



同程旅行



Tongcheng Travel Holdings Limited

(Incorporated in the Cayman Islands
with limited liability)

Stock code: 0780

2023

ENVIRONMENTAL, SOCIAL
AND GOVERNANCE REPORT

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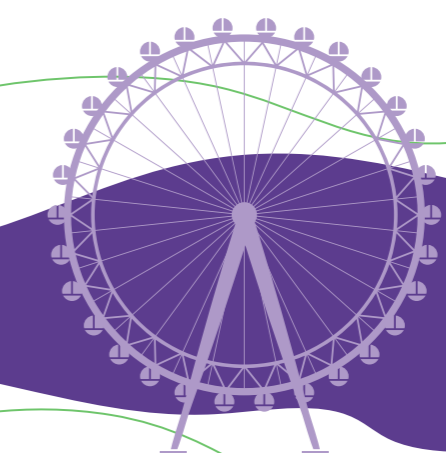
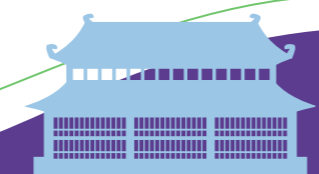
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About this Report



◆ Information about this report

This report is the sixth Environmental, Social and Governance (“ESG”) report (the “Report”) issued by Tongcheng Travel Holdings Limited (“the Company”, “Tongcheng Travel” and “we”) to systematically demonstrate our management measures and practices in the aspects of product responsibility, business ethics and anti-corruption, supply chain management, employee management, environmental protection and community investment in 2023.

◆ Reporting scope

The business revenue covered in this ESG report accounts for over 80% of the Company’s total revenue. Unless otherwise stated, the key performance indicators (“KPIs”) for the social aspects in this ESG report are applicable to the Company, its subsidiaries and consolidated affiliated entities; based on the characteristics of the industry, the KPIs for the environmental aspects in this ESG report are applicable to the office places that have a substantial impact on the environment during the operation of the Company, that is, the main office places in Suzhou, Hefei and Beijing. Compared with the 2022 ESG Report consolidated in the 2022 Annual Report and published on April 26, 2023, there is no significant adjustment to the scope of this ESG report. The reporting period is from January 1, 2023 to December 31, 2023 (the “Reporting Period”), and some content is not within the period.

◆ References

This ESG report complies with the *Environmental, Social and Governance Reporting Guide* (the “ESG Reporting Guide”) in Appendix C2 to the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited* issued by The Stock Exchange of Hong Kong Limited. The Company has complied with the “comply or explain” provisions set out in the ESG Reporting Guide.

Reporting principles

◆ “Materiality”: The communication with stakeholders and materiality assessment are included in the preparation process of this ESG report to determine key ESG issues. The threshold at which ESG issues determined by the Board are sufficiently important to investors and other stakeholders to be reported.

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

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

“Consistency”: Methodologies used in this ESG report for statistics and KPI disclosures are consistent with those used in the 2022 ESG Report.

◆ Board Statement

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

Governance Framework

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

Management principles and strategies

In 2018, the Company carried out its first materiality assessment. In the assessment process, the Company conducted extensive and in-depth communication with stakeholders through various channels to analyze, identify, evaluate, prioritize and manage the key ESG-related issues of the Company (including risks to Group’s businesses). In 2021, in response to the changes in the business environment and policy trends, the Company re-assessed key issues that stakeholders focused on. During the Reporting Period, the Company re-examined its materiality assessment results to determine the impact of each key issue, and aligned efforts to respond accordingly.

The Company’s Board of Directors, ESG Committee and ESG and Data Security Committee have been proactive in managing material issues regarding protecting users’ privacy and security, operating in a credible and compliant manner, providing quality service and safeguarding network security. This report focuses on how these issues are managed.

Objectives review

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

◆ Report Availability

This ESG report will be published on the Company’s website (www.tongchengir.com) and the website of The Stock Exchange of Hong Kong Limited (www.hkexnews.hk).

