

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

### ABOUT THE ESG REPORT

#### Information about the Report

This report is the third Environmental, Social and Governance (“ESG”) report issued by the Company to systematically demonstrate our management measures and practices in the aspects of product responsibility, employee care, community investment and environmental protection in 2020.

This report is published on eco-friendly paper.

#### Reporting scope

The ESG Report covers the principal business of the Company. Unless otherwise stated, the key performance indicators (“KPI”) for the environmental aspects in the Report are applicable to the main office locations of the Company in Suzhou, Hefei and Beijing; the KPI for social aspects in the Report are applicable to the Company, its subsidiaries and consolidated affiliated entities. Compared with the 2019 ESG Report covered in the 2019 Annual Report and published on April 27, 2020, there is no significant adjustment to the scope of the Report. The reporting period is from January 1, 2020 to December 31, 2020 (the “Reporting Period”), and some of the content is not within the period.

#### References

The Report complies with the *Environmental, Social and Governance Reporting Guide* (the “ESG Reporting Guide”) in Appendix 27 to the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited* issued by The Stock Exchange of Hong Kong.

#### Reporting principles

“Materiality”: The Report Communication with stakeholders and materiality assessment are engaged in the preparing process of the ESG report to determine key ESG topics.

“Quantitative”: The Report adopts quantitative data to present the KPIs of the environmental and social aspects, with a narrative to illustrate its purpose and impacts. We also provide comparative data on the environmental KPIs in the Report.

“Balance”: This ESG report follows the principle of Balance and provides an unbiased picture of our ESG performance.

“Consistency”: Methodologies used in the Report for statistics and KPI disclosures are consistent with those used in the 2019 ESG report.

### 關於環境、社會及管治報告

#### 報告說明

本環境、社會及管治(「ESG」)報告是本公司發佈的第三份ESG報告，旨在系統地展示我們於2020年度在產品責任、員工關愛、社區投資及環境保護方面的管理措施和實踐。

本報告採用環保紙張印刷。

#### 報告範圍

本ESG報告內容涵蓋我們的主要業務。除另有說明，本ESG報告之環境範疇的關鍵績效指標(「KPI」)披露範圍為本公司位於蘇州、合肥及北京的主要辦公場所；社會範疇的KPI披露範圍為本公司、其附屬公司及並表聯屬實體。與2020年4月27日合併於《2019年年度報告》中發佈的《2019環境、社會及管治報告》相比，本ESG報告的報告範圍無重大調整，報告時間為2020年1月1日至2020年12月31日(「報告期」)，部分內容超出上述時間範圍。

#### 編寫標準

本ESG報告撰寫參照香港聯合交易所有限公司《香港聯合交易所有限公司證券上市規則》附錄二十七《環境、社會及管治報告指引》(「《ESG指引》」)。

#### 匯報原則

「重要性」原則：本ESG報告已在編撰過程中納入利益相關方溝通及實質性評估過程，作為釐定重要ESG議題的依據。

「量化」原則：本報告採用量化數據的方式展現環境與社會層面的KPI，並附帶說明，以闡述其目的和影響。我們亦在報告裏提供了環境範疇KPI的比較數據。

「平衡」原則：本ESG報告遵循平衡原則，不偏不倚地呈報我們的ESG表現。

「一致性」原則：本ESG報告與《2019年環境、社會及管治報告》使用一致的統計及KPI披露方法。

## HONORS ACHIEVED

## 所得榮譽

### Awards

#### 獎項名稱

### Awarded by

#### 頒發機構

Unit with 5A Credit Rating of Labour Security  
五A級勞動保障信用等級單位

Suzhou Industrial Park (SIP) Social & Labour Security Bureau  
蘇州工業園區社會和勞動保障局

Top 100 Innovative Private Enterprises of Jiangsu Province  
江蘇民營企業創新100強

Jiangsu Federation of Industry and Commerce/Jiangsu Institute of  
Science and Technology Development Strategy  
江蘇省工商業聯合會、江蘇省科學技術發展戰略研究院

2020 The Reputation List of China Listed Companies Award  
2020中國上市公司口碑榜

National Business Daily  
每日經濟新聞

"2020 CSR Competitiveness – Corporate Social Responsibility  
China" Excellence in Poverty Alleviation of the Year Award  
「2020 CSR 競爭力－中國企業社會責任」榜單年度扶貧典範獎

2020 China Corporate Social Responsibility Summit  
2020中國企業社會責任高峰論壇

2020 Top 100 Internet Enterprises of China

Comprehensive Strength Research Report of China Internet  
Enterprises (2020) Press Conference & Summit Forum of Top 100  
Enterprises

2020年中國互聯網綜合實力百家企業榜

中國互聯網企業綜合實力研究報告(2020)發佈會暨百家企業高峰  
論壇

"1 + 2 + X" Precision Tourism Poverty-Relief Program (Network  
Poverty Alleviation Case), won the Honor Award of Jiangsu  
Province Network Poverty Alleviation Excellent Cases, "Two sides  
of Suzhou and Tongren Show", Suzhou-Tongren Hand-in-Hand  
Aid Cooperation Project (Network Poverty Alleviation Case), won  
2020 Jiangsu Province Network Poverty Alleviation Excellent  
Case, and 2020 Ten Major Cases of National Network Poverty  
Alleviation

2020 The 8th Jiangsu Internet Conference Digital Village Summit

「1+2+X」精準旅遊扶貧項目網絡扶貧案例榮獲江蘇省網絡扶貧  
優秀案例榮譽獎、「蘇銅雙面show」—蘇州、銅仁對口幫扶合  
作項目網絡扶貧案例榮獲2020年江蘇省網絡扶貧優秀案例、  
2020全國網絡扶貧十大案例

2020(第八屆)江蘇互聯網大會數字鄉村高峰論壇

Awards 獎項名稱	Awarded by 頒發機構
Industry Award of the Year 年度行業大獎	The 5th Boao Tourism Communication Forum 第五屆博鰲旅遊傳播論壇
Most Growing Technological Listed Company Award 最具成長科技類上市公司獎	The Reputation List of China Listed Companies Award Ceremony 2020 2020中國上市公司口碑榜頒獎典禮
TTG China Travel Award--Selected Travel Tech 中國旅遊大獎優選旅遊科技	2020 Smart Tourism Industry Summit & China Tourism Award Ceremony 2020智慧旅遊產業高峰論壇暨中國旅遊大獎頒獎典禮
Best New Economy Company 最佳新經濟公司	The 5th "Gold Hong Kong Stocks Annual Awards Ceremony" 第五屆「金港股年度頒獎典禮」
Best Culture and Travel Public Group 最佳文旅上市集團	The 5th CTCAS Pioneer Awards Ceremony 第五屆中國文旅大消費年度峰會暨「龍雀獎」
Most Influential Employer 最具影響力僱主	haitou.cc 海投網
Most Talent-appreciated Employer 最愛人才僱主	zhipin.com Boss直聘

## ESG GOVERNANCE

"Becoming the Most Trustworthy Travel Platform" is the developmental vision of the Company, and also the goal and driving force for our pursuit of sustainable development. We are committed to creating value for all stakeholders, establishing a rigorous supplier selection mechanism, improving overall customer service quality, providing employees with favourable workplaces, and giving back to the society in a positive way.

## ESG治理

「成為最值得信賴的旅行平台」是本公司發展的願景，亦是我們追求可持續發展的目標及驅動力。本公司致力為各個利益相關方創造價值，建立嚴格的供應商甄選機制，全面提升客戶服務質量，為員工提供良好的工作場所，並積極回饋社會。

### (1) ESG management framework

The Company has established an ESG management framework consisting of the Board of Directors, senior management and a working group:

- The Board of Directors is responsible for preparing ESG management principles and policies, monitoring ESG issues, and evaluating, prioritising and managing key ESG matters. Besides, it is fully responsible for the Company's ESG strategies and reporting, and regularly reviews relevant issues and approves annual ESG reports. At the meeting of the Board of Directors in March 2021, the members of the Board of Directors were briefed by senior management on ESG-related matters during the Reporting Period. They reviewed the Company's ESG performance and relevant disclosures in the ESG report, and discussed the ESG management plan in future year.
- Senior management is responsible for assessing and determining the risks and opportunities related to ESG issues, ensuring that an appropriate and effective ESG risk management system is in place, reporting the ESG-based risks and opportunities to the Board of Directors, and providing confirmation as to whether such ESG system is effective;
- The ESG working group, composed of personnel from the Company's major departments, is responsible for implementing the Company's ESG management policies, conducting ESG management, and reporting the progress of ESG work to senior management.

### (1) ESG管治架構

本公司已建立了由董事會、高級管理層及工作小組組成的ESG管理架構：

- 董事會負責制定ESG管理方針及策略，監管ESG事宜，評估、優次排列及管理重要的ESG事宜，對本公司的ESG策略及匯報全權負責，定期審閱ESG相關事宜並審批年度ESG報告。2021年3月的董事會上，董事會成員聽取了高級管理層關於報告期內相關ESG事宜的匯報，審閱本公司的ESG績效，並審議ESG報告的相關披露事項，討論未來年度的ESG管理計劃。
- 高級管理層負責評估及釐定有關ESG事項的風險與機遇，確保本公司設立合適及有效的ESG風險管理系統，向董事會匯報與ESG相關的風險與機遇，並確認ESG系統是否有效。
- 由本公司主要部門組成的ESG工作小組負責執行本公司的ESG管理政策，開展ESG管理工作，並向高級管理層匯報ESG工作進展。

## (2) Stakeholder communication

The main stakeholders of the Company include shareholders and investors, regulators, media and non-government organisations (“NGOs”), cooperation partners, users, employees and communities. We put an emphasis on communication with stakeholders and have multiple effective channels to understand their anticipations and demands on our ESG performance, which serve as significant references for us to develop ESG strategies.

## (2) 利益相關方溝通

本公司的主要利益相關方包括股東與投資者、監管機構、媒體及非政府組織（「非政府組織」）、合作夥伴、用戶、員工及社區。我們重視與利益相關方的溝通交流，通過多種有效渠道了解其在ESG方面的期望和訴求，作為本公司制定ESG策略的重要參考。

Stakeholders 利益相關方	Demands 訴求	Communication methods 溝通方式
Shareholders & Investors 股東與投資者	Return on investment Information disclosure Operational compliance 投資回報 信息披露 合規經營	Annual reports, financial statements and announcements Investor briefings Company website Meetings, roadshows and investor summits 年報、財務報表和公告 投資者簡報 公司網站 會議、路演及投資者峰會
Regulatory authorities 監管機構	Operational compliance Tax compliance Social contributions 合規經營 依法納稅 貢獻社會	Direct communication Business forums Seminars and conferences 直接溝通 企業論壇 研討會和交流會議
Media and NGOs 媒體及非政府組織	Promotion of industry development Publicity compliance Delivery of brand value 推動行業發展 保證合規宣傳 傳遞品牌價值	Social media Official website Press conferences Meeting communication 社交媒體 官方網站 新聞發佈會 會議溝通

Stakeholders 利益相關方	Demands 訴求	Communication methods 溝通方式
Cooperation partners 合作夥伴	Fairness and justice Win-win cooperation	Business communication Regular meetings Field visits Evaluation and assessment
合作夥伴	公平公正 合作共贏	業務溝通 定期會議 實地考察 評估及考核
Users 用戶	Personal privacy protection Service quality guarantee Perfect travel experience	Application (“APP”) and official website Service hotline Customer satisfaction survey Social media
用戶	保障個人隱私 保障服務質量 完美旅行體驗	應用程式(「APP」)、官方網站 客服熱線 顧客滿意調查 社交媒體
Employees 員工	Protection of employees’ rights and interests Occupational health and safety Improvement of employee benefits Equal opportunities and diversity	HR Generalist of business groups Labour Union Internal meetings Performance assessments
員工	保障員工權益 職業健康及安全 改善員工福利 平等機會及多元化	事業群政委 工會 內部會議 績效考核
Communities 社區	Active participation in public welfare Promotion of positive energy	Company website Mass media Social media
社區	積極投身公益 傳遞正能量	公司網站 大眾傳媒 社交媒體

### (3) Materiality assessment

The Company has engaged a third-party specialist to perform materiality assessment so as to determine each ESG topic's materiality to the Company's business development and stakeholders. The result of such assessment serves as an important reference to develop ESG management strategies and prepare ESG reports. During the Reporting Period, we interviewed and reviewed on various ESG topics, reassessed the importance of relevant topics and reconfirmed their impacts.

#### **Step 1 Identify ESG topics**

According to the *ESG Reporting Guide* and considering actual business and industrial characteristics, the Company has re-examined 15 ESG topics identified and confirmed that they have covered our ESG practices during the Reporting Period;

#### **Step 2 Determine the materiality**

The Company assesses and adjusts the topics from the aspects of "materiality to Tongcheng-Elong" and "impact on stakeholders" through internal interviews and discussions and seeking external opinions, and generates materiality assessment matrix based on the survey result;

#### **Step 3 Verify assessment results**

The Company's senior management and ESG working group review and confirm the assessment results. Based on the assessment results, the Company has identified 5 topics that are extremely important to the Company, that is, protecting users' privacy, protecting users' security, operating in a credible and compliant manner, providing quality service and safeguarding network security. In this report, we will respond to those material issues in the corresponding chapters so as to meet the concerns of various stakeholders.

### (3) 實質性評估

本公司已委任第三方專業機構開展實質性評估，確定各ESG議題對於本公司業務發展和對各個利益相關方的重要程度，並將評估結果作為制定ESG管理戰略及編製ESG報告的重要參考。本報告期內，我們針對各ESG議題進行訪談及回顧，重新評估相關議題的重要性，並對其影響再次確認。

#### **步驟1 識別ESG議題**

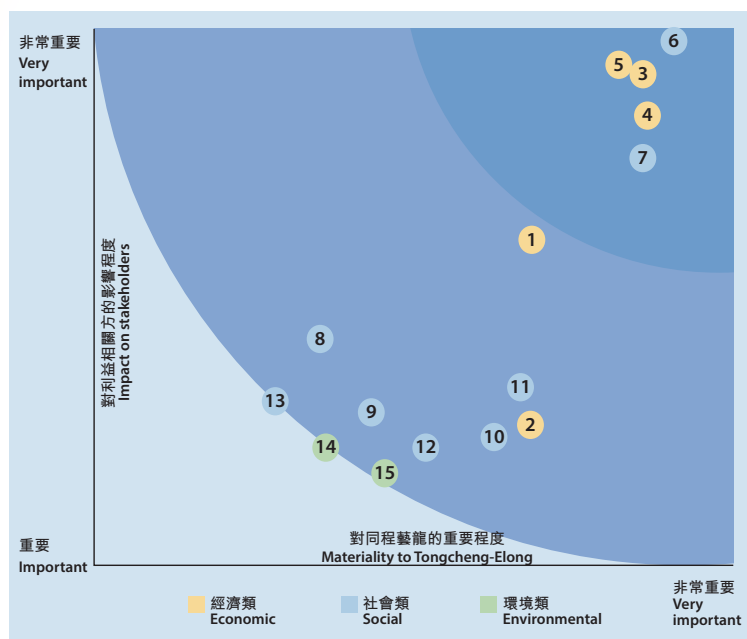
依據《ESG指引》要求，並結合實際業務與行業特點，本公司重新審視已識別的15項ESG議題，並確認其已覆蓋報告期內我們的ESG實踐；

#### **步驟2 確認重要程度**

本公司通過內部訪談及研討，徵詢外部意見等方式，從「對同程藝龍的重要程度」和「對利益相關方的影響程度」兩方面對各議題進行評估及調整，並根據調研的結果生成實質性評估矩陣；

#### **步驟3 驗證評估結果**

本公司高級管理層及ESG工作小組審閱並確認評估結果。根據評估結果，本公司識別出5項對於本公司極度重要的議題，包括保護用戶隱私、保證用戶安全、誠信合規經營、提供優質服務及保障網絡安全。我們將在報告對應章節中針對重點議題展開針對性回應，以期滿足各利益相關方的關切。



編號 No.	層面 Aspect	議題 Topic
1	經濟類 Economic	優化供應商合作 Optimise cooperation with suppliers
2		維護知識產權 Safeguard intellectual property
3		保護客戶安全 Protect customers' security
4		提供優質服務 Provide quality service
5		誠信合規經營 Operate in a credible and compliant manner
6	社會類 Social	保護客戶隱私 Protect customers' privacy
7		保障網絡安全 Safeguard network security
8		禁止童工與強制勞工 Prohibit child labour and forced labour
9		多元化與平等機會 Diversity and equal opportunities
10		保護員工健康 Protect staff's health
11		保障員工權益 Protect staff's rights and interests
12		促進職業發展 Promote career development
13		慈善公益活動 Charity activities
14	環境類 Environmental	減少排放 Reduce emission
15		節約資源 Save resources

### Working together to fight the pandemic

People across the whole country were worried about the outbreak of COVID-19 in early 2020. In order to defeat the pandemic, Tongcheng-Elong also actively responded to the appeal and entered a “state of war” in the first place. We believe that “If you are kind to others, then you will receive an equal treatment in return”, and have adopted a series of measures to provide any help we could for every stakeholder.

