                                          |
| <b>A3</b>                                                   | <b>The Environment and Natural Resources</b>                                                                                                                                                                                                                                                                                        |                                                            |
| General Disclosure                                          | Policies on minimizing the issuer's significant impact on the environment and natural resources.                                                                                                                                                                                                                                    | /                                                          |
| A3.1                                                        | Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.                                                                                                                                                                                                 | /                                                          |
| <b>B1</b>                                                   | <b>Employment</b>                                                                                                                                                                                                                                                                                                                   |                                                            |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(b) space 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. | Protecting Employees' Rights and Interests                 |
| B1.1                                                        | Total workforce by gender, employment type (for example, full- or part-time), age group and geo-graphical region.                                                                                                                                                                                                                   | Protecting Employees' Rights and Interests                 |
| B1.2                                                        | Employee turnover rate by gender, age group and geographical region.                                                                                                                                                                                                                                                                | Protecting Employees' Rights and Interests                 |
| <b>B2</b>                                                   | <b>Health and Safety</b>                                                                                                                                                                                                                                                                                                            |                                                            |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(b) space 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 haz-ards.                                                                              | Protection of Employee Health and Safety                   |
| B2.1                                                        | Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.                                                                                                                                                                                                                   | Protection of Employee Health and Safety                   |

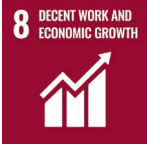


| Aspects, General Disclosures and Key Performance Indicators | Description                                                                                                                                                                                                                                                                             | Chapter                                           |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| B2.2                                                        | Lost days due to work injury.                                                                                                                                                                                                                                                           | Protection of Employee Health and Safety          |
| B2.3                                                        | Description of occupational health and safety measures adopted, and how they are implemented and monitored.                                                                                                                                                                             | Protection of Employee Health and Safety          |
| B3                                                          | Development and Training                                                                                                                                                                                                                                                                |                                                   |
| General Disclosure                                          | Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.                                                                                                                                                               | Support for Talent Development                    |
| B3.1                                                        | The percentage of employees trained by gender and employee category (e.g. senior management, middle management).                                                                                                                                                                        | Support for Talent Development                    |
| B3.2                                                        | The average training hours completed per capita by gender and employee category.                                                                                                                                                                                                        | Support for Talent Development                    |
| B4                                                          | Labour Standards                                                                                                                                                                                                                                                                        |                                                   |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.                                                                                              | Protecting Employees' Rights and Interests        |
| B4.1                                                        | Description of measures to review employment practices to avoid child and forced labour.                                                                                                                                                                                                | Protecting Employees' Rights and Interests        |
| B4.2                                                        | Description of steps taken to eliminate such practices when discovered.                                                                                                                                                                                                                 | Protecting Employees' Rights and Interests        |
| B5                                                          | Supply Chain Management                                                                                                                                                                                                                                                                 |                                                   |
| General Disclosure                                          | Policies on managing environmental and social risks of the supply chain.                                                                                                                                                                                                                | Refining Supplier Management                      |
| B5.1                                                        | Number of suppliers by geographical region.                                                                                                                                                                                                                                             | Refining Supplier Management                      |
| 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.                                                                                                                     | Refining Supplier Management                      |
| B5.3                                                        | Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.                                                                                                                                            | Refining Supplier Management                      |
| B5.4                                                        | Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.                                                                                                                         | Refining Supplier Management                      |
| B6                                                          | Product Responsibility                                                                                                                                                                                                                                                                  |                                                   |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(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. | Dedication to User Experience                     |
| 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.                                                                                                                                                                                                 | Dedication to User Experience                     |
| B6.3                                                        | Description of practices relating to observing and protecting intellectual property rights.                                                                                                                                                                                             | Dedication to User Experience                     |
| 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.                                                                                                                                                                               | User Privacy Protection                           |
| B7                                                          | Anti-corruption                                                                                                                                                                                                                                                                         |                                                   |
| General Disclosure                                          | Information on:<br>(a) the policies; and<br>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering                                                                                   | Strictly Adhering to Business Ethics              |
| 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.                                                                                                                      | Strictly Adhering to Business Ethics              |
| B7.2                                                        | Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.                                                                                                                                                                          | Strictly Adhering to Business Ethics              |
| B7.3                                                        | Description of anti-corruption training provided to directors and staff.                                                                                                                                                                                                                | Strictly Adhering to Business Ethics              |
| 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.                                                                                                  | Deepening Community Engagement for Public Welfare |
| B8.1                                                        | Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).                                                                                                                                                                             | Deepening Community Engagement for Public Welfare |
| B8.2                                                        | Resources contributed (e.g. money or time) to the focus area.                                                                                                                                                                                                                           | Deepening Community Engagement for Public Welfare |