Chairman's Statement

In 2023, we experienced a year of challenges and hopes. Against the backdrop of the country's economic recovery, Tongcheng Travel, as a leading online travel agency (“OTA”) in China, is facing new opportunities and challenges. With the mission of “Making Travel Easier and More Joyful” and the vision of “Becoming the Most Trustworthy Travel Platform”, we strive to empower the travel industry through technologies as well as creating value for our users’ travelling. During the year, we continuously explored sustainable development, and offered better services to users.

We integrate the concept of sustainable development into the travel industry, and actively explore new models of sustainable development. In February 2023, we launched the “Tongcheng Thousand Villages Program”, which aims to help more villages build tailor-made sustainable tourism models by exporting talents, technology, traffic, and capital, with concept of “thousands of villages, thousands of faces”. We believe that we can inject new momentum into the rural revitalisation strategy through this plan.

We continue to promote the rights and interests of our employees and emphasize on their growth and development. Employees are the most valuable resources of the Company and are crucial to the development of our company. We are committed to building a fair, diverse, healthy, and upward working environment, as well as providing employees with broad career development opportunities and abundant training resources.

We integrate green and low-carbon practices into our daily operations. In 2023, we continued to promote green environmental protection and carried out a series of activities in terms of energy conservation and consumption reduction, including paperless office, waste classification, and water saving campaigns. We also carried out a photovoltaic power storage project in our office buildings to practice a green and low-carbon operation. We firmly believe that through these efforts, we can take a bigger step towards a green and low-carbon future.

Since our establishment, we have been actively participating in public welfare, and have continuously carried out charity activities in various areas, such as education, employment, and disaster relief. In 2023, by cooperating “Tongcheng Shelter” charitable hotel alliance, we launched various initiatives to provide resting areas and shelters for users under various scenarios, such as during the college admission exam season and in response to rainstorms and snowstorms, so as to further promote the participation of the industry chain in social welfare services.

In terms of ESG practice, many of our initiatives are generating positive impacts, and continue to receive recognitions. In 2023, we made into the S&P Global’s Sustainability Yearbook (China) 2023, and for the second consecutive year, we received “AA” in MSCI ESG ratings.

In the future, we will continue to actively assume social responsibilities and explore more ways of sustainable development, so as to contribute to the sustainable development of society.

Wu Zhixiang
Co-Chairman of the Board
and Executive Director



About Tongcheng Travel

Company Business

Tongcheng Travel is an innovator and market leader in China’s online travel industry. We were established in 2018 as a result of the merger of two of Chinese leading online travel platforms, Tongcheng Network Technology Co., Ltd (“**Tongcheng Network**”) and eLongNet Information Technology (Beijing) Co.,Ltd (“**eLong**”).