#### ***For users: thoroughly protect benefits and support reassuring journey***

Since the outbreak of the pandemic, we have been implementing a variety of safeguards for the purpose of defeating the virus from January 21, 2020 and working with all sectors of the community in response to the “Cold Winter” of the travel market due to the pandemic, ensuring the travel safety of our users. To minimise the loss by users due to the pandemic, we have implemented COVID-19 cancellation and alteration safeguards covering all platforms’ products, promptly developed and launched self-service cancellation function, launched emergency fund worth hundreds of millions and made every effort to protect the benefits and interests of users through measures such as the validity extension of membership tier status and duration. At the same time, to ensure users’ travel demands during the pandemic, we have launched the “Guard your way home” protection service, aiming to provide a practical guarantee for the travelers amid the pandemic.

### 共克時艱抗擊疫情

2020年初爆發的新冠肺炎牽動著全中國人的心，為助力打贏這場攻堅戰，同程藝龍亦積極響應號召，第一時間進入戰時狀態。「善人者，人亦善之」，我們採取了一系列舉措向各個利益相關方給予力所能及的幫助。

#### ***對用戶：全面保障權益助力安心出行***

新冠肺炎疫情發生以來，為助力打贏這場攻堅戰，我們自2020年1月21日起就陸續推出多種保障措施，與社會各界共同應對疫情下旅遊市場「寒冬」，為用戶的安全出行保駕護航。為降低廣大用戶因疫情帶來的損失，我們推出覆蓋全平台產品的疫情退改保障措施，迅速開發並上線自助退改服務，啟動億元危機保障金，並通過會員等級保級、會員有效期延長等措施盡全力保障用戶權益。同時，為保證用戶疫情期間的外出需求，我們推出「你返程我守護」出行保障服務，在疫情面前給予外出人員一份切實保障。



After the pandemic was effectively controlled, students from colleges and universities across the country began the delayed “back-to-school season”. In order to help students return to school smoothly, we have set up a special ticketing channel for students. All they need to do is to complete the online registration, through which they can enjoy the exclusive discounts. Taking into account the low occupancy during the COVID-19, we have co-operated with airlines to launch the “Safe Riding” service with multiple seats for one person. We also provide users with anti-pandemic kits and free “safety insurance” to ensure that passengers enjoy a comfortable seating space and reduce the risk of infection.

In order to ensure the safety of users during the post-pandemic period, we have launched an initiative called “Safe Room”, for which, we have selected eligible hotels based on the following major criteria: daily comprehensive disinfection, employee health monitoring, convenient cancellation guarantee, less-contact services, etc. We also live streamed the disinfection process and showcased the pandemic prevention measures on short video platforms to alleviate users’ safety concerns. More than 7,000 hotel brands and over 60,000 stores have joined the “Safe Room” plan since the initiative was launched, covering more than 400 cities to ensure reliable accommodation for workers who have returned to work. We have also launched the “Reassuring Refund” service to accommodate changes in users’ travel plans during the pandemic.

The passenger bus was another major means of travel for returning personnel after the pandemic was effectively controlled. We have immediately developed and launched the tools of “Real-time Vehicle Schedule Recovery in Passenger Transport” and the “Short Message Notification on Vehicle Schedule Recovery in Passenger Transport” to facilitate users to timely obtain the vehicle schedule recovery across various regions. In addition, based on the actual needs of enterprises resumption of production, we have launched the “Service Platform for the Transportation Needs of Returning Personnel of Enterprises Resumption of Production” to provide transportation services for reopen enterprises with relatively concentrated employees and long-distance transportation charter demands. In providing such services, we strictly implemented relevant requirements of the Ministry of Transport of the People’s Republic of China. We have strengthened the protection against the pandemic and vehicle disinfection, set up observation areas and reduced intermediate transfers, in an effort to decrease the risk of infection for employees during their return journey.

疫情防控逐漸趨穩，各地多所高校陸續迎來久違的「開學季」。為了幫助廣大學子順利返校，我們開設學生特惠購票通道，只需完成線上認證，即可享受學生專屬購票優惠。結合新冠疫情期間空位資源充足的狀況，我們與航空公司合作推出一人多座的「安心行」服務，並為用戶提供防疫包，贈送「安心保險」，最大程度保證旅客享有舒適的乘坐空間以及降低疫情感染風險。

為保障後疫情時期用戶的出行安全，我們特別推出「安心房」產品，按照每日全面消毒、員工健康監控、安心取消保障、少接觸服務等標準篩選出了符合條件的酒店商家，在短視頻平台上通過直播消殺過程、公示防疫措施等方式讓用戶安全入住、安心出行。在「安心房」產品上線期間，共計有7千餘家品牌酒店，合計6萬餘家門店為用戶提供安心服務，覆蓋400餘個城市，保障復工人員住有所依。此外，我們還推出「安心退」服務，覆蓋疫情期間用戶出行隨時變動的需求。

疫情防控逐漸趨穩，客運汽車是返程人員又一主力出行方式。我們第一時間開發上線「汽車客運恢復實時查詢」和「汽車票班次恢復短信通知」工具，方便用戶及時獲取各地道路客運班次恢復情況。此外，我們從復工企業實際需求出發，上線「復工企業返程人員運輸需求服務平台」，為企業員工來源相對集中，有長途運輸包車需求的復工企業提供運輸服務。在該類服務中，我們嚴格貫徹中華人民共和國交通運輸部相關要求，加強防疫保障工作，加強車輛消毒，設置留觀區域，減少中間換乘，降低員工返程途中的感染風險。

### ***For partners: enhance supporting and overcome hardship together***

The severe impact of COVID-19 on the tourism industry has struck our business. Against the background of huge losses suffered by the entire industry, we continued to enhance support for our suppliers in various ways. As the domestic pandemic situation was gradually improving, we officially launched the “Hit the Road” initiative. Through the continuous investment in technology, products, services and funds, we made efforts to revitalize the tourism industry which was seriously affected by the pandemic and stood together with partners to tide over the difficulties and cope with the “Cold Winter” of the tourism market under the pandemic.

To help hotels achieve rapid recovery, Tongcheng-Elong has collaborated with its subsidiaries Zhuzhe and DecAbo to launch a series of empowerment schemes for hotels, aiming to awaken the original intention of helping each other with the upstream and downstream of the industrial chain in the “Hit the Road” initiative. All courses of “Zhuzhe University” are freely available to hotel partners in the country. The courses include hotel marketing, revenue management, financial auditing, Online Travel Agency (“OTA”) operations, etc. We have also launched a series of free public welfare courses at “Zhuzhe University” in the fight against the pandemic, providing hotel partners with contingency strategies and practical advice during the pandemic, and alleviating the pressure on hotel operation. As at the end of the Reporting Period, thousands of people had studied the above courses.

We are committed to helping boost the revitalization of the tourism industry. We assisted our partners in exploring innovative marketing formats to create a new format of “tourism + live broadcasting” so as to continuously optimize the structured development of the tourism industry as well as promoting the re-upgrading of the whole tourism industry, which not only enhanced the brand awareness but also strengthened the interaction with users. We also successfully promoted tourist destinations in multiple cities and regions.

We have initiated and established the “Ark Alliance” to help tourist destinations fully show their tourism image and resource advantages in the form of virtual reality (“VR”), HD video and graphic material so as to prepare for the recovery of the tourism industry after the pandemic. Through online video and VR, we provided users with an experience of “travelling around the world at living room”. We have also launched the online forum for cultural tourism public welfare, and together with tourist destinations we released the “2020 Destination Recovery Scheme” through online live broadcast, with a common aim to overcome difficulties during the pandemic.

### **對合作夥伴：加大扶持力度攜手共渡難關**

新冠肺炎疫情對於旅遊行業的重創為我們帶來了業務衝擊，在全行業都遭受巨大損失的背景之下，我們仍舊通過各種方式加大對供應商的扶持力度。國內疫情形勢逐步向好，我們宣布正式推出「啓程計劃」，通過技術、產品、服務以及資金的持續投入，振興受疫情嚴重影響的旅遊經濟，助力合作夥伴共克時艱，共同應對疫情下旅遊市場「寒冬」。

為助力酒店商戶實現快速復甦，同程藝龍聯合附屬公司住哲、帶客寶等推出了一系列針對酒店商家的賦能計劃，旨在實現「啓程計劃」中與產業鏈上下游同舟共濟的初心。我們向全國的酒店合作夥伴免費開放「住哲大學」的全部課程，包括酒店營銷、收益管理、財務稽核、在線旅遊平台（「OTA」）運營等，還特別發起了「住哲大學」戰「疫」系列免費公益課程，給酒店合作夥伴提供疫情期間的應急策略和實戰建議，緩解酒店經營壓力。截至報告期末，上述課程已有千餘人次學習。

我們助力合作夥伴發掘創新營銷渠道，以在線直播等新形式持續助力旅業振興，打造「旅遊+直播」新業態，持續優化旅遊產業發展結構，促進整個旅遊產業的再升級，在提升品牌知名度的同時加強與用戶的互動，並成功推廣多個城市及地區的旅遊目的地。

我們發起成立城市「方舟聯盟」，幫助旅遊目的地在疫情期間通過虛擬現實技術（「VR」）、高清視頻及圖文資料的形式充分展示自身的旅遊形象和資源優勢，助力旅遊行業疫情後的復甦。通過在線視頻及VR，我們為用戶提供了一個可以「身在客廳，雲游天下」的體驗平台。我們還發起了文旅公益在線論壇，並以線上直播的方式發佈「2020目的地復甦計劃」，聯合旅遊目的地共克疫情難關。

***For the public: actively contribute to the society and help economic recovery***

At the early stage of the pandemic, we made full use of the advantages of our big data platform to integrate national pandemic data, departure and immigration policies. We launched an intelligent information system to check itinerary of those confirmed with COVID-19. We also cooperated with Haodaifu to offer online clinic services free of charge in an effort to scientifically and effectively help users reduce the risk of infection.

In the post-pandemic period, we have integrated our resource advantages to offer more resources to the tourism industry and the public to prepare for the recovery of the tourism industry and deliver warmth and goodwill to the public.

In March 2020, the pandemic had been effectively controlled in China, and companies in many places resumed work and production one after another. To ensure the safety of railway travelers, we purchased one million masks and a large amount of protective suits, and distributed them for free in the waiting areas of multiple railway stations to help travel safely and continue to provide passengers with comprehensive travel protection.

In April 2020, we gave out hundreds of thousands of paid “Black Whale Membership” cards to medical staff free of charge. In addition, Mr. Wu Zhixiang, Co-Chairman of the Company’s Board of Directors, has made a personal donation of RMB1 million to Suzhou Red Cross in his own name, as a care reward targeted for doctors volunteering in Hubei province, to express respect and care for medical workers at the front line to fight the pandemic.

**對公眾：積極回饋社會助力經濟復甦**

疫情初期，我們充分利用自身大數據平台的優勢，整合全國疫情播報數據、出入境政策等信息，上線新冠肺炎確診同行程智能查詢系統。我們還聯合好大夫推出免費在線義診服務，科學有效地幫助用戶降低被感染風險。

進入後疫情時期，我們整合資源優勢，為整個旅遊行業及社會公眾投放更多資源，助力行業復甦，也為公眾送去溫暖和善意。

2020年3月，國內疫情防控形勢持續向好，多地企業陸續復工復產，為了保障鐵路出行的防護安全，同程藝龍特別採購了100萬個口罩和大量防護套裝，在多個火車站的候車區域進行免費發放，助力安全出行，持續為旅客們提供全方位出行保障。

2020年4月，我們向醫護人員發放數十萬張同程藝龍付費「黑鯨會員」年卡。此外，本公司董事會聯席董事長吳志祥先生個人還向蘇州市紅十字會捐贈人民幣100萬元，定向用於赴鄂醫生的慰問獎勵，以表達我們對堅守在抗疫一線的廣大醫護人員的敬意和關愛。

***For employees: guarantee the safety of workplaces and achieve smooth resumption of work and production***

In response to the outbreak of COVID-19, we immediately organised an emergency response team on January 21, 2020, promptly issued emergency policies and plans for pandemic preventions and controls as well as quickly reserving protective materials to ensure a sufficient supply of masks and disinfectants, in order to thoroughly protect employees' health and safety.

During the pandemic, we promptly developed and launched an online system, which integrated various functions such as employee safety reporting, return certificate, remote working application and pass certificate. We also followed the latest movements and health conditions of employees from many aspects. We facilitated employees' remote working and responded to their needs as soon as possible. In addition, we pushed notifications to explain what coronavirus is and how to prevent infections through our official account so as to alert employees of pandemic preventions and enhance their awareness.

Meanwhile, we periodically disinfected and sterilised the workplace. We made more than 7,000 times of disinfection at our workplace just in February 2020. We strictly verified employees' risk status at all entries and exits of the workplace, guided them to check up and sign the *Letter of Commitment* on pandemic preventions and controls, sparing no effort to create a healthy and safe workplace. During the Reporting Period, none of our employees were infected.

**對員工：保障職場安全順利復工復產**

隨著新冠疫情的突然爆發，我們在2020年1月21日立即成立應急預案小組，迅速出台防控應急政策及預案，並迅速進行防護物資儲備，確保口罩和消毒物資供給充足，全面保障員工的健康及安全。

疫情期間，我們及時開發並上線保障系統，集員工報平安、返程證明、在家辦公申請、職場通行證等功能，從多方面追蹤員工最新動態和健康情況，為員工遠程辦公提供便利，第一時間響應員工各類需求。我們還通過公眾號向員工推送新冠病毒普及預防知識，進行提醒及防疫宣傳，提升員工的防護意識。

同時，我們對辦公場所開展循環消毒殺菌，僅2020年2月內，我們的主要辦公場所就累計消殺7,000餘次。在辦公場所的進出入口，我們嚴格核查出入人員的通行狀態，並引導檢查簽署疫情防控《承諾書》，全面保障辦公場所的健康及安全。報告期內，未發生任何員工感染新冠肺炎案例。



## PRODUCT RESPONSIBILITY

Adhering to the value of “putting customers first – creating value for users”, Tongcheng-Elong is committed to providing supreme travel experience for diversified users, accurately grasping the needs of users throughout their travel, and making their journey more convenient, personalised and cozy.

### (1) Protecting users’ privacy

We are fully aware of the importance of privacy data protection in the information era, and actively take effective control measures in strict compliance with relevant laws and regulations such as the *Information Security Technology – Personal Information Security Specification (GB/T 35273-2020)*. We established a personal information protection group under the Information Security Committee and continuously invested more resources in users’ personal information protection. In 2020, we obtained the security authentication certificate for four APPs from China Cybersecurity Review Technology and Certification Centre, becoming the first batch of APPs with national security certification, which is a strong recognition of our strength in personal information protection and security features.