## Part D Content Index

| Governance          | Description                                                                                                                                                                             | Chapter                   |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 19 (a)              | Information on the governance body(ies) (which may include a board, committee or equivalent body) or individual(s) responsible for oversight of climate-related risks and opportunities | Addressing Climate Change |
| 19 (b)              | Management's role in the governance processes, controls and procedures used to monitor, manage and oversee climate-related risks and opportunities                                      | Addressing Climate Change |
| Strategy            | Description                                                                                                                                                                             | Chapter                   |
| 20                  | Climate-related risks and opportunities                                                                                                                                                 | Addressing Climate Change |
| 21                  | Business model and value chain                                                                                                                                                          | Addressing Climate Change |
| 22, 23              | Strategy and decision-making                                                                                                                                                            | Addressing Climate Change |
| 24, 25              | Financial position, financial performance and cash flows                                                                                                                                | Addressing Climate Change |
| 26                  | Climate resilience                                                                                                                                                                      | Addressing Climate Change |
| Risk Management     | Description                                                                                                                                                                             | Chapter                   |
| 27                  | Risk management                                                                                                                                                                         | Addressing Climate Change |
| Metrics and Targets | Description                                                                                                                                                                             | Chapter                   |
| 28, 29              | Greenhouse gas emissions                                                                                                                                                                | Addressing Climate Change |
| 30                  | Climate-related transition risks                                                                                                                                                        | Addressing Climate Change |
| 31                  | Climate-related physical risks                                                                                                                                                          | Addressing Climate Change |
| 32                  | Climate-related opportunities                                                                                                                                                           | Addressing Climate Change |
| 33                  | Capital deployment                                                                                                                                                                      | Addressing Climate Change |
| 34                  | Internal carbon pricing                                                                                                                                                                 | Addressing Climate Change |
| 35                  | Remuneration                                                                                                                                                                            | Addressing Climate Change |
| 36                  | Industry metrics                                                                                                                                                                        | /                         |
| 37-40               | Climate-related targets                                                                                                                                                                 | Addressing Climate Change |
| 41                  | Applicability of cross-industry metrics and industry metrics                                                                                                                            | Addressing Climate Change |

## Appendix II: Response to the United Nations Sustainable Development Goals

| Target                                                                              | Report Chapters                                                  | The Company's Response                                                                                                 |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
|    | Creating a Happy Workplace                                       | Ensure healthy lives and promote well-being for all age groups                                                         |
|    | Creating a Happy Workplace<br>Fulfilling Social Responsibilities | Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all                   |
|   | Creating a Happy Workplace                                       | Achieve gender equality and empower all women and girls                                                                |
|  | Drawing the Green Blueprint                                      | Ensure availability and sustainable management of water and sanitation for all                                         |
|  | Drawing the Green Blueprint                                      | Ensure access to affordable, reliable, sustainable, and modern energy for all                                          |
|  | Creating a Happy Workplace                                       | Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all |

| Target                                                                                | Report Chapters                                                       | The Company's Response                                                                                                                                                              |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Upholding the Security Defense Line<br>Forging Excellent Quality      | Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation                                                                          |
|    | Creating a Happy Workplace                                            | Reduce inequality within and among countries                                                                                                                                        |
|   | Fulfilling Social Responsibilities                                    | Provide assistance to the poor and vulnerable through volunteer services, social assistance, support for education and other public welfares                                        |
|  | Drawing the Green Blueprint                                           | Take urgent action to combat climate change and its impacts                                                                                                                         |
|  | Embarking on Sustainable Development<br>Building Efficient Governance | Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels |
|  | Building Efficient Governance                                         | Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development                                                                            |