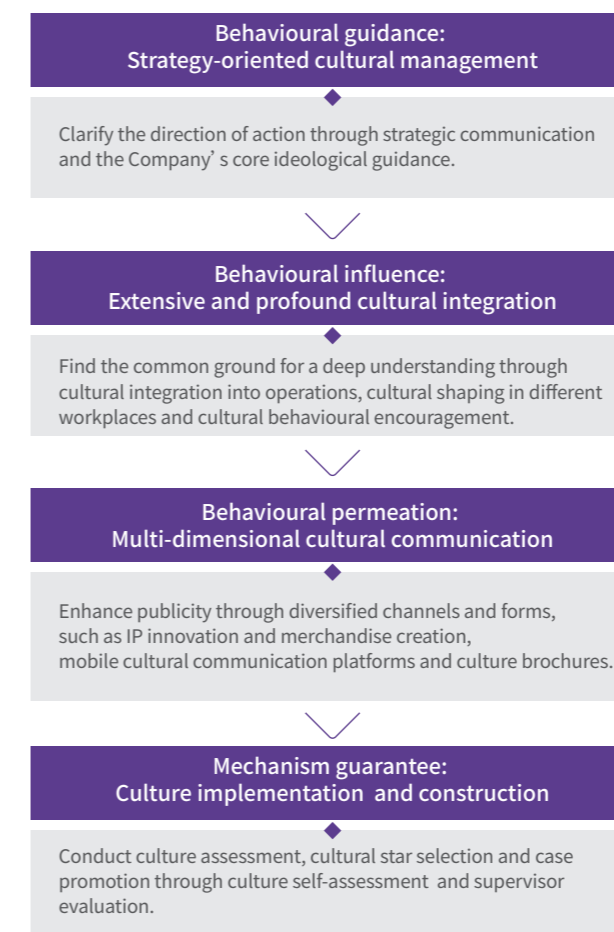
We provide innovative and comprehensive services covering various aspects of the tourism industry. Our business scope includes transportation, accommodation, attraction ticket booking, as well as group tours, independent travel, cruises and other products, covering a wide range of travel and vacation scenarios. As a technology-driven company, Tongcheng Travel is steadily progressing towards its goal of transforming from an online travel platform to an intelligent travel assistant, leveraging the capabilities of big data and artificial intelligence.



Corporate Culture

As a one-stop platform catering to users' travel needs, Tongcheng Travel continues to provide users with high-quality and diversified travel experiences by bearing in mind the mission of “Making Travel Easier and More Joyful” and the vision of “Becoming the Most Trustworthy Travel Platform”. With the cultural values of “Customer First, Innovation and Enterprise, Integrity and Honesty, and Win-Win Cooperation”, Tongcheng Travel strives to promote the sustainable development of the travel industry by being profoundly involved in the upstream and downstream industry chains with an open and win-win mindset. We are committed to creating value for all stakeholders.

We deeply understand the importance of corporate culture for sustainable development and brand building. Upholding the concept of sustainable development, we have constructed an extensive, profound, and multi-dimensional cultural system in four ways, namely “behavioural guidance”, “behavioural influence”, “behavioural permeation” and “mechanism guarantee”, to motivate staff to keep innovating, thus delivering better services to customers and leading the industry to grow together.





Tongcheng Travel's Path To Building Corporate Culture



Based on the Company's mission, vision, and values as well as the Company's development strategy and goals, Tongcheng Travel iterates and extracts its core cultural concepts each year. By integrating corporate culture into business and organizational development, we strive to maintain consistent cultural identity from top to bottom. In 2023, we extracted five cultural keywords based on our business objectives for the year, namely “Agility: swift response”, “Innovation: embracing change”, “Fighting: sparing no effort”, “Trust: behaving honestly” and “Simplicity: streamlining the complex”. This is to further leverage the power of our culture to build up a stronger fighting force.

Main Awards Received In 2023

 Award	Awarded by
Selected into the S&P Global's Sustainability Yearbook (China Edition) 2023	S&P Global
2023 Most Socially Responsible Listed Company	Stockstar
2023 Benchmarking Enterprises with Social Responsibilities for Cultural and Tourism Consumption	2023 New Tendency of Culture and Tourism
Annual Social Value Contribution Award	MarTech Insight Awards 2023
Velvet Flower Award	2023 Corporate Social Responsibility Development Forum
2023 EDGE AWARDS Annual ESG Innovative Enterprises List	2023 T-EDGE Conference & Awards
WISE Business King · Annual ESG Investment Selection of Listed Companies in 2023	Penetrating the Cyclical Fog to Unravel Market Discipline - WISE 2023 Capital Market Conference
Unit with 5A Credit Rating of Labor Security in Suzhou in 2022	Suzhou Industrial Park Human Resources and Social Security Bureau
Excellent Case of Mobile Internet Application Service Capacity Enhancement	Ministry of Industry and Information Technology
Top 20 Chinese Tourism Groups in 2023	2023 China Tourism Group Development Forum
Influential Cases of China's Tourism Industry in 2023	The 10th China Tourism Industry Development Annual Conference
2023 Recommended Hotel Technology Platform	2023 China Hotel Procurement Conference
2022 Advanced Unit for Consumer Rights Protection	China Consumers Association
2022 Forbes China Top 100 Customer Service Companies	Forbes China
Most Beautiful Customer Service Professionals Public Welfare Activity · Outstanding Organizations & Units	The China Consumer Journal