## 產品責任

秉持著「客戶第一——為用戶創造價值」的價值觀，同程藝龍致力於為多元化的用戶提供極致旅行體驗，精準把握貫穿旅行全過程的用戶需求，使旅途更加便利、個性化及舒適愜意。

### (1) 用戶隱私保護

我們深知信息時代隱私數據保護的重要性，嚴格依照《信息安全技術—個人信息安全規範(GB/T 35273-2020)》等相關法律法規開展工作，並採取有效的管控措施。本公司已在信息安全委員會下設立個人信息安全保護小組，持續投入資源開展用戶個人信息保護工作。2020年，我們的4款APP取得中國網絡安全審查技術與認證中心的安全認證證書，成為首批安全性獲國家認證的APP，這是對同程藝龍的個人信息保護能力及安全防護水平的大力認可。

In the *Users' Privacy Policy of Tongcheng-Elong*, we introduce to users in concise language our management methods for the collection, storage, usage, sharing, transfer and disclosure of their personal information as well as entity's rights, and ensure that the practices relating to above aspects fully comply with relevant laws and regulations. We have established a comprehensive user rights protection mechanism, which mandates us to collect only necessary private information based on the principle of "reasonable, relevant and necessary" and specify the rights of users to inquire, correct, delete, cancel, and withdraw authorisation for their personal information. The users' privacy protection clauses are also included in the cooperation agreements signed with outsourcers and suppliers, requiring our partners to work with us to protect user's personal information. We have established a user compliant channel and feedback mechanism for user privacy matters.

In addition, we have launched customized services to protect users' privacy. When the user uses "Automatic Deletion after Check-in" service to book a hotel, the order information will be automatically deleted once the user has successfully checked in, protecting the user's privacy to the greatest extent.

The Company developed the *Data Privacy and Security Management Specification of Tongcheng-Elong* to manage the whole life cycle of internal data. In addition, we regularly conduct personal information security assessment and safety audit to ensure effective operation and implementation of relevant rules and regulations. Our rigorous data security system ensures the security of our users' personal information storage. We limit the business processing operation involving users' personal information to a secure office network. We carry out multi-level approvals, log backup, and periodic inspection of information retrievals as well as adopting secure data transmission methods. At the same time, we also regularly carry out information security trainings for employees, requiring them to strengthen their awareness of data protection. We have set up a data leakage prevention system within office network. We make use of technologies such as big data and machine learning to conduct modeling and audit on the process of users' sensitive information, ensuring that users' data security can be guaranteed through a two-pronged way of both management and technological means.

我們通過簡明的語言在《同程藝龍用戶隱私政策》中向用戶介紹其个人信息在收集、存儲、使用、共享、轉讓、披露及主體權利的管理方法，並確保在上述層面的實踐完全符合相關法律法規的規定。我們已建立完善的用戶權利保障機制，依據「合理、相關、必要」的原則，做到僅收集必要的隱私信息，並明確用戶對其個人信息的查詢、更正、刪除、註銷及撤回授權等權利。在與外包商及供應商簽署合作協議時，亦會納入用戶隱私信息保護條款，要求我們的合作夥伴與我們共同保護用戶的个人信息。我們已針對用戶隱私事宜建立了用戶申訴渠道和反饋機制。

此外，我們針對隱私信息保護推出定制化產品。當用戶使用「訂後即焚」服務預定酒店時，在成功入住後訂單信息將自動徹底刪除，最大程度保護用戶隱私不外洩。

本公司通過《同程藝龍數據隱私安全管理規範》，規範內部數據的全生命週期管理。此外，我們定期開展個人信息安全評估及安全審計，確保相關規章制度的有效運行及落地。我們嚴密的數據安全保障體系保證用戶個人信息的存儲安全，將涉及用戶個人信息的業務處理操作限制在安全辦公網絡環境中，並對信息調取行為進行分級審批、日誌備份和定期檢查，採取安全的傳輸方式進行數據傳輸。同時，我們亦對員工進行信息安全培訓，要求員工提升數據保護意識。我們在辦公網內部署了數據防洩漏系統，並利用大數據機器學習等技術對員工操作處理用戶敏感信息進行建模和審計，通過管理和技術手段雙管齊下，確保用戶數據安全。

In 2020, we continued to focus on improving privacy compliance and launched APP Scan, a security detection platform, to automatically check personal privacy security compliance in areas such as common mobile security bugs, privacy policies, information collection, and use of permissions. At the same time, we further upgraded our privacy policy and security features in our APP security architecture to comply with the latest compliance requirements.

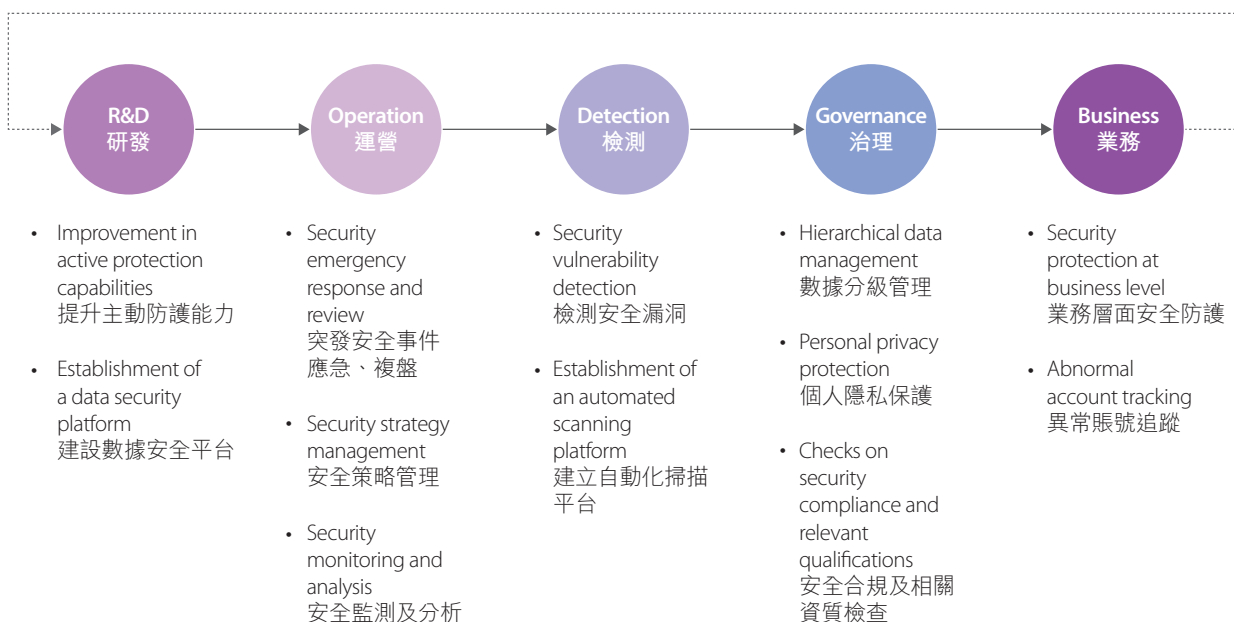
2020年，我們在隱私合規方面繼續著力提升，上線APP Scan安全檢測平台，實現常見移動安全漏洞、隱私政策、信息收集、權限使用等方面個人隱私安全合規的自動檢測。同時，我們的APP安全架構根據最新的合規要求進一步升級了隱私政策和安全功能。

## (2) Safeguarding information security

We view information security as the foundation of the stable operation of our business. The Company has actively established a corresponding security mechanism to solve information security issues and strengthen the information security culture. We clarify relevant requirements in the *Administrative Measures for the Information Security of Tongcheng-Elong* based on the information security requirements specified in the *Cybersecurity Law of the People's Republic of China* and the *Provisions on the Technical Measures for the Protection of the Security of the Internet* as well as our business strategies. Based on domestic and international information security standards and best practices, the Company has built an information security system in line with our business development. We have established the ISO 27001 Information Security Management System and obtained the third party system certification. We keep records on graded information security protection and annually evaluate the effectiveness of the system in accordance with the *Administrative Measures for the Graded Protection of Information Security*.

## (2) 保障信息安全

信息安全是我們業務穩定運營的基礎，本公司積極建立完善的安全機制，解決信息安全問題，強化信息安全文化。我們圍繞《中華人民共和國網絡安全法》與《互聯網安全保護技術措施規定》等信息安全要求，結合經營戰略，在《同程藝龍信息安全管理規定》等制度中明確相關要求。本公司參照國內外信息安全標準及最佳實踐，建立與業務發展相適應的信息安全系統。我們已建立ISO 27001信息安全管理體系並通過第三方的體系認證，並依據《信息安全等級保護管理辦法》開展信息系統安全等級保護備案並每年評估系統有效性。



We have established the Information Security Committee chaired by the Chief Executive Officer, as the highest organisation responsible for corporate information security management, and comprehensively improved the capability of information security management from the perspectives of research and development (“R&D”), operation, detection, governance and business. In order to strengthen and standardise the security management of APPs, we formulated the *Administrative Measures for APPs’ Security of Tongcheng-Elong* to control the security construction throughout APPs’ entire life cycle from the perspective of APP development security, security function of APPs for users, system release security, and outsourcing security. At the same time, we have built a backup system with high reliability and high availability based on data level to cope with disasters, and have formulated a strict data access process and corresponding data recovery mechanism, which together with intra-city cross data room backup and remote backup to maximise business continuity.

To ensure the security of business launching, we have verified the security of R&D operation and maintenance process, and reduced the security risk occurrence of online business to the greatest extent through procedures and technical means such as security coding specification, security threat modeling, security code audit, security functional testing, online security monitoring, vulnerability management, training, etc. In addition, we have also deployed an in-depth defense system. From the office network to the production network as well as from the network layer to the application layer, we’ve installed defense and inspection equipment including intrusion inspection, application firewall, threat intelligence, situation awareness, proactive defense, security operation center and cloud shield so as to reduce the possibility to the greatest extent of being attacked and intruded and guarantee the security of network and information.

我們已成立信息安全委員會作為公司信息安全管理最高組織，由首席執行官擔任委員會主席，從研發、運營、檢測、治理及業務等角度全面提升信息安全管理能力。為了加強和規範APP的安全管理，我們制定了《同程藝龍移動應用安全管理辦法》，從應用程序開發安全、用戶端安全功能、系統發佈安全及開發外包安全等角度管控APP整個生命週期的安全建設。同時，我們依據數據級別配備了高可靠性、高可用性的災備系統，並制定了嚴格的數據存取流程和相應的數據恢復機制，結合同城跨機房備份和異地備份，最大程度的保障了業務的連續性。

為了確保業務上線安全，我們實踐了研發運維過程安全，通過安全編碼規範、安全威脅建模、安全代碼審計、安全功能測試、線上安全監測、漏洞管理和培訓等流程和技術手段，最大程度降低線上業務安全風險發生率。此外，我們部署了縱深防禦體系，從辦公網到生產網、從網絡層到應用層均部署了防禦和檢測設備，包括入侵檢測、應用防火牆、威脅情報、態勢感知、主動防禦、安全運營中心、雲盾等最大程度上降低被攻擊入侵的可能性，確保網絡和信息安全。



We enhance the safety awareness of employees and cultivate an information security culture by organising information security training, circulating promotional slogans, and providing security offensive and defensive drills. Moreover, the Company has established a security emergency response centre to collect threats and bugs from the public on the official website. These threats and bugs then will be handled, repaired and reviewed by internal staff, and rewards will be offered to the public based on the risks and impacts of the threats and bugs. While leveraging the public's strength to maintain users' information security, we also disclose bugs and vulnerabilities in an open and transparent way for the reference of business competitors and the public on common security issues. Together, we make progress and work hard to promote the construction of industry information security.

### (3) Providing quality product

We strictly comply 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*. Through the integration of various resources in the industry chain, we have in-depth cooperation with travel service providers to offer more innovative products and services to cope with users' changing travel needs and strengthen the value proposition of travel service providers.

As of the end of the Reporting Period, our online platform had provided over 7,600 domestic routes operated by over 820 domestic airlines and agents, over 2.2 million hotels and alternative accommodation options, nearly 390,000 bus routes, over 670 ferry routes and about 8,000 domestic tourist attractions ticketing services. During the Reporting Period, we established friendly and cooperative relationships with 624,935 tourism service providers<sup>1</sup>.

我們通過舉辦信息安全培訓、張貼宣傳標語及組織安全攻防演練等方式提升員工的安全意識，營造良好的信息安全文化氛圍。此外，本公司已建立安全應急響應中心，通過官方網站面向公眾徵集威脅及漏洞，由內部工作人員進行處理、修復及複查，並根據威脅及漏洞的風險及影響程度為報告者積分並進行獎勵回饋。在借助公眾力量維護用戶信息安全的同時，我們也秉持開放透明的態度公開披露漏洞，供同業及公眾參考常見的安全問題，共同進步，致力於推動行業信息安全建設。

### (3) 提供優質產品

我們嚴格遵守《中華人民共和國旅遊法》、《中華人民共和國消費者權益保護法》等法律法規，通過產業鏈整合各項資源，我們與旅遊服務供應商深入合作，提供更多創新產品及服務，滿足用戶不斷變化的出行需求，並強化對旅遊服務供應商的價值定位。

截至報告期末，我們的在線平台提供由逾820家國內航空公司及代理運營的超過7,600條國內航線、超過220萬家酒店及非標住宿選擇、近390,000條汽車線路、超過670條渡輪線路，以及約8,000個國內旅遊景點門票服務。報告期內，我們共與624,935家<sup>1</sup>旅遊服務供應商建立友好合作關係<sup>1</sup>。

<sup>1</sup> During the Reporting Period, the statistics on the number of suppliers only include travel service suppliers. 本報告期內，該供應商數量統計僅包含旅遊服務供應商。

**i. Air ticket business**

While selling tickets of almost all Chinese airlines and major international airlines, we use our own data capabilities to help users book the most suitable flights by providing clear and direct purchasing methods.

We confirm the suppliers' business capabilities by verifying their qualifications including business licenses and International Air Transport Association licenses. During the cooperation, we check the indicators of ticketing volume, ticket issuing time, collection rate and number of complaints, and require each supplier to ensure authentic and valid tickets, active response to user' needs and no shirking of their responsibilities. We introduce monthly assessment mechanism to suppliers, and cooperate only with the high quality air ticket suppliers based on assessment results.

We require suppliers to establish an emergency response mechanism to ensure the users' smooth travel experience. We have formulated stringent penalty and compensation rules against suppliers in order to minimise infringement of users' rights and interests. We have developed the *Air Ticket Supplier Service Specifications* to specify our requirements of admission, assessment, elimination and penalty on suppliers. Meanwhile, the Company regularly holds suppliers' conferences to convey the direction of service promotion and listen to relevant feedback and suggestions so as to improve our own platform.

We also provide users with refreshing travel experience through continuous innovation in air ticket products and services. The Company provides diversified services based on users' attributes. We offer differentiated value-added products and services according to users' different characteristics, and provide special membership benefits, such as dedicated birthday care and dedicated customer service, to members at different membership tiers, so as to satisfy users' needs in an all-round way. In 2020, in order to comprehensively monitor air ticket supply chain risk, we established a health indicator system to monitor the supply chain and guide suppliers to benign bidding so as to promote sound development of market as well as providing high-quality and stable products and services to our users.

**i. 機票業務**

我們銷售幾乎所有中國航空公司及主要國際航空公司的機票，利用自身的數據能力幫助用戶預訂最適合其旅遊需要的航班，提供清晰、直觀的購買方式。

我們通過審核營業執照、國際航空運輸協會許可證書等資格文件來確認供應商的業務能力，合作過程中綜合考核供應商的票量、出票時長、回款率、投訴數量等指標，要求各供應商確保機票真實有效，積極應對需求響應，不推諉責任等。根據月度考核結果，我們對供應商優勝劣汰，始終保持與最優質的機票供應商合作。

為最大程度確保用戶的順利出行，我們要求供應商必須建立突發事件響應機制，亦制定了嚴格的供應商處罰及賠償條例，最大程度上杜絕供應商侵害用戶權益等行為。我們通過《機票供應商服務規範》向供應商傳達上述準入、考核、淘汰及處罰等相關要求，同時，本公司也通過定期召開供應商大會向其傳達服務推進方向並聽取相關反饋及建議，共同完善自有平台。

我們亦通過持續的機票業務產品及服務創新，為用戶提供耳目一新的出行體驗。本公司根據用戶屬性開展差異化服務，針對不同的用戶特質定制差異化增值產品及服務策略，向不同級別的會員提供專屬生日關懷和專屬客服等特定的會員權益，全方位覆蓋用戶需求。2020年，為了全面監控機票供應鏈風險，我們建立了供應鏈結構健康度指標體系，引導供應商良性競價，推動市場秩序良性發展，從而為用戶提供優質穩定的產品及服務。

**ii. Accommodation reservation business**

We offer users a large number of hotels and alternative accommodations through our suppliers so as to meet different accommodation budgets and preferences of users. Relying on our mature control system for accommodation suppliers, we continue to provide users with high-quality accommodation.