 Award	Awarded by
Leading Travel Service Platform of the Year	2023 Sky Choice Travel Awards
2023 Top 10 Power Groups for Cultural and Tourism Consumption	2023 New Tendency of Culture and Tourism
Excellent Organizations and Top 10 Excellent Cases	The 4th Consumer Responsibility Dialogue
2023 Top 50 Digital Technology	01 Think Tank
Most Valuable Major Consumption Companies	The 8th ZhitongCaijing Capital Market Annual Conference & Listed Company Award Ceremony
"Tell China's Story Well" Excellent Promotion Cases of Domestic Tourism Marketing	China Association of Travel Services
Future Business Kings Enterprise of the Year 2023 - Consumption and Life	36Kr 2023 WISE Conference
Black Cat Consumer Service Stars for Q1 & Q2 2023	Sina
2023 "Best Destination Promotion Marketing Case" Award by the 7th China Travel Consumption Annual Summit Pioneer Award Ceremony	Tripvivid
2023 Tiger Roar Awards Bronze Award in the Marketing Category	Digital Marketing Committee of China Advertising Association of Commerce
2023 IAI Travel Awards Golden Award	IAI Awards Executive Committee
2023 iQIYI iJoy Conference - New Breakthrough Award for the Year	iQIYI
2023 VCON Most Efficient Operation Brand	Vision Event
2023 i awards Annual Excellence Award	Tencent Music Entertainment Group

Performance Highlights In 2023

Scientific Governance	Information Security	Quality Service
<ul style="list-style-type: none"> ■ MSCI ESG Rating AA ■ Included in the S&P Global's Sustainability Yearbook (China) 2023 ■ 100% of employees and board members participated in integrity training ■ A total of 6 special ethics audits were carried out 	<ul style="list-style-type: none"> ■ Obtained the ISO 27001 Information Security Management System certification, covering more than 80% of the Company's businesses ■ 100% of employees were trained in data security ■ 3 employees have been awarded the Personal Information Protection Engineer certificate and the Enterprise Compliance Engineer qualification 	<ul style="list-style-type: none"> ■ Obtained the certificate of International Customer Service Standardization Certification Body (COPC Inc.) ■ The first call resolution rate (FCR) of complaints within 2 hours reached more than 95%

Employee Development	Green Operation	Caring for society
<ul style="list-style-type: none"> ■ Obtained ISO 45001 certification of occupational health and safety management system and "China Healthy Workplace Certification" ■ 50.99% female employees ■ 51.46% female in management ■ Annual training covering more than 88.77% of employees¹ ■ Average annual training hours of 9.26 hours per employee¹ ■ Over 180 hours of psychological consultation for employees via EAP 	<ul style="list-style-type: none"> ■ Committed to reducing Scope 1 and Scope 2 carbon emissions intensity by 15% by the end of 2030 compared to 2021 ■ Obtained ISO 14001 certification of environmental management system 	<ul style="list-style-type: none"> ■ Lindu Warm Village was awarded the "Exemplary Case of rural revitalization by 2023 World Tourism Alliance"

Note:

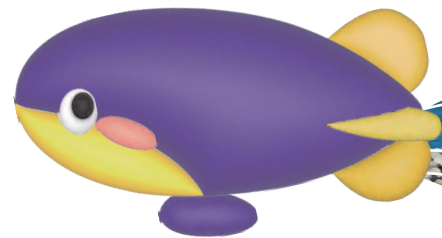
1. This data only cover employees' training organised by the Company's Human Resources and Administration Center.