We have established strict admission criteria and carefully select suppliers based on core dimensions including business growth, merchant qualification, pricing advantage and software system. During the cooperation, we conduct regular assessment and rating on suppliers and continuously monitor their service capabilities, pricing advantages, response speed to users' demands, contract compliance and fulfilment, product reputation and other indicators. For high-quality suppliers, we occasionally offer preferential platform resources, such as upper sequence and brand recommendation. For unqualified suppliers, we adopt penalty and management measures such as rectification, brand delisting, business suspending, product delisting or cooperation termination.

In 2020, to further meet the needs of users in the post-pandemic period, we conducted visits and surveys on hotel side and user side in the hotel market to gain a thorough understanding of the needs and preferences of users. We also made follow-up phone calls to users who cancelled orders to further optimise our services based on their appeals. At the same time, we established a data warning model and timely communicated with hotels in regard of abnormal orders and other situations to ensure the validity of orders.

**ii. 住宿預訂業務**

我們通過供應商向用戶提供大量酒店及非標住宿，以滿足用戶的不同住宿預算及喜好，依賴於我們成熟的住宿類供應商管控體系，持續為用戶呈現高質量住宿房源。

我們制定了嚴格的準入標準，基於業務增長、商戶資質、價格優勢和系統軟件等核心維度來綜合甄選供應商。合作期間，我們對供應商定期進行考核評級，其服務能力、價格優勢、用戶需求響應速度、合同遵守與履行、產品好評度等指針會被持續監測。我們不定期給予優質供應商前端排序、品牌推薦等平台資源傾斜措施；對於不合格供應商，亦會進行業務溝通整改、摘牌、關停、下線和終止合作等處罰管理措施。

2020年，為了在後疫情時期進一步觸達用戶需求，我們分別對酒店市場進行商家端、用戶端走訪調研，深入了解用戶需求及喜好，並對訂單取消用戶進行電話回訪，針對用戶訴求進行需求優化。同時，我們建立了數據預警模式，針對酒店產能異常等情況及時與酒店溝通，保證訂單的有效性。

### **iii. Ground transportation business**

We provide e-ticket booking service on the official online ticket booking platform 12306 of China Railway Corporation and at offline ticket outlets as well as value-added services including ticket delivery and railway catering. Besides, we provide users with ferry ticket booking services for domestic routes and bus ticket purchasing service to meet China's growing intercity traffic demand.

Prior to the cooperation, we investigate potential bus and ferry tickets suppliers and obtain the corresponding qualification documents to judge whether they meet the cooperation standards. During the cooperation, we control all aspects of our service process, establish corresponding assessment indicators, incorporate user evaluation and feedback, and carry out monthly evaluation and rating on suppliers to secure the rights and interests of users to the greatest extent.

### **iv. Building intelligent service**

We invest a lot of resources to build a team of experienced technical professionals, and are constantly committed to the development and application of advanced information technology, investment in technological infrastructure and artificial intelligence ("AI") to meet business needs in platform operation, data collection and analysis, product development and user service.

We are making more efforts to get involved in intelligent transportation, intelligent accommodation and AI customer service to provide simple, fast and intelligent travel services for more users, with an aim to transform from the OTA model to Intelligence Travel Assistant ("ITA"). We actively explore the use of leading technologies and innovative products, so as to continuously improve our service capabilities and promote the digitalization of the travel industry.

We adopt intelligent means to proactively improve customer service efficiency. We rely on our big data capability to provide information and reminders tailored for different users. To take into account the special demands of a certain number of users, we used the Real-Time Communications technology and became the first OTA who adopted video customer service.

### **iii. 地面交通業務**

我們提供中國國家鐵路集團有限公司官方在線12306訂票平台電子票代訂服務以及線下售票點的火車票代訂服務，並為用戶提供票務配送、鐵路送餐等配套增值服務。除此之外，我們提供國內航線的渡輪票訂購服務，亦提供汽車票購票服務以滿足中國不斷增長的城際交通需求。

對潛在的汽車票和渡輪供應商，我們會事前展開調查，獲取相應的資格文件，以評判是否符合合作標準。合作過程中，我們對其服務流程中的各個環節進行把控，建立相應的考核指南，結合用戶評價及反饋，對供應商進行月度評估及評級分類，以最大程度保證用戶的權益。

### **iv. 打造智能服務**

我們投入大量資源組建經驗豐富的技術專業人員團隊，不斷致力於開發及應用先進的信息技術，投資技術基礎設施及人工智能("AI")，以滿足在平台運營、數據搜集與分析、產品開發和用戶服務等多方面的業務需要。

我們正在加快布局智能交通、智能住宿、AI客服等領域，為更多用戶提供簡單、快捷、智能的出行服務，竭力從OTA轉型為智能出行管家("ITA")。我們積極探索運用領先科技和創新產品，持續提升服務能力，推動旅行行業數字化進程。

我們採用智能手段積極提高客戶服務的效率。我們利用大數據平台主動提供為不同用戶特製的信息及提示。為顧及若干用戶的特別需求，我們應用實時通訊科技並成為首個採用視頻客戶服務的OTA。

To meet the users' travel needs to the maximum extent, we have launched an intelligent travel solution system named "Huixing". When the user cannot reach the destination directly or there are no tickets left, "Huixing" can provide multiple travel solutions based on users' travel needs and the remaining tickets on the platform. This intelligent system integrates the transport capacity resources and offers the users with the optimal travel combination scheme. During the pandemic, the value of "Huixing" further highlighted. When the government reduced the capacity of trains to prevent the spread of the pandemic, "Huixing" was able to provide reliable and safe travel solutions for users who needed to travel and thus obtained high recognition from users. In 2020, we continuously enhanced the computing capacity of "Huixing", deeply integrated user need as well as expanding usage scenarios in an effort to provide users with more intelligent and diverse travel solutions.

We are also devoted to improving the industrial efficiency and creating a healthy and sustainable ecosystem. We cooperated with bus operators to set up ticket vending machines at stations and transferred the transactions from offline to online so as to increase the digitalization of the bus ticketing industry. We also cooperated with scenic spots to assist in promoting the digitalization of the industry and the online penetration rate. We have developed an online reservation system for tourists attractions, and set up self-service ticket machines in tourists attractions to enhance the digitalization of tourists attractions. In addition, we have developed mini programs and precision marketing systems for airports and provided hotel management systems for individual and small chain hotels to improve their daily operational efficiency.

In May 2020, the National Development and Reform Commission, together with 145 members including Internet platforms and leading enterprises and financial institutions, launched the "Digital Transformation Partnership Action (2020)", which aimed to develop inclusive services of "Migrating to Cloud, Using Digital Tools and Enabling Intelligence" and foster a new digital economy. As one of the co-sponsors of the action, we actively combines our own strengths and foundations to work with all parties in society to facilitate transformation of Small and Medium Enterprises, with a focus on problems of "insufficient transformation capacity, high transformation costs and long transformation period" facing Small and Medium Enterprises.

為最大限度的滿足用戶出行需求，我們推出「慧行」智慧交通系統。當用戶無法直達目的地或無餘票時，「慧行」可根據用戶的出行需求和偏好，組合多種交通方式，整合運力資源，為用戶提供最優的中轉聯程方案。疫情期間，慧行的價值進一步凸顯。當政府為防止疫情擴展，減少火車運力時，慧行仍然能夠為需要出行的用戶提供可靠、安全的出行解決方案，並獲得了用戶的高度肯定。2020年，我們持續提升「慧行」的運算能力，深度整合用戶需求，多樣化使用場景，為用戶提供更加智能、多樣的出行方案。

我們亦致力於提升行業效率，打造健康、可持續的生態系統。我們與汽車運營商合作，在車站設立自動售票機，將交易由線下轉至線上，從而推廣汽車票業務數字化。我們亦與景區合作，協助提升業界的數字化及在線滲透率。我們為景區打造線上預約預訂系統，亦在景區設立自助售票機，以提升景區的數字化。此外，我們為機場開發小程序和精準營銷系統，為單體及小型連鎖酒店提供酒店管理系統，以改善其日常運營效率。

2020年5月，國家發展和改革委員會聯合互聯網平台、行業龍頭企業、金融機構等145家單位啓動「數字化轉型夥伴行動(2020)」，旨在形成多方合力，推行普惠性「上雲用數賦智」服務，培育數字經濟新業態。同程藝龍作為夥伴行動聯合發起單位之一，積極結合自身優勢和基礎，圍繞解決中小微企業「不會轉、不能轉、不敢轉」問題，與社會各方共同助力中小微企業紓困和轉型發展。

#### (4) Standardising customer service

The Company lays great emphasis on enhancing communication with users and offering top-class services to them. We strictly observe 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*. With the slogan of "One-stop Service with Quick Response and Warm Attitude", the Customer Service Centre offers real time and efficient customer service to our users, working faithfully to practice our Company vision of "Becoming the Most Trustworthy Travel Platform".

In 2020, we resolved a total of 4,200 effective customer complaints<sup>2</sup>. We have already established a comprehensive complaint management system, constantly working on internal management optimisation while resolving complaints.

##### *i. System construction*

We set up the Customer Service Centre Service Committee and established a top-down management structure, with an aim to provide supreme service experience for our users. We have obtained the certificate of International Customer Service Standardization Certification Body (COPC Inc.). Meanwhile, we introduced a project management approach, namely 6-Sigma management approach, through which our systems, procedures, personnel and services have been optimized and perfected in a scientific way.

#### (4) 規範客戶服務

本公司注重加強與用戶的溝通並提供一流的用戶服務。我們嚴格遵守《中華人民共和國消費者權益保護法》、《中華人民共和國電子商務法》等適用的法律法規，圍繞「成為最值得信賴的旅行平台」這一願景，客服中心以「一站式、快響應、暖服務」的服務口號，向廣大用戶提供實時高效的客戶服務。

2020年，我們共計解決客戶有效投訴4,200起<sup>2</sup>。我們已建立良好的投訴管理體系，在解決投訴的同時，不斷優化內部管理。

##### *i. 體系建設*

我們建立了客服中心服務委員會，建立自上而下的管理架構體系。本公司已通過國際客戶服務標準化認證機構 COPC Inc. 的認證，並導入六西格瑪管理，以科學的項目管理方式不斷對於系統、流程、人員、服務進行優化完善，為用戶打造極致的服務體驗。

<sup>2</sup> The data source is from third-party complaint platform.  
本數據取自第三方投訴平台口徑數據。

Taking various customer service scenarios into consideration, the Customer Service Centre formulated corresponding handling procedures and rhetoric and incorporated them into the *Customer Service Centre Standard Operating Procedures*. The Procedure now have included nearly one thousand suggested procedures and rhetoric covering all functional posts, hundreds of suggested rhetoric regarding public regulations as well as hundreds of standard cases covering all functional posts; and it is still in continuous optimization, calibration and perfection. In combination with our quality inspection mechanism and key performance indicators for customer service staff, we have established a career growth plan targeted at all customer service staff. By means of intelligent techniques (i.e. incorporating the results of quality inspection defects, index screening of satisfaction impact), we send notifications of learning playlists and tests to customer service staff to help them improve their service level.

## ii. Intelligent service

In 2020, we introduced more intelligent means into customer services. The Customer Service Centre has been equipped with intelligent quality sampling methods such as emotion detection, speed detection and online automatic scoring based on voice-translated text to comprehensively assess and monitor the quality of service provided by the customer service personnel, thus improving the efficiency of quality control and customer service in an all-around way.

We launched an intelligent navigation system, which integrates the voice interaction function of robots into the service hotline to provide users with order inquiry and order processing services, increasing the self-service resolution rate by 19%. In addition, through the introduction of intelligent robot which has the function of automatically making outgoing calls, we are able to deal with order processing in multiple layers, and the conversion rate was almost the same as manual service. To help address pain points such as complex business knowledge and uneven service capability of staff, we also built an assistance system integrating with multiple functions (i.e. conversational intention recognition, real-time intelligent operation reminders, etc.) for staff in Customer Service Centre to improve service quality.

客服中心建立了完整的《客服中心標準作業程序》，針對不同的客服場景進行分析，制定相應的處理流程及建議話術，其中已包含近千條全職能知識類、數百條全職能公共規範類和全職能標準案例，並仍在不斷進行優化、校準與完善。結合質檢機制及客服人員的業務指標，我們建立了覆蓋全體客服人員的員工成長系統，通過聯動質檢缺陷、滿意度影響指標篩查等智能手段定向推送學習單和考試單，幫助員工針對性學習，提升服務水平。

## ii. 智能服務

2020年，我們將更多智能化手段引入客戶服務環節中。客服中心建立了情緒偵測、語速偵測、語音轉譯文本在線評分等智能化質檢抽樣方式，對客服人員的服務質量進行全方位評估及監控，全面提升質量監控及客戶服務效率。

我們上線了智能導航系統，通過將智能機器人語音交互接入服務熱線，為用戶提供訂單查詢及處理服務，自助解決率提升19%。此外，通過引入智能機器人語音外呼，我們實現了多層交互的訂單處理場景，轉化率與人工服務持平。我們還針對客服中心業務知識龐雜，服務水平參差不齊等痛點，打造了人員輔助系統，集成會話意圖識別、實時智能操作提醒等功能，提升服務質量。

### iii. Feedback improvement

We actively carry out the assessment of user experience and take users' feedback as a driver for the improvement of our products and services. Specifically, feedback and requirements from users are collected, upon which analysis and special reports are formed to guide the operation and improvement of our business, so as to ultimately achieve the goal of improving user experience. Through periodical obtaining of user net promoter score (NPS) as well as SMS invitation, we invite users to give their feedbacks and every feedback will be reviewed and verified so as to solve users' underlying problems while continuously improving internal efficiency.

As a bridge connecting business and users, the Customer Service Centre is a window to intuitively obtain users' feelings. We set up a variety of channels to collect existing pain points from all customer service staff and strive to establish a closed-loop management of products, processes and systems driven by users' feedback. Employees can submit their findings of the existing system's process defects via the activity of "Experiencing Flagship Products". Such findings will be specifically analyzed, categorized and solved by a specific project team.

In 2020, we developed a specific system to enhance the progress in and efficiency of request processing. We made dedicated efforts to intensify the follow-up on pain points and launched learning plans for front-line customer service employees to improve their capabilities in finding the cause of users' problems. Meanwhile, we have established a reward mechanism with abundant incentives and regularly reviewed classic cases to enhance the influence of "Experiencing Flagship Products" in the Customer Service Centre.

In 2020, we continued to hold an activity themed "Feel for Our Users and Provide Supreme Experience" to listen to users' opinions. The Company's senior management and core employees from each department came to listen to users and collected problems and difficulties about customer service. During the Reporting Period, a total of 23 activities aforementioned were held, with 296 participants. And a total of 280 issues were identified, of which 46% had been rectified.

### iii. 反饋提升

我們主動開展用戶體驗缺陷管理，收集用戶的真實反饋和要求作為突破口和發力點，分析形成專題報告指導業務開展及改進，最終達到改善用戶體驗的目的，由用戶的聲音驅動產品和服務提升。我們通過週期性獲取用戶淨推薦值、短信邀評等方式邀請用戶進行評價，並對所有反饋進行一對一核實回溯，形成閉環流轉，在解決用戶問題的同時，不斷進行內部優化。

客服中心作為連接業務與用戶的橋樑，是直觀獲取用戶感受的窗口，我們建立多種渠道面向全體客服收集現有痛點，致力於讓用戶的反饋驅動產品、流程、系統的全鏈路閉環管理。通過「王牌體驗」活動，員工可提交現有系統的流程痛點，並由項目團隊進行專項分析聚類，深入管控及統一解決。

2020年，我們開發了王牌專屬系統，提升需求處理的進度和效率。我們採用專項推進的方式提升痛點跟進力度，並推出學習計劃，提升一線客服洞察用戶本質問題的能力。同時，我們建立了豐富的獎勵機制並對經典案例進行定期回顧及複盤，以增加「王牌體驗」在客服中心內部的影響力。

2020年，我們繼續開展「匠心比心，極致體驗」親聽用戶聲音活動，由公司高級管理層、各事業部管理層幹部及核心員工親自傾聽用戶聲音，收集用戶服務的痛點及難點。報告期內，共計舉辦23場親聽，參與人數296人，共發現問題280例，其中46%已完成改進。



#### iv. Culture cultivation

We launched various appraisal and selection activities, such as “WOW Service Popular King” and “WOW Service Star”, and systematic cultural promotion campaigns for all customer service personnel to constantly enhance their sense of identity and mission of building the “WOW Service”. We believe that a good working atmosphere would greatly improve the service quality of customer service personnel. Thus, the Customer Service Centre pushed forward with an organisational capability improvement project named “Making Service WOW”, of which W stands for wonderful, O for users’ smiling faces and W for warm, aiming to deliver services that make users cheer with WOW. In 2020, we further promoted the WOW service projects in order to create a good service environment and increase staffs’ attention and involvement. We continued to enhance the service knowledge of our customer service personnel through online and offline campaign promotion, service skills, knowledge push, etc.

#### (5) Upholding publicity compliance

We emphasize the advertising and visual identity management, strictly follow the *Advertising Law of the People’s Republic of China* to establish internal copywriting standards, and make best efforts to stay true and accurate based on the principle of “Short and Simple”. We have implemented the compliance auditing of broadcasting and promotional materials in accordance with documents such as the *Internal Audit Process for Advertising and Publicity*, requiring the contents to comply with relevant laws and regulations, and respect the intellectual property rights of others. We have also established a unified visual identity system in accordance with the *Tongcheng-Elong Colour Standard System and Specifications* to enhance the brand recognition.

Tongcheng-Elong is committed to building a positive corporate image. We make continuous efforts to improve our corporate recognition, reputation and harmonization as well as managing the relations with media and establishing the principle of public relations management and the principle of emergency response to public opinion crisis.

We actively promote the development of the industry. As an important board member of the China Advertising Association, we actively participate in various activities organised by the Association, attend various trainings, forums and lectures as event experts and judges, so as to promote a positive, healthy, and scientific development of the advertising industry.

#### iv. 文化建設

「WOW服務人氣王」和「WOW服務之星」等評選活動的開展及系統化的文化倡導持續增強著全體客服人員打造「WOW服務」的認同感及使命感。我們相信，良好的企業氛圍營造將大幅提升客服人員的服務質量。客服中心推行「讓服務WOW」組織能力提升項目，其中W代表Wonderful，O代表用戶的笑臉，W代表Warm，旨在提供令用戶尖叫的服務。2020年，為了營造良好的服務環境，增加員工的關注度及參與度，我們進一步推動WOW服務項目的開展。我們通過線上及線下活動宣傳、服務技巧與知識推送等方式持續提升客服人員的服務知識儲備。

#### (5) 堅持合規宣傳

我們注重廣告宣傳及視覺標誌管理，嚴格依照《中華人民共和國廣告法》制定內部文案標準，以「簡短樸素」的原則，力求真實、表義精確。我們制定了《廣告發佈內部審核流程》等制度落實廣宣物材料合規審核，要求其內容遵守相關法律法規，尊重他人知識產權。我們亦通過《同程藝龍色標體系與規範》建立統一的視覺標識體系，提升品牌的辨識度。

同程藝龍始終堅持營造正面企業形象，持續提高企業認知度、美譽度與和諧度，維護管理媒體關係，並建立了公共關係管理原則及突發輿情危機事件應急處理原則。

我們積極推動行業發展，作為中國廣告協會重要理事成員，主動參與協會舉辦的各類活動，並作為活動專家、評委出席各類培訓、論壇、講座的演講嘉賓，推動廣告行業正向、健康、科學發展。

## (6) Intellectual property management

In order to promote technological innovation and strengthen core competence, we maintain and manage the intellectual property in strict accordance 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*. We have also established the *Mechanism for the Standard Management of Special Patent Incentives* to fully invigorate the enthusiasm and creativity of all employees and to grant honors and awards for the employees' inventions.

We have established a complete maintenance mechanism for protecting intellectual property. Any possible infringement will be reported to the Legal Center for determining whether there has been an infringement. If the infringement is confirmed, the Legal Center will require the infringer to cease his infringement action and make compensation; if the infringement constitutes a major one, we will preserve our legal rights through legal means. We have specified the same strict requirements for intellectual property management in contractual terms to restrict our partners. We have built an intellectual property management platform to comprehensively manage the pictures, fonts, audios, videos and trademarks needed in the operational process of the Company, so as to improve the standardization of intellectual property management.

In 2020, we strengthened employees' awareness of copyrights through on-site trainings and distribution of internal "Legal Column" articles from time to time, to avoid infringements.

## ANTI-CORRUPTION

The business philosophy of compliance and efficiency is the foundation of quality service. We have always adhered to the value of "Integrity and Honesty – Stand firm on the bottom line, Being Simple and Honest", and established a sound risk prevention and control mechanism. In all aspects of business operations, we practice high-level ethical standards and strictly adhere to laws and regulations such as the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China* and the *Company Law of the People's Republic of China* concerning duty encroachment, bribery, extortion, fraud and money laundering. We have zero tolerance for any form of corruption and have set up the Discipline Inspection and Supervision Committee as an enforcement agency to handle relevant affairs. During the Reporting Period, there were no legal cases regarding corruption.

## (6) 知識產權管理

為促進技術創新，強化核心競爭力，我們嚴格依據《中華人民共和國著作權法》、《中華人民共和國商標法》及《中華人民共和國專利法》對知識產權進行維護及管理，亦通過《專利專項激勵規範管理機制》充分調動全體員工的積極性及創造性，對員工的發明成果進行獎金及榮譽獎勵。

我們已建立完備的知識產權維護機制，任何可能涉及侵權的事件均會被上報至法務中心，並由法務中心部進行侵權對比，若確實發生，即要求侵權方停止侵權行為並賠償；如屬重大侵權事件，我們將通過司法途徑維護合法權益。我們以同樣嚴格的知識產權管理要求來約束我們的合作夥伴，並在相關合作條款中予以明確。我們已搭建知識產權管理平台，全面管理本公司運營過程中需要的圖片、字體、音頻、視頻、商標等，提升知識產權管理的規範性。

2020年，我們還通過線下培訓及不定期內部「法律專欄」推送，強化員工的版權意識，避免侵權行為。

## 反貪污

合規高效的經營理念是高質量服務的基礎，我們堅持「正直誠信——堅守底線，簡單正直」的價值觀，建立良好的風險防控機制，在業務經營的各方面踐行高道德標準，嚴格遵守《中華人民共和國刑法》、《中華人民共和國反不正當競爭法》和《中華人民共和國公司法》等法律法規中關於職務侵佔、防止賄賂、勒索、欺詐及洗黑錢的相關規定，對於任何形式的腐敗採取零容忍的態度，並成立了紀檢監察委員會作為管理相關事務的執行機構。報告期內，本公司未發生貪污訴訟案件。

We have actively created a good corporate atmosphere of honesty, diligence and dedication. The internal policies such as the *Sunshine Code of Conduct* clearly stipulates that employees are forbidden from behaviors such as deception, improper profit, fraud and breach of confidentiality. We have been attaching great importance to the development of a culture of integrity through multiple channels and approaches to create a working atmosphere of compliance, honesty and self-discipline. In addition, we regularly conduct integrity trainings for members of the Board of Directors as we have been paying attention to the publicity and implementation of integrity awareness at the management level. We spare no efforts to deliver the values of integrity and self-discipline to each employee through integrity training activities such as "Integrity and Self-discipline Activity", "Integrity Lecture", "Xinbaida Integrity Speeches" as well as various promotion approaches such as tabloids on integrity, integrity promotion videos and posters. We have also designated "November 11" of each year as the "Integrity and Self-discipline Day".

We have established integrity interview mechanisms and routine inspection mechanisms to pay attention to employees' performance on duty fulfilment, honesty and self-discipline as a way of misconduct prevention. In 2020, we interviewed hundreds of managers concerning integrity for the sake of lawful operation and assessment of management's performance in fulfilling their duties. We alerted them of misconduct risks through lecturing criminal risk analysis, sunshine code of conduct, misconduct cases, and integrity policies and commitments. In addition, we carried out a total of 5 times of special inspection to monitor risks in the process of reimbursement and advertising.

We set up a comprehensive reporting channels and handling processes. Employees and external personnel can report any violations of professional ethics or related incidents through reporting e-mails, hotlines and the official WeChat platform. If the allegation is confirmed after investigation, we will impose severe punishments according to the *Detailed Rules for the Implementation Disciplinary Punishment* and make public announcements within the company.

To promote the mutual development of the industry, we have taken part in the anti-corruption and co-governance of the industry. We have joined the China Enterprise Anti-fraud Alliance and Trust & Integrity Enterprise Alliance and cooperated with various members of the Alliance to fight against corruption through sharing the information of dishonest personnel and dishonest enterprises, jointly fulfilling commitments to anti-corruption, refusing to hire dishonest personnel as well as sharing and facilitating anti-corruption investigation cases.

我們積極樹立廉潔、勤勉、敬業的良好企業氛圍。《陽光行為準則》等內部制度明確杜絕員工弄虛作假、不當獲利、行為舞弊、洩露機密等行為。我們十分重視廉潔文化的建設，通過多渠道多形式的方式，營造遵規守紀、廉潔自律的工作氛圍。我們重視管治機構的廉潔意識宣貫，定期開展董事會成員廉潔培訓。此外，我們將每年的「11月11日」定為「廉潔自律日」，並通過持續開展「廉潔自律宣傳活動」、「廉潔小課堂」、「新百大廉潔宣講」等覆蓋全員的廉潔培訓，輔以廉潔小報、廉潔宣傳視頻及張貼廉潔海報等宣傳方式，將正直誠信、廉潔自律的價值觀傳遞給每一位員工。

我們通過廉潔約談及定時專項督查機制，時刻關注員工個人履職及廉潔自律情況，注重預防、防微杜漸。2020年，為保障規範運營，確保管理人員在執行職務過程中勤勉盡職，我們對百餘位管理人員進行廉潔警示談話，分別從管理人員刑事風險分析、陽光行為準則、警示案例、廉潔承諾等幾方面進行風險警示，長鳴警鐘。此外，我們共計開展專項監督5次，對業務部門的報銷流程、廣告業務流程等環節進行風險監督。

我們亦建立了完善的舉報渠道及處理流程。員工及外部相關人員可通過舉報電郵、電話及企業微信平台等途徑舉報違反職業道德的行為或相關事件。調查屬實後，我們將依據《違紀處罰實施細則》進行嚴肅處理，並進行結果公示。

為推動行業共同發展，我們參與行業反腐共治，加入中國企業反舞弊聯盟及陽光誠信聯盟，通過共享失信人員和失信企業信息、共同踐行反腐承諾、拒不錄用失信人員、分享反舞弊調查案例及方法、促成企業間的聯合反腐調查等方式，與眾多聯盟成員企業合力反腐。

## SUPPLY CHAIN MANAGEMENT

In addition to cooperation with various travel service suppliers, we are also involved in the procurement of outsourcing services, information technology equipment and office supplies in our business operation. Selecting such suppliers also affects our business operation to a profound extent. We have established a sound mechanism of selection, assessment and management as well as having implemented relevant requirements in the *Purchasing Management System*, the *Guidelines for Purchasing Operations* and the *Purchasing Bidding Specification*.

We set different qualification requirements for different suppliers and establish supplier catalogues. When selecting new suppliers, we will conduct online review on all candidates and field inspections on some high-risk suppliers. In order to ensure the service quality, the Procurement Department will collect comments from business departments to evaluate and assess suppliers regarding quality of delivery, products and services.

We pay close attention to the environmental and social risks in each part of the supply chain. We have formulated the *Supplier Evaluation Scheme Focusing on Social and Environmental Risks*, which serves as a vital basis for selecting suppliers. For outsourcing service suppliers, we focus on the assessment and evaluation of social risks including their employees' living and working conditions, employment practices and turnover rate as well as hardware and workplace safety. We also require suppliers to comply with all applicable laws and regulations pertinent to employment, safety and health. Meanwhile, we have established a quality supplier club named TE-Club and provide incentives to outstanding suppliers in an effort to promote the positive development of the industry. In 2020, we pushed forward with the construction of the online supplier management platform, which integrates functions including supplier sourcing, supplier resource pool, supplier performance assessment and blacklist, so as to realize the full life-cycle management of suppliers.

## 供應鏈管理

除各類旅遊服務供應商外，我們在業務運營中亦會涉及到外包服務、信息科技設備和辦公物資等類型的採購需求，此類供應商的選擇同樣深刻影響著同程藝龍的業務運營。我們已建立完善的甄選、考核及管理機制，並在《採購管理制度》、《採購操作指引》及《採購招投標規範》等制度中落實相關要求。

我們針對不同品類的供應商設置不同的資格要求，建立供應商目錄，在甄選新供應商入庫時，對供應商進行在線審核，並對部分風險較高的供應商進行實地考察。為保證供應商所提供服務的質量，採購部門會綜合使用部門的意見，對供應商的交付情況、產品質量、服務質量等方面進行評估及考核。

我們積極關注供應鏈各環節的環境及社會風險，並建立《供應商社會及環境風險的供應商評標方案》作為選擇供應商的重要依據。針對外包服務類供應商，我們對供應商的員工生活及工作環境、僱傭常規及人員流失率、硬件及辦公場所安全等社會風險進行考核及評估，並要求供應商遵守所有適用的僱傭、安全及健康等相關法律法規。同時，我們成立了優質供應商俱樂部TE-Club，對優秀供應商進行激勵反饋，促進行業正向發展。2020年，我們有序推進新建供應商管理在線平台的建設，集成供應商引入、供應商資源池、供應商績效考核、黑名單等功能，實現供應商全生命週期管理。

## WORKPLACES

Human resources are the most valuable resource to Tongcheng-Elong and constitute the cornerstone of the Company's business development. By strictly abiding by relevant laws and regulations including the *Labour Law of the People's Republic of China* and the *Labour Contract Law of the People's Republic of China*, we protect the basic legal rights and interests of employees, provide employees with a fair, diverse and healthy working environment and establish a good and harmonious labour relationship with employees. Under the direction of the "Pursuing Innovation" value, we have established a training system that keeps pace with the time to help with employees' career development and the Company's growth together with employees.

### (1) Compliance employment

We have built new labour relations under the value of "employee orientation, consideration of common interests, mutual benefit and collaborative development". We have strictly observed 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 *Provision on Prohibition of Using Child Labour*, to ensure employee benefits and enhance healthy development of the enterprise.

## 工作場所

人力資源是同程藝龍最寶貴的資源，是我們業務發展的基石。我們嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》等相關法律法規，保障員工的基本合法權益，為員工提供公平、多元、健康的工作環境，與其建立良好和諧的勞動關係，並在「創新進取」的價值觀領導下，打造與時俱進的培訓體系助力員工的職業發展，與員工共同成長。

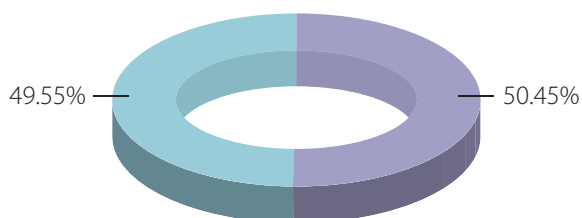
### (1) 合規僱傭

我們建立了「以人為本、利益兼顧、互利共贏、共同發展」的企業新型勞動關係，嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》和《禁止使用童工規定》等適用的法律法規，促進員工權益的實現和企業的健康發展。

As of the end of the Reporting Period, the Company had a total of 4,813 full-time employees and no part-time employees were hired. Among them, the numbers of male and female employees were basically equal, with the majority of employees based in Suzhou headquarters.