01

Scientific Governance for Sustainable Development

Tongcheng Travel continuously practices sustainable development commitments and is committed to promoting sustainable development of Chinese and the broader global travel industry in a responsible manner.



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ESG Governance Structure

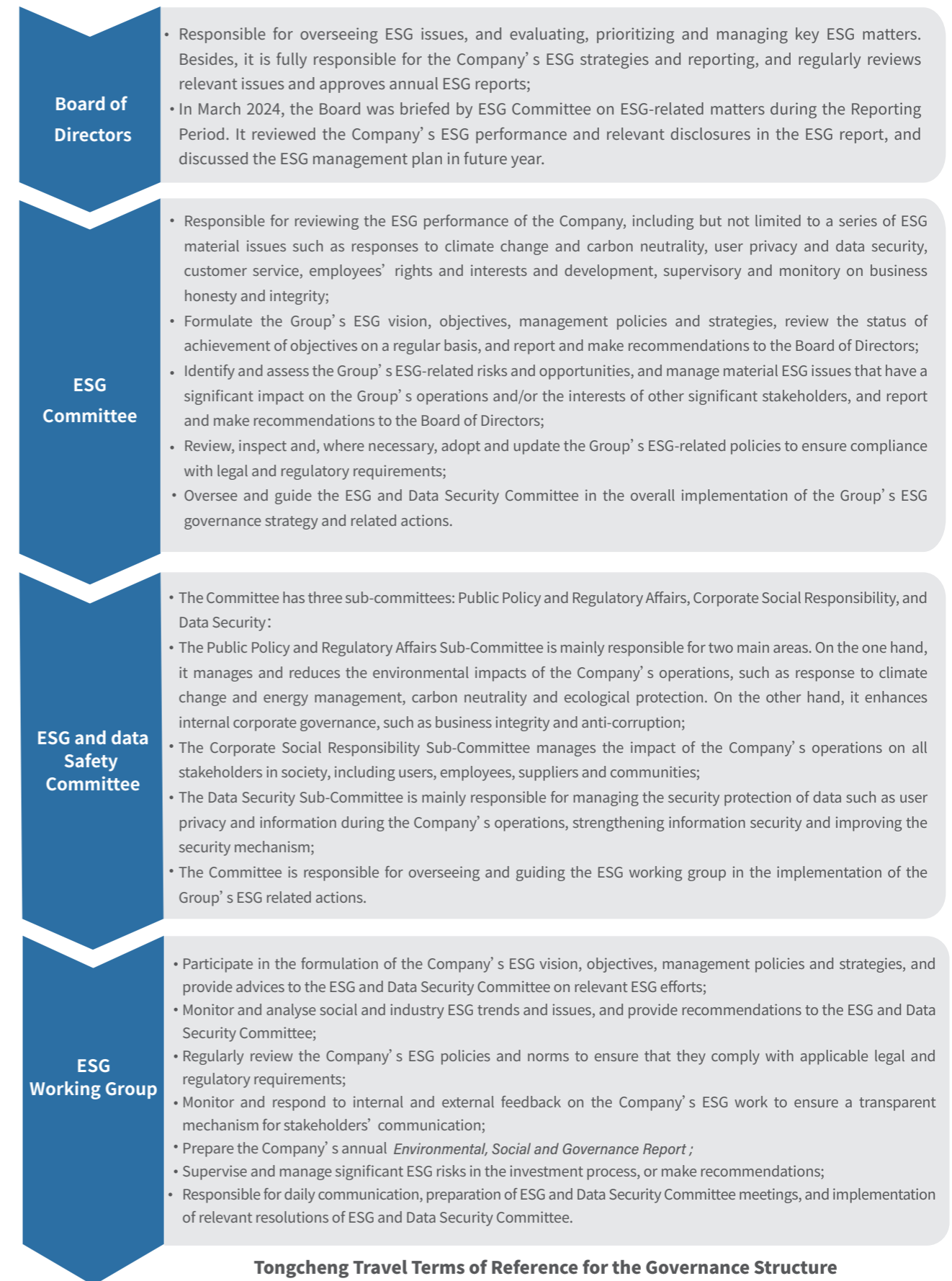
To implement better corporate ESG governance, Tongcheng Travel has established the Environmental, Social and Governance Committee (“**ESG Committee**”) and the corporate-level Environmental, Social and Governance and Data Security Committee (“**ESG and Data Security Committee**”) in 2021, which aims to guiding and supervising the Company’s environmental, social and governance performance following the guidance of the Board of Directors, the Company’s ultimate governance body, so as to achieve sustainable development that benefits both the Company and society.

The ESG Committee consists of Directors appointed by the Board of Directors, all of whom are independent non-executive Directors. Under the ESG Committee, an ESG and Data Security Committee has been established with Executive Director and Chief Executive Officer Mr. Ma Heping as the chairman to oversee all ESG issues. As such, the Company has formed a four-tier ESG governance structure.

Please refer to the *Terms of Reference for the ESG Committee*.



Tongcheng Travel ESG Governance Structure



Tongcheng Travel Terms of Reference for the Governance Structure

Stakeholders' Communication



We put emphasis on communication with stakeholders and have established a stakeholder communication mechanism covering all business lines. We have multiple effective channels to understand their expectations and requirements for our ESG performance, which serve as significant reference for us to develop ESG strategies. The main stakeholders of the Company include shareholders and investors, regulators, media, non-government organisations (“NGOs”), partners, users, employees, and communities.

We regularly communicate with stakeholders, such as customers, local governments, investors, and media. We have also linked the results of stakeholder communication to the performance evaluation of the Company's management. Through participation in large-scale summits, exhibitions, guest speeches, roundtable discussions, and other means, we communicate our company's strategies and business dynamics externally. We also organise supplier conferences to unveil the Company's phased strategic plans to our suppliers.

Stakeholder identification	Conduct a comprehensive survey on the Company's business operations and value chains to classify stakeholders into different groups and specify the key person of communication for each group.
Stakeholders classification	Stakeholders are classified, according to their engagement, concerns, expectations, and demands.
Communication mechanism construction	Communication with stakeholders includes but is not limited to communication with media, routine visits and other online and offline communication. The Company's core employees are responsible for daily communication with media.
Risk control	Provide public whistleblowing channels for stakeholders to report any communication problems for supervision and improvement.
Internal review and conclusion	Optimise internal decisions and enhance governance by communicating external opinions in the review meetings, which are also attended by senior management. In addition, we will enhance the transparency of communications with stakeholders through webpage update and press release from time to time.

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

Materiality Assessment

The Company has appointed a third-party agency to perform a materiality assessment and actively invited various stakeholders to participate. We have determined the materiality of each ESG issue to the Company’s business development and stakeholders, and will use the assessment results as important references for formulating ESG management strategies and compiling ESG reports, which are also integrated into the overall risk management system of the Company. During the Reporting Period, we re-evaluated the original ESG issues to determine their impacts.

Step 1 Identify ESG issues

According to the *ESG Reporting Guide* and considering actual business and industrial characteristics as well as concerns to stakeholders, we reviewed and re-evaluated the ESG issues to ensure the objectivity and integrity of the Company’s topic database, and confirmed that they had covered our ESG practices during the Reporting Period;