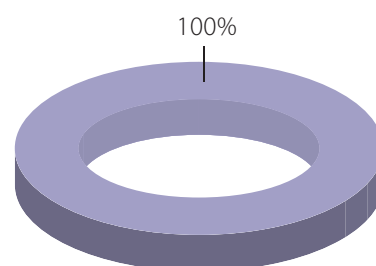
截至報告期末，本公司共有4,813名全職員工，其中男女員工人數基本均等，以蘇州總部的員工為主。

**Total workforce by gender**  
 按性別劃分的僱員總數



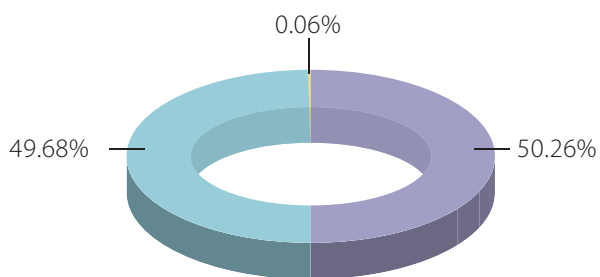
- Male 男性
- Female 女性

**Total workforce by employment type**  
 按僱傭類型劃分的僱員總數



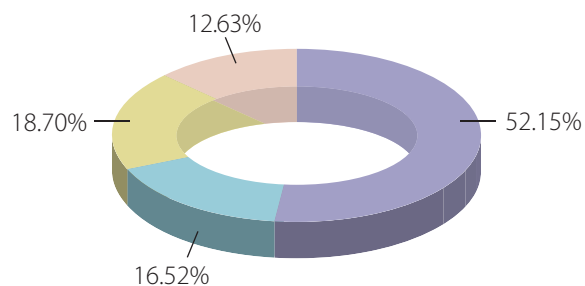
- Full-time employees 全職
- Part-time employees 兼職

**Total workforce by age**  
 按年齡劃分的僱員總數



- Under 30 years old 30歲以下
- 30-50 years old 30-50歲
- Over 50 years old 50歲以上

**Total workforce by geographical region**  
 按地域劃分的僱員總數



- Suzhou 蘇州
- Beijing 北京
- Hefei 合肥
- Other regions 其他地區

### i. Recruitment

Adhering to the criteria of “being innovative, enterprising and responsible with integrity, eagerness to learn and dreams”, we attract talents with excellent skills and great working ability to work in the Company through diversified recruitment channels such as on-campus recruitment, social recruitment and internal referral. The Company has formulated the *Recruitment Management Measures* and the *Internal Recommendation Management System*. In the course of recruitment and daily routine, we adhere to the recruiting principle of “Open, fair, competitive and meritocratic”. We do not discriminate against any talents due to their race, color, gender, age, family background, religion, physical fitness and nationality. We insist on equality of employees and endeavour to create a harmonious working atmosphere.

In order to improve the professionalism, precision and reliability of the recruitment process, the Company has developed the *Tongcheng-Elong Interviewer Guidebook* to standardise the interview process and provide professional trainings for the recruitment team, through which the four basic requirements of respect, kindness, fairness and professionalism as well as the selection criteria for various types of talents are clarified. Meanwhile an interview evaluation form is used to assess candidates in an accurate, fair and effective manner. All these are aimed at providing candidates with better interview experience. We also participate in various activities to share our talent management experience with peers without reservation.

In 2020, while devoting great efforts to safeguard employee benefits, we still actively hired external talents through online recruitment during and after the pandemic, to promote social employment in a proactive and effective manner. In addition, we strengthened the recruitment quality analysis through the online system. We implemented an assessment mechanism that integrated advanced assessment approaches and adapted to our actual conditions, to enhance our capabilities of talent selection.

### i. 招聘

秉持「創新、進取、有擔當；正直、好學、有夢想」的選人標準，我們通過校園招聘、社會招聘及內部推薦等多元化招聘渠道吸引具有優秀質量、良好工作能力的人才。本公司制定了《招聘管理辦法》和《內部推薦管理制度》，堅持「公開、平等、競爭、擇優」的用人原則，在招聘及日常工作中嚴正反對因種族、膚色、性別、年齡、家庭背景、宗教信仰、身體素質和國籍等造成的歧視，堅持員工平等，創造和諧的工作氛圍。

為提升招聘過程的專業度、精細度和可靠度，本公司制定《同程藝龍面試官指導手冊》規範面試流程並對招聘團隊進行專業培訓，明確尊重、親和、公正、專業的四項基本要求，明晰篩選各類人才的標準，通過面試評估表對應聘者進行精準、公平、有效的評估，旨在為應聘者提供更優質的面試體驗。我們亦參與各類人才交流活動，毫無保留地與同行分享本公司的人才管理經驗。

2020年，在疫情期間以及後疫情時期，我們在保障員工待遇的同時，仍然積極引入外部行業人才，通過各類在線措施開展員工招聘，積極有效的促進社會就業。此外，我們通過線上系統加強人才招聘質量的把控分析，結合市場前沿的考評措施與方法，落地實行符合內部現狀的評估體系，進一步提升我們的人才甄別能力。

**ii. Working hours and rest periods**

In accordance with relevant laws and regulations, we have formulated the *Attendance Management System* based on the Company's operations and have implemented the standard working hours system, the comprehensive working hours system and the flexible working hours system based on the attributes of various types of jobs. We have set up standard working hours and have made efforts to make sure our employees have fair and sufficient break time. We encourage balance between work and rest while ensuring work progress and quality.

We are committed to enabling employees to achieve work-life balance. We encourage employees to complete their work during normal working hours. If employees need to work overtime in special circumstances, they need to communicate in advance and obtain approvals from their supervisors. The supervisors will review the application according to the actual situation, and arrange compensatory leave or payment for the overtime work. In addition, employees of the Company enjoy the national legal holidays, statutory annual leave, personal leave, sick leave, maternity leave, paternity leave, nursing leave, breastfeeding leave, bereavement leave and other holidays.

**ii. 工時與假期**

結合公司運營情況，我們根據相關法律法規制定了適用於公司的《考勤管理制度》，針對各類不同崗位的特性實行標準工時制、綜合工時制和不定時工作制，規範工作時長並保證員工享有合理充足的休息時間，在保證工作進度和質量的前提下鼓勵勞逸結合。

我們致力於讓員工實現工作與生活的平衡，提倡員工在正常工作時間內完成本職工作。特殊情況下需要加班的，員工需要事先溝通並獲得上級的許可，上級按照實際情況進行審核，安排補休或支付其加班工資。此外，所有員工享有國家法定節假日、法定年休假、事假、病假、產假、產檢假、護理假、哺乳假、喪假等假期。



### iii. Remuneration and benefits

In accordance with the *Remuneration Management System* and the *Performance Management System*, we have formulated incentive policies including the *Bonus Pool Management System* and the *Special Incentive Management System*, which are also embedded with the Company's incentive concept and cultural value orientation. We provide targeted incentives for milestones in organisational growth, technological iterations, business innovations and service experience. Meanwhile, we attract, motivate and retain excellent talents in the industry by formulating a salary incentive plan that combines short, medium and long-term goals. In addition, with the help of a standardized individual performance management, we create a fair, open and just environment for performance assessment. Through top-down performance management involving the Company, organisations and individuals, we achieve a virtuous cycle of performance management in the entire business process. We pay social insurance and housing provident fund for employees according to the national and local laws and regulations, and provide an additional commercial insurance covering all employees, to eliminate their worries.

In 2020, we formulated the remuneration strategy centering on "Defeating the Pandemic" and "Business Recovery". Against the backdrop of salary reduction in the industry due to the pandemic, to promote business recovery and improve employees' sense of gain, we launched a tens of millions worth reward program, under which employees received cash incentives once their performance met the pre-determined targets. Besides, we provided special incentives for innovation competitions to further invigorate the organisation and employees.

### iii. 薪酬福利

依據《薪酬管理制度》和《績效管理制度》，結合公司激勵理念和文化價值導向，我們制定了《獎金池管理制度》、《專項激勵管理制度》等制度，針對性的對組織成長的里程碑、技術迭代、業務創新和服務體驗等維度進行定向激勵，通過制定短、中、長期相結合的薪酬激勵體系，吸引、激勵和保留行業優秀人才。此外，我們通過標準化的個人績效管理流程，營造公平、公開、公正的績效考核環境，通過自上而下的公司、組織、個人績效鏈管理，進而實現績效管理在全業務流程中的良性循環。根據國家及地方相關法律法規要求，我們為員工繳納基本社會保險和住房公積金，提供覆蓋全員的商業補充保險福利，解除員工的後顧之憂。

2020年，我們圍繞「疫情攻堅」和「業務復甦」制定薪酬策略。在行業薪酬水平受疫情影響依舊縮緊的大背景下，為了促進業務復甦，提升員工獲得感，我們推出千萬獎勵計劃，在業績達到預定目標的條件下，及時對員工進行獎金激勵，同時推出創新項目大賽等專項激勵措施，進一步激發組織和員工活力。

#### iv. Termination

In accordance with the labour contract and relevant laws and regulations, we have formulated the *Tongcheng-Elong Policy for Administration of Employee's Employment, Transfer, Reassignment and Termination* with timely updates. We have been constantly optimising the resignation process to ensure that both the rights and interests of the employee and the Company are free from any infringement. While taking appropriate measures to retain talents, we have conducted opinion surveys on employees who have voluntarily resigned to know their opinions about the Company and relevant positions, with an aim to respond to employees' concerns and demands after an integrated analysis of these opinions. As of the end of the Reporting Period, the employee turnover rate<sup>3</sup> was 31%.

### (2) Health and safety

We earnestly fulfil our responsibility to protect employees' occupational safety and health. In strict accordance with applicable laws and regulations pertinent to safety and health including the *Labour Law of the People's Republic of China* and the *Fire Protection Law of the People's Republic of China*, we constantly improve the safety and health management system to make safety management more efficient and minimise the incidence rate of accidents. In 2020, Tongcheng-Elong was awarded the "China Healthy Workplace Certification" by the HR Excellence Centre, marking that our efforts to create a healthy workplace have been recognised.

#### i. Fire safety

We have a complete fire protection system in the office area and dedicated personnel responsible for fire safety. In strict compliance with the *Office Safety Management Policy* and the *Fire Extinguishing and Emergency Evacuation Plan*, we conduct regular self-fire inspections and underlying safety loophole investigations to ensure a safe and reliable office environment. We carry out regular fire drills every year to increase employees' awareness of safety and fire prevention. In 2020, we involved all employees in fire drills, through which we further improved employees' awareness of mutual aid and self-rescue and their coordination in emergencies.

#### iv. 離職

我們按照勞動合同和相關法律法規制定並實時更新《同程藝龍員工入轉調離管理制度》，不斷優化離職程序，保障員工和公司權益均不受侵犯。我們對主動離職的員工進行離職意見調查，在採取適當措施挽留人才的同時，收集員工對公司及崗位的建議，並進行整合分析，以響應員工關注的問題及要求。本報告期內，我們的員工流失率<sup>3</sup>為31%。

### (2) 健康及安全

我們切實履行保障員工健康與安全的責任，嚴格遵守《中華人民共和國勞動法》、《中華人民共和國消防法》等適用的安全及健康法律及法規，不斷健全安全健康管理體系，使安全管理更為高效，事故發生率最小化。2020年，同程藝龍榮獲人力資源智享會頒發的「中國健康工作場所認證」，標誌著我們為打造健康工作場所做出的努力得到了認可。

#### i. 消防安全

我們在辦公區域內配置完備的消防系統，確定消防安全責任人，嚴格執行《辦公安全管理制度》和《滅火和應急疏散預案》，定期進行消防自查、安全隱患排查，確保安全可靠的辦公環境。每年定期組織的消防演習等活動不斷增強著員工的安全防火意識。2020年，我們的消防演習做到全員參與，員工的互救、自救意識以及在突發事件中的協調配合能力持續提升。

<sup>3</sup> 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.  
本公司使用的員工流失率計算公式為：員工流失率=報告期內流失人數/(報告期內流失人數+報告期末人數)\*100。

## ii. Physical and mental health

We continuously care about the physical and mental health of employees. We provide annual free physical examination for employees. We also carry out report interpretation seminars to help employees understand common health problems in the industry as well as the corresponding preventions, so as to raise their awareness of disease preventions. We also provide physical examination discounts and convenient physical examination channels for employees' families. Our workplace has been equipped with sports facilities such as the fitness room, badminton court and football field, to satisfy employees' demands for bodybuilding.

In addition, taking the opportunity of the "Tongcheng-Elong Care for Mental Health" project, we engaged a third-party institution to provide professional psychological counselling services for employees, where one-on-one question answering and psychological counselling were provided for employees. We also show our care about employees' mental health by pushing a monthly bulletin of mental health and holding stress relief salons. The Customer Service Centre has stress relief materials in storage to help employees build a positive attitude and enjoy more in work.

In 2020, we invited experts from the Emergency Department of the Affiliated Hospital of Soochow University to deliver first-aid training for employees, aiming to improve their capabilities in response to emergencies. Meanwhile, we also hired a psychologist to provide employees with SMART online courses to help them adjust their mental condition and reduce their pressure in a scientific way during the post-pandemic period. In consideration of the pressure on employees of the Customer Service Centre during the pandemic, we carried out a series of caring activities such as on-site consultation and lunch salon, to help them resolve problems at work, improve their physical and mental health, and relieve their work pressure.

In the past three years, no work-related fatalities occurred. During the Reporting Period, the lost days due to work injury were 100.

## ii. 身心健康

我們持續關注員工的身心健康，定期組織覆蓋全員的免費年度體檢，並舉辦體檢報告解讀活動，幫助員工了解行業內普遍存在的健康問題及其預防措施，提醒員工對身體疾病的預防，亦為員工家屬提供體檢優惠和便捷的體檢渠道。我們的辦公場所配備了健身房、羽毛球館、足球場等運動場所，滿足員工健身健體的需求。

以開展「程藝心行動」項目為契機，我們已聘請提供專業的心理諮詢服務的第三方機構，為員工提供一對一的問題解答和心理疏導，並通過推送心理健康月刊、舉辦解壓沙龍等活動關注員工心理健康。客服中心更為員工準備了解壓物資，幫助員工塑造積極的心態，提升工作的幸福感。

2020年，我們邀請蘇州大學附屬醫院急救科醫院的專家為員工開展急救課程培訓，提高員工應對緊急情況採取相應措施的能力。同時，我們也聘請心理專家導師給員工提供SMART在線講座，幫助員工在後疫情時期調節心理、科學減壓。考慮到客服中心員工在疫情期間承擔的壓力，我們持續開展駐場諮詢、午餐沙龍等關愛日系列活動，幫助員工解決工作困擾，改善身心健康，紓解工作壓力。

過往三年內，未發生任何員工因工亡故事項。報告期內，員工因工損失工作日為100天。

### (3) Development and training

In order to make efficient use of human resources and build a professional talent team, we have set up a Career Development Committee, which is responsible for the formulation of employee career development management policies/strategies and the decision for major issues related to employee career development. We have formulated the *Measures for Management of Career Development in Professional Sequence*, which clarifies the 12 rankings in each business line as well as the specific ability requirements for each ranking. We have also publicised the promotion requirements and processes for each ranking in each business line, and established channels for collecting feedback about promotion results.

We are committed to creating a diverse, equal and informative learning environment for our employees. Through the establishment of Tongcheng-Elong training system, we integrate internal and external resources to encourage employees to proactively participate in various training activities as well as to provide them with various opportunities to improve professional qualifications and professional skills, so as to help them grow with the Company. We have developed five major curriculums: Orientation Training, Management Academy, Professional Academy, Common Knowledge Sharing and Learning activities.

### (3) 發展及培訓

為高效利用人力資源，建設專業化員工梯隊，我們成立了職業發展委員會，負責員工職業發展管理方針、策略的制定和重大事項的決策，並制定了《專業序列職業發展管理辦法》，明確各條線12個崗位職級的劃分及具體能力項說明，公示各條線職級的晉升條件及流程，並建立晉升結果反饋渠道。

我們致力於為員工打造多元平等、內容豐富的學習環境。通過建立同程藝龍培訓體系，我們整合內外部資源，鼓勵員工自主參與各類培訓活動，為員工提供完善職業素養，提升職業技能的機會，協助員工與公司共同成長。我們已形成新人培養、管理學院、專業學院、通識公共和學習活動五大課程體系。

<b>Orientation Training</b>	We carry out orientation trainings for new employees, focusing on core issues such as the Company's culture, internal policies and procedures and career sharing, in order to accelerate the role transformation. In 2020, Xinbaida Programme was upgraded to help new employees adapt to the Company as soon as possible, through which trainings were delivered for 1,137 new employees.
新人培養	我們對新人開展崗前培訓，圍繞公司文化、制度流程與職業分享等核心課題，加速員工的角色轉變。2020年，新百大項目全新升級，助力新員工快速融入，培訓新人1,137人。
<b>Management Academy</b>	We provide profession and promotion trainings for existing managers at all levels, as well as trainings for ordinary employees to get them prepared for promotion to managerial positions, so as to further propel talent development, performance execution and experience accumulation in the Company. In 2020, the Company carried out the Tenglong Program – Online Training Camp for Business Management and the Yulong Program, which had enhanced innovation potentials, overall quality and leadership of employees and thus promoting a steady team growth.
管理學院	我們對現任各級管理者提供任職與晉升培訓，為普通員工晉升管理崗提供培訓，進一步推動本公司的人才發展、績效落地與經驗萃取。2020年，本公司組織開展騰龍計劃－商業管理在線訓練營和育龍計劃，提高了員工的創新潛力、綜合素質和領導潛力，推動團隊穩健成長。
<b>Professional Academy</b>	We arrange different courses for different professional positions concerning product, marketing, human resources and commerce, so as to enhance employees' professional ability in different business lines and guarantee sufficient reserve of human resources. In 2020, the academy published 5 technical articles through various channels and carried out 57 sharing exchanges, involving 35 lecturers and 5,393 participants.
專業學院	我們根據產品專業崗、營銷專業崗、人力資源專業崗和商務專業崗設置不同的課程，提升不同條線員工的專業勝任能力，保障人力資源儲備。2020年，專業學院各通道發佈了技術文章5篇、分享交流57場、講師參與35位，共計5,393人次參與。
<b>Common Knowledge Sharing</b>	It enriches employee's knowledge, provides opportunities for cross-sector sharing and cultivates learning interest. We have launched projects such as "Welcome the Master", "MAX Growth Plan" and "HR Academy".
通識公共	我們為員工拓寬知識邊界，提供跨界分享交流的機會，培養學習興趣。已開設「大咖來了」、「MAX程長計劃」及「HR學院」等項目。
<b>Learning Activities</b>	We proactively carry out other forms of trainings such as study tours and online E-learning to enrich training scenarios. We conduct various learning activities with the assistance of online video courses, face-to-face course and academic reporting system. On September 10, 2020, we launched the activity of "Never Stop Learning and Earn Free Benefits" on the Teachers' Day, in which employees discussed various learning topics. This activity has received thousands of views.
學習活動	本公司開展游學、在線E-learning學習平台等形式的培訓活動，結合在線視頻課程、面授課程實施、教務報表系統三大核心功能，輔助開展各類學習活動。2020年9月10日，我們在教師節當天推出「學習攤位不打烊，大學福利送不停」活動，組織員工參與學習話題討論，共收穫數千人次觀看量。

During the Reporting Period, the average annual training hours of employees were 5.7 hours, covering more than 75% of employees.

報告期內，本公司超過75%的員工接受了培訓，員工人均學習時長達到5.7小時。

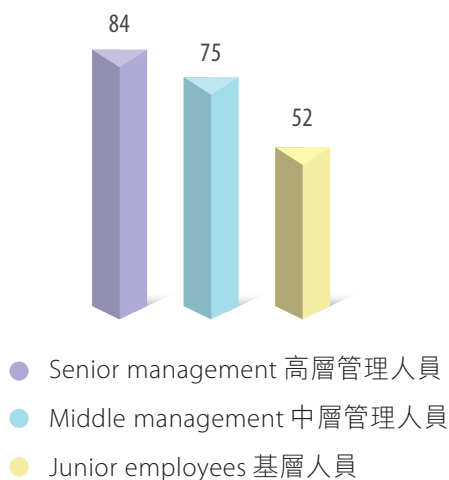
**Proportion of employees receiving training by gender (%)**  
按性別統計的受訓員工比例百分比(%)



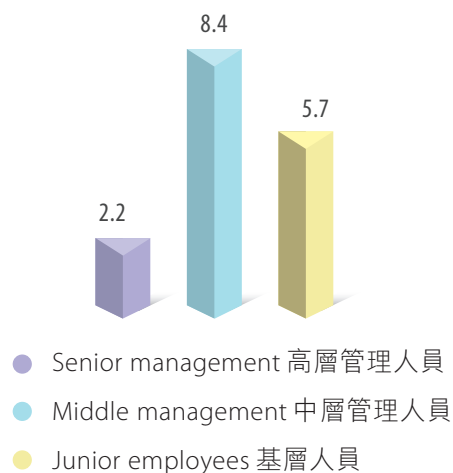
**Training hours per employee by gender (hour)**  
按性別統計的人均受訓時數(小時)



**Proportion of employees receiving training by employment type (%)**  
按僱傭類型統計的受訓人數比例(%)



**Training hours per employee by employment type (hour)**  
按僱傭類型統計的人均受訓時數(小時)



<sup>4</sup> Percentage of employees trained = Employees who took part in training/Number of employees\*100  
受訓員工百分比=受訓員工/員工總數\*100

Percentage of breakdown for employees in relevant categories = Employees in the specified category who took part in training/Number of employees in the specified category\*100  
按相關類別劃分的員工百分比=該類別受訓員工數/該類別員工總數\*100

<sup>5</sup> Average training hours per employee = Total number of training hours/Total number of employees  
每名員工平均受訓時數=總受訓時數/員工總人數

Average training hours for employees in relevant categories = Total number of training hours for employees in the specified category/Number of employees in the specified category  
相關類別員工平均受訓時數=特定類別員工的總受訓時數/特定類別的員工人數



**Talent team cultivation – High potential  
talent development plan**  
幹部梯隊建設－高潛人才發展計

In addition, in order to support and improve employees' professional knowledge and skills as well as to encourage voluntary learning, we have developed the *Tongcheng-Elong Scholarship Award Scheme* to provide employees with scholarships, so as to motivate and retain core talents and thus proactively building a learning organisation.

In 2020, for the purposes of further creating an atmosphere of innovation and screening out excellent talents, we held various activities such as the "2<sup>nd</sup> Hackathon" and the "2020 Creativity Competition Concerning City Operation", to motivate employees' creativity and encourage them to turn creativity into growth.



**Cornfield Plan – Training Camp for Junior  
Product Manager**  
麥田家湖－初階產品經理訓練營

此外，為支持與提升員工專業知識與技能，鼓勵自主學習，我們制定了《同程藝龍助學獎勵計劃》，為員工提供助學獎金，激勵與保留核心人才，積極打造學習型組織。

2020年，為進一步打造創新氛圍，選拔優秀人才，我們舉辦了「第二屆黑客馬拉松大賽」，「2020城市運營創意大賽」等活動，激發員工創造力，鼓勵員工進行創意產出。

#### (4) Employee care

##### i. Employee Communication

Adhering to the principle of “communicate and solve problems in a timely manner, and leaving no issues unresolved overnight”, we value the functions of democratic management, democratic participation and democratic supervision. We have established online and offline employee communication and feedback channels to understand and respond to employees’ expectations and opinions. In accordance with the *Regulations on the Negotiation and Adjustment of Labour Disputes in Enterprises*, we have established the labour union and congress of workers and staff, and formed a labour dispute mediation committee to promote scientific decision-making and democratic management of the Company and to maximise the rights and interests of employees.

The Customer Service Centre organises a “BOSS face-to-face” event on a quarterly basis to discuss recent hot topics. Leaders of various teams are invited to provide on-site answers to achieve two-way communication. This has effectively shortened the distance between management and junior employees.

In 2020, we carried out multiple trainings for front-line supervisors, enabling them to quickly identify the mental state of staff, better digest negative emotions and exploit positive feelings, so as to strengthen team communication and cohesion.

#### (4) 員工關愛

##### i. 員工溝通

堅持「及時溝通，及時解決，問題不過夜」的原則，我們注重發揮民主管理、民主參與、民主監督的作用，建立在線和線下的員工溝通反饋渠道，了解並響應員工的期望和意見，根據《企業勞動爭議協商調節規定》建立了工會組織和職工（代表）大會制度，並設立了勞動爭議調解委員會，推動科學決策和民主管理，爭取員工權益最大化。

客服中心每季度組織開展「BOSS面對面」活動，結合近期熱點進行討論話題，由各團隊負責人進行現場解答，實現雙渠道交流，有效拉近了管理層和基層員工的距離。

2020年，我們已開展多場針對一線主管的愛心培訓，旨在讓管理者能夠更快辨別員工心理狀態，更好地化解消極情緒，發揮積極情緒的作用，加強團隊溝通與凝聚力。



## ii. *Employee benefits*

In order to motivate employees to go all out for the Company's long-term development, we provide employees with diversified benefits. We have a "personalised" welfare mall where points can be used to redeem benefits. We have gym, entertainment room and library where all kinds of fitness equipment and e-learning equipment are available. We have the "Baby Care Room" specially set up for female employees. We also provide additional benefits to employees through cultural honour, holiday benefits, employee care and phone allowance. Our Customer Service Centre provides quality accommodation for employees. In addition, we also actively obtain feedback from employees and continue to develop new welfare programs, in order to stimulate the enthusiasm of employees to grow together with the Company while protecting the value of employees' work.

## iii. *Employee activities*

In order to enrich the amateur cultural life of employees and to reflect people-oriented management and caring, we have organised various activities from time to time, such as gratitude tours for parents, interest groups, caring for women events and annual parties, to deepen the communication among departments as well as that between management and employees, thus strengthening team cohesion and enhancing employees' acknowledge and sense of belonging to the Company.

## COMMUNITY INVESTMENT

Enthusiastic participation in public welfare undertakings is not only our unshakeable social responsibility, but also the requirements of our long-term development. As an active participant in the public welfare undertakings, based on our industrial advantages, we are devoted to creating a favourable public welfare environment by means of participating in public welfare and charity activities in an enthusiastic manner through leveraging our resources and technologies and upholding the spirit of pursuing goodness.

## ii. *員工福利*

為激勵員工為公司長期發展全力以赴，我們為員工提供了多元化福利，如使用積分兌換權益的「個性化」福利商城；在健身房、娛樂室和圖書室配備各類健身器材、電子學習設備等設施；特別為女性員工設置了「愛心母嬰室」；通過文化榮譽、節日福利、員工關懷和通訊補貼等方式為員工提供額外保障性福利；客服中心為員工提供優質的住宿及管理服務。除此之外，我們亦主動聽取員工反饋，不斷發展新的福利項目，在保障員工工作價值的同時，激發員工與公司共同發展的熱情。

## iii. *員工活動*

為豐富員工們的業餘文化生活，體現對員工的人性化管理和關懷，我們不定期組織感恩父母游、興趣社團、女性關愛、公司年會等各類型的團隊活動，加深各部門之間的交流，加強管理層與基層員工之間的溝通，提高團隊凝聚力，增進員工對公司的認同感和歸屬感。

## 社區投資

熱心參與社會公益事業，既是我們義不容辭的社會責任，也是長期發展的需要。作為發展社會公益事業的積極參與者，我們結合行業優勢，致力於利用自身的資源和技術優勢在多領域開展公益慈善活動，堅持崇德向善的濟世情懷，用責任和公益來反哺社會，共同營造良好的社會公益環境。

## (1) Supporting poverty alleviation

The year of 2020 marked the last year to fight against poverty, during which we made “Great Achievements in Poverty Alleviation” with our responsibilities.

### *i. Partnership assistance for poverty alleviation.*

In April 2020, we signed an agreement for partnership assistance with poverty-stricken villages in Yanhe County, Tongren City, Guizhou Province, to leverage our advantages to facilitate poverty alleviation through the consumption of products from the poverty-stricken areas, employment and education for the poverty-stricken areas in the project of “Suzhou and Tongren Work Hand-in-hand”. Tongcheng-Elong actively brought the strengths of its platform into full play to enhance the popularity and influence of Tongren’s tourism brands across the country through building customized services and creating cultural and creative brands, creating a new model of poverty alleviation via tourism. Meanwhile, we tried to strengthen the support for poverty alleviation and public welfare under the concept of “Tourism + Public Welfare”. We launched activities like “Caring for Students” and “Making Travel Dreams Come True” for teenagers in poverty-stricken areas in Tongren city, so as to plant the seeds of wisdom for the future development of rural areas.

The project was awarded one of the Top 10 Online Poverty Alleviation Cases in the 2020 Poverty Alleviation Cases Online Collection hosted by the China Federation of Internet Societies under the guidance of the Information Development Bureau of the Office of Central Cyberspace Affairs Commission.

### *ii. Quality products in support of farmers*

The severe pandemic has paralysed logistics across the country, resulting in massive unsalable agricultural products in various regions. We integrated the Internet with community thinking, and built a platform of “Tongcheng Quality Products” to support farmers in rural areas. Thousands kilograms of unsalable Liangshan strawberries and tens thousands of kilograms of unsalable Shanxi apples were sold out through the platform within half a day. Our efforts have facilitate the sale of various agricultural products, greatly reducing losses and supporting the agricultural industry at the county level while also providing users with superior agricultural products through a rigorous screening.

## (1) 助力脫貧攻堅

2020年是脫貧攻堅戰的收官之年，我們用責任和擔當書寫同程藝龍的「脫貧答卷」。

### *i. 結對幫扶*

2020年4月，我們與貴州省銅仁市沿河縣貧困村簽訂協議結對幫扶，在「蘇銅雙面show」蘇州、銅仁對口幫扶合作項目中通過消費扶貧、就業扶貧、智力扶貧等多維度，發揮同程藝龍的企業優勢，助力脫貧攻堅。同程藝龍積極發揮平台優勢，通過搭建定制窗口、打造文創品牌等方式，全面提升銅仁市的旅遊品牌在全國範圍內的知名度和影響力，積極開創旅遊扶貧新模式。同時，我們以「旅遊+公益」的理念強化對銅仁市的扶貧與公益助力，針對銅仁市貧困地區的青少年開展「愛心助學」、「圓夢旅行」等活動，為鄉村未來發展埋下智慧的種子。

該項目在中央網信辦信息化發展局指導、中國網絡社會組織聯合會主辦的2020網絡扶貧案例徵集中榮獲網絡扶貧十大案例。

### *ii. 優品助農*

新冠疫情的嚴峻形式下，全國物流癱瘓，導致各地農產品大量滯銷。面對農村這一下沉市場，我們結合互聯網及社群思維，搭建「同程優品」平台助農。依託該平台，半天內可銷售大涼山滯銷草莓數千公斤，山西冰糖心滯銷蘋果數萬公斤。我們通過實際行動，解決大批農產品的滯銷難題，極大地減少了損失，助力縣城農業產業興旺，通過嚴謹的選品，也為我們的用戶提供了良好的農產品。

### iii. Post-pandemic revitalisation

In May 2020, the National Federation of Industry and Commerce, the People's Government of Hubei Province and the China Society for Promotion of the Guangcai Program jointly organised an activity to support post-pandemic revitalisation and poverty Alleviation for Hubei. With respect to poverty relief effort through consumption, together with other travel platforms we made every effort to promote tourist resources and products of Hubei to boost the post-pandemic revitalisation of the cultural tourism industry in Hubei as well as facilitating poverty alleviation and high-quality development in Hubei while achieving sound development of the Company.

## (2) Boosting patriotism

In October 2020, we launched eight posters of "China Major Event" to celebrate the 71<sup>st</sup> anniversary of the founding of the People's Republic of China, to boost patriotism and positive energy from the promotion of a series of major milestones in China in recent years, including anti-pandemic, earthquake relief work, self-developed technologies, aerospace equipment.

We donated RMB100,000 to the Amity Foundation to jointly carry out the campaign of "71 China Pictures". Participants were given the card of "71 China Pictures" after collecting eight "China Major Event" posters, which could be redeemed for RMB71 cash or equivalent amount donation to the public welfare project "Salute to Ordinary Heroes" to pay tribute to the selfless dedication by public security officers, armed police, firefighters and medical staff who were injured at work.

### iii. 疫後重建

2020年5月，由全國工商聯、湖北省人民政府、中國光彩會聯合主辦的「全國工商聯攜手知名民企助力疫後重振脫貧攻堅湖北行」啓動。在消費幫扶方面，我們和其他旅遊服務平台共同在詩畫荆楚版塊，推介湖北旅遊資源和旅遊產品，助推湖北文旅產業振興，在實現企業自身健康發展的同時，推動湖北疫後重振、脫貧攻堅和高質量發展。

## (2) 弘揚家國情懷

在祖國成立71週年之際，2020年10月，為了激發公眾的家國情懷，宣揚國慶節日家國情懷與正能量，我們在國慶前期上線了8張「中國大事件」插畫海報，從抗疫、抗震救災、自主研發技術、航天重器等中國近年來多個大事件內容展開，弘揚家國情懷。

我們向愛德基金會捐贈人民幣十萬元，共同開展「71中國圖」活動。通過互動，用戶集齊8張「中國大事件」插畫之後，即可合成「71中國圖」，用於選擇兌換人民幣71元現金紅包或者進行等價的愛心捐贈，用於「致敬平凡英雄」的公益項目，幫助因工受傷的公安、武警、消防和醫護等群體，為他們的無私奉獻提供愛心保障。

## ENVIRONMENT

We have included the impacts of our operations on the environment in our overall planning. We are committed to reducing adverse effects upon the environment and climate caused by our business operation. We have implemented the principles of sustainable development by vigorously advocating energy conservation, emission reduction and efficient resource utilization. In strict compliance with the *Environmental Protection Law of People's Republic of China*, the *Energy Conservation Law of the People's Republic of China* and other applicable laws and regulations, we have formulated the *Administration of Energy Conservation*, in which we have clarified the green office practices. During the Reporting Period, the Company was not involved in any environmental violation issues.

### (1) Green operation

We face lower climate-related risks in terms of policies and regulations, technologies, market and reputation since we are not engaged in any large-scale production activities and we neither consume significant energy nor produce massive emissions. Yet we proactively adopt green office management measures to promote energy conservation and emission reduction:

- Turn off office ceiling lights during the one-hour lunch break;
- Increase the frequency of routine inspections by the property management company and shut equipment not in use;
- Post energy-saving slogans, and promote green and healthy work style and habits in staff trainings;
- Regulate temperature limit of air conditioning in office area, namely, no higher than 20 degrees Celsius in winter and no lower than 26 degrees Celsius in summer.

## 環境

我們將運營對環境的影響納入整體考慮，致力於減少企業運營對環境與氣候造成的不良影響，大力推進節能減排，提高資源利用率，貫徹可持續發展原則，嚴格遵守《中華人民共和國環境保護法》、《中華人民共和國節約能源法》等相關法律法規，通過《節能管理辦法》明確綠色辦公慣例。本報告期內，本公司未發生環保違規事件。

### (1) 綠色運營

我們不涉及大規模生產活動，不消耗大量能源，亦不產生大量排放，故面臨的來自政策、法規、技術、市場、聲譽等氣候轉型風險較低。但我們積極採取綠色辦公管理措施促進節能減排，包括：

- 於一小時午休時間關閉辦公室的頂燈；
- 加強物業巡檢次數，統一關閉不在使用狀態的設備；
- 張貼節能標語，在員工培訓中倡導綠色健康的工作方式和習慣；
- 設置辦公區空調溫度調節，冬季不得高於20攝氏度，夏季不得低於26攝氏度等。

In addition, the Company has further strengthened energy management through energy-saving transformation and the use of cleaner energy, including:

- Using LED lighting for office area, and removing excessive lamps under the condition of sufficient illuminance; installing tubular lighting in the well-lit places to make full use of natural light illumination and thus reduce electricity consumption;
- Using induction lamps of low energy consumption in underground garages;
- Installing solar equipment and supplying heat with solar energy, so as to increase the utilisation of clean energy and reduce carbon emission from the utilisation of traditional energies.

In 2020, we selected representatives from all business groups to take the lead in promoting energy conservation and carbon emission reduction. In addition, we improved the awareness of employees by shooting short videos of energy-saving and circulating them in streaming media.

## (2) Water saving and waste reduction

In strict compliance with the *Water Law of the People's Republic of China*, the *Law of the People's Republic of China on Prevention and Control of Water Pollution* and other applicable laws and regulations, we constantly strengthen water management, striving to reduce water consumption and improve water utilisation. We have been reducing water consumption by a series of measures, including posting water-saving signs, applying water-saving equipment and adopting advanced flushing technologies.

In order to reduce paper consumption, we have created a paperless office via online systems such as Office Automation and email. To reduce waste production, we have also placed waste paper boxes with reusable papers alongside printers as well as encouraging double-sided printing.

此外，本公司通過節能改造和使用清潔能源進一步加強能源管理，包括：

- 辦公場所統一使用LED照明，並在滿足照度的條件下拆除部分燈管，在光照充足的位置安裝導光筒，充分利用自然光照明，減少照明用電量；
- 地下車庫使用低能耗自動感應燈；
- 安裝太陽能設備，並使用太陽能供熱，提高清潔能源的使用率以減少傳統能源使用帶來的碳排放。

2020年，我們在各事業群中選出節能降耗代言人，通過標桿帶頭作用推動節能降耗。我們還通過拍攝節能降耗短視頻在流媒體中循環播放，向員工進行意識宣貫。

## (2) 節水減排

我們嚴格遵守《中華人民共和國水法》和《中華人民共和國水污染防治法》等相關法律法規，不斷加強用水管理，努力減少水資源消耗，提升水資源的利用率，通過張貼節水標識、應用節水設備、採用先進沖洗技術等措施減少用水量。

我們通過辦公自動化、郵件等電子辦公系統進行無紙化辦公減少用紙量；提倡雙面打印，並在打印機邊配備廢紙盒，供員工二次取用，減少廢紙的產生。

### (3) Climate change

We continuously monitor the impact on our business operations of climate changes and evolving regulations at home and abroad. The Company's ESG working group actively identifies climate-related risks and opportunities and formulates corresponding countermeasures. It is assessed that extreme weather such as typhoons and rainstorms will exert a potential impact on our business operations. Therefore, we have established emergency procedures and response mechanisms for extreme weather to mitigate the impact of force majeure on our business operations and ensure users' travel safety and convenience.

### (4) Environmental KPIs

Compared with 2019, the disclosure scope of the environmental KPIs in the Report has been adjusted as follows: Two offices in Suzhou were relocated to the newly built Suzhou Tongcheng Travel Building in August and September 2020, respectively. At the beginning of 2020, the Company's office did not operate normally during the pandemic. After the relocation in September 2020, Suzhou Tongcheng Travel Building was not 100% put into use. Affected by the aforementioned factors, every environmental KPI during the Reporting Period dropped sharply compared with that of 2019.

### (3) 氣候變化

我們持續關注氣候變化趨勢、國內外法規演變對業務運營的影響。本公司ESG工作小組積極識別本公司在氣候變化所面臨的風險與機遇，制定相關應對措施。經評估，颱風、暴雨等極端天氣會對我們的業務運營帶來潛在的影響。因此，我們針對極端天氣建立了應急流程及響應機制，以減緩不可抗自然因素對業務運營的影響，保證用戶出行的安全及便捷。

### (4) 環境範疇KPI

與2019年相比，本報告環境範疇KPI的披露範圍有如下調整：位於蘇州的兩處辦公場所分別於2020年8月和9月搬遷至新建的蘇州同程旅行大廈。2020年初新冠疫情期間，本公司辦公場所未正常運營。2020年9月搬遷後，蘇州同程旅行大廈亦未100%投入使用。受上述因素影響，本報告期內各環境範疇KPI相較於2019年均有較大幅度的下降。

**i. Emissions**

During the Reporting Period, our KPIs for emissions aspect are as follows:

Emissions		2020	2019	2018
排放物		2020年	2019年	2018年
Wastewater discharge (tonnes) <sup>1</sup>	廢水排放量(噸) <sup>1</sup>	<b>62,307.48</b>	72,351.19	69,388.02
Total GHG emissions (Scopes 1 and 2) (tonnes) <sup>2</sup>	溫室氣體排放總量(範疇一及範疇二)(噸) <sup>2</sup>	<b>7,138.70</b>	8,308.76	8,324.71
Direct GHG emissions (Scope 1) (tonnes)	直接溫室氣體排放(範疇一)(噸)	<b>67.79</b>	69.57	75.89
Including: Petrol (tonnes)	其中：汽油(噸)	<b>67.79</b>	69.57	75.89
Energy Indirect GHG emissions (Scope 2) (tonnes)	能源間接溫室氣體排放(範疇二)(噸)	<b>7,070.91</b>	8,239.19	8,248.82
Including: Purchased electricity (tonnes)	其中：外購電力(噸)	<b>7,070.91</b>	8,239.19	8,248.82
GHG emissions per capital (tonnes per capital)	人均溫室氣體排放量(噸/員工)	<b>1.57</b>	1.49	1.39
GHG emissions per floor area (tonnes per square metre)	每平方米樓面溫室氣體排放量(噸/平方米)	<b>0.12</b>	0.16	0.17
Total non-hazardous waste (tonnes)	無害廢棄物總量(噸)	<b>426.95</b>	631.01	885.82
Non-hazardous waste per capital (tonnes per capital)	人均無害廢棄物排放量(噸/員工)	<b>0.09</b>	0.11	0.15

Notes :

- As water fees generated by the office located in Ruoshui Road Suzhou Industrial Park are borne by the property management company, the wastewater discharge disclosed above does not cover the aforementioned office.
- Based on operational features, our GHG emissions mainly include direct GHG emissions (Scope 1) arising from petrol consumption of the Company's commercial vehicles, and energy indirect GHG emissions arising from purchased electricity (Scope 2). GHG emissions are presented in carbon dioxide equivalence and is calculated based on the Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators issued by the National Development and Reform Commission ("NDRC").
- Non-hazardous waste arising from our daily operation mainly includes domestic waste, grease trap waste and kitchen waste, all of which are disposed by the property management company. The hazardous waste includes waste toner cartridge and waste ink cartridge from printing equipment at office buildings. Waste toner cartridge and waste ink cartridge have no material impact as they are collected and disposed of by printing suppliers, so KPI A1.3 total hazardous waste produced is not disclosed in the Report.

**i. 排放物**

報告期內，我們的排放物層面KPI如下：

註：

- 由於公司位於蘇州工業園區若水路的辦公場所的水費由物業承擔，故上述廢水排放量不包含上述辦公場所。
- 基於運營特性，本公司的溫室氣體排放主要來自公司商務車輛的汽油消耗所造成的直接溫室氣體排放(範疇一)，以及外購電力所造成的能源間接溫室氣體排放(範疇二)。溫室氣體核算按二氧化碳當量呈列，並依據國家發展和改革委員會發佈的《公共建築運營企業溫室氣體排放核算方法與報告指南》進行核算。
- 本公司在日常運營過程中產生的無害廢棄物包括生活垃圾、隔油池廢物及餐廚垃圾等，均交由物業統一處理；有害廢棄物為辦公打印設備產生的少量廢棄硒鼓及墨盒，均由供應商回收處置，無實質影響。故KPI A1.3(所產生有害廢棄物的總量)在本ESG報告中不作披露。

ii. Use of Resources

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

ii. 資源使用

報告期內，我們的資源使用層面KPI如下：

Use of Resources 資源使用		2020 2020年	2019 2019年	2018 2018年
Total energy consumption (MWh) <sup>1</sup>	能源消耗總量(兆瓦時) <sup>1</sup>	<b>9,897.92</b>	11,633.93	11,535.38
Total Direct energy consumption (MWh)	直接能源消耗總量(兆瓦時)	<b>277.25</b>	284.56	310.39
Including: Petrol (MWh)	其中：汽油(兆瓦時)	<b>277.25</b>	284.56	310.39
Total indirect energy consumption (MWh)	間接能源消耗總量(兆瓦時)	<b>9,620.67</b>	11,349.37	11,224.99
Including: Purchased electricity (MWh)	其中：外購電力(兆瓦時)	<b>9,620.67</b>	11,349.37	11,224.99
Energy consumption per capital (MWh per capital)	人均能源消耗量(兆瓦時/員工)	<b>2.18</b>	2.08	1.92
Energy consumption per floor area (MWh per square metre)	每平方米樓面能源消耗量(兆瓦時/平方米)	<b>0.17</b>	0.22	0.24
Water consumption (tonnes) <sup>2</sup>	自來水用量(噸) <sup>2</sup>	<b>69,230.53</b>	80,390.21	77,097.80
Water consumption per capital (tonnes per capital)	人均自來水用量(噸/員工)	<b>17.32</b>	17.22	15.88



Notes:

1. Total energy consumption is calculated based on the consumptions of electricity, oil and the default parameter values related to fossil fuel as shown in the Appendix 1 to the *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by NDRC.
2. The Company's water consumption mainly consists of the domestic water at office buildings, all sourced from the municipal pipe network. The domestic wastewater generated is discharged into the municipal pipe network for treatment.
3. As water fees generated by the office located in Ruoshui Road, Suzhou Industrial Park are borne by the property management company, the water consumption and water consumption per capital disclosed above does not cover the aforementioned office.
4. Since the Company's operation does not involve the use of packaging materials, KPI A2.5 (Total packaging material used for finished products) is not applicable to us and thus not disclosed in the Report.
5. Based on the characteristics of the industry, Aspect A3 (The Environment and Natural Resources) and KPI A3.1 (Description of significant impacts of activities on the environment and natural resources and the actions taken to manage them) is not applicable to us as we do not have any significant impacts on the environment and natural resources during our business operation, thus such information is not disclosed in the Report.

註：

- 1、能源消耗總量根據用電量、耗油量及國家發展和改革委員會發佈的《公共建築運營企業溫室氣體排放核算方法與報告指南》附表1化石燃料相關參數缺省值計算。
- 2、本公司的用水主要是辦公場所的生活用水，均來自市政管網，所產生的生活廢水統一排入市政管網處理。
- 3、由於公司位於蘇州工業園區若水路的辦公場所的水費由物業承擔，故上述自來水用量和人均自來水用量不包含該辦公場所。
- 4、由於本公司的運營中不涉及包裝材料的使用，故KPI A2.5(製成品所用包裝材料的總量)對本公司不適用，故本報告內不披露。
- 5、基於行業特性，本公司的運營中不涉及其他的環境及天然資源，因此A3層面(環境及天然資源)及KPI A3.1(描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動)不適用，故本ESG報告內不披露。

## OUTLOOK

In the future, we will, continue to actively assume social responsibilities, help partner out of dilemmas as soon as possible and as always, manage to create excellent experience for our users. We will also grow together with our employees, explore more forms of charity, and work to improve energy efficiency and achieve sustainable development, so as to give back to our stakeholders with every pragmatic action.

## 未來展望

未來，我們將繼續積極承擔社會責任，助力行業夥伴盡快走出陰霾，一如既往地為用戶創造優質體驗，與員工共同進取，進一步探索慈善公益形式，並致力於提升能效，可持續發展，用每一個務實的行動回饋利益相關方。