Step 2 Determine the materiality

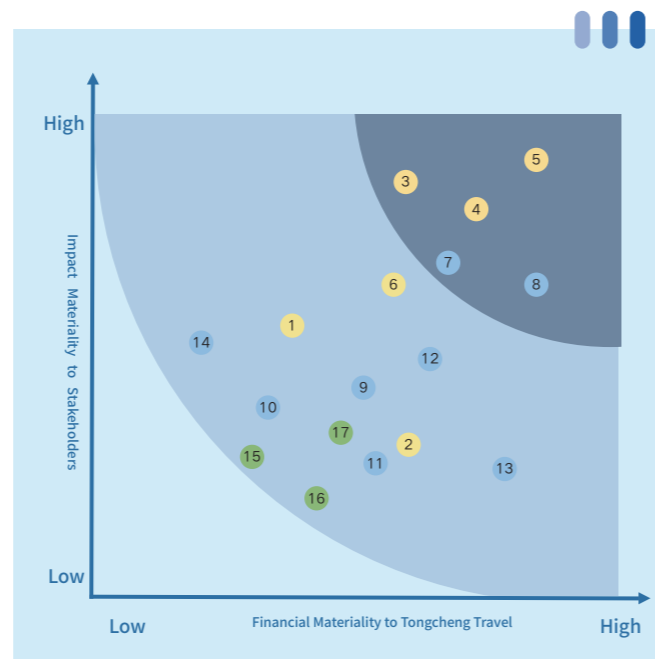
The Company employs a double materiality assessment approach, utilising internal interviews, discussions, and soliciting opinions from external stakeholders. We evaluate and adjust each issue from both “impact materiality” and “financial materiality” perspectives, and generate a materiality assessment matrix based on the survey results.

Step 3 Verify assessment results

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

Materiality Matrix

Aspect	No.	Issue
Economic	1	Sustainable supply chain
	2	Safeguard intellectual property
	3	Protect users’ security
	4	Provide quality services
	5	Operate in a credible and compliant manner
	6	Boost industrial development
Social	7	Protect users’ privacy
	8	Safeguard network security
	9	Prohibit child labor and forced labor
	10	Diversity and equal opportunities
	11	Protect staff’s health
	12	Protect staff’s rights and interests
	13	Promote career development
	14	Charity activities
Environmental	15	Reduce emission
	16	Save resources
	17	Climate change and carbon emissions



Compliance Operations

The business philosophy of compliance and efficiency is not only an important cornerstone for the Company's sustained and healthy growth, but also the foundation of providing high-quality services. Tongcheng Travel has always adhered to the value of “Integrity and Honesty – Stand firm on the bottom line. Being Simple and Honest” and attaches great importance to operational norms. We strictly comply with laws and regulations, such as *the Company Law of the People's Republic of China*, and have established a sound risk prevention and control mechanism. We have cultivated a strong awareness of compliance as well as risk prevention and control, and practice high-level ethical standards in all aspects of business operations.

Risk Management

The Company continues to strengthen risk management and control system. It systematically identifies risks in operations and proactively manage risks in response.

Tongcheng Travel has established a sound risk management process to effectively reduce risk levels. Our risk management process includes three important steps: risk identification and analysis, risk assessment, and risk control.

Risk identification and analysis

We conduct annual internal risk audits covering various risks to fully identify compliance risk, operational risk, and other risks, and report the identified risks to the Audit Committee for further analysis. The Committee identifies and analyzes risks based on its controllability and priority ranking. For example, the primary customer risk and the risk of retaining and expanding user base are identified as major risks and will accordingly be addressed as the priority (see the 2023 annual report for detailed risk controls measures).

Risk assessment

We conduct systematic assessments of risks identified by the Company at least twice a year, and proactively analyse the probability of risk occurrences and related impact. We also leverage stress tests, cross-tests, and other tools to simulate the impact of risks in extreme situations so as to determine the priorities for our risk management. In addition, we conduct internal audits to ensure a comprehensive risk assessment.

Risk control

We have established a sound risk management procedure to manage and control risks in various areas. In addition, we regularly conduct various emergency drills to ensure the effectiveness of our emergency measures, and effectively control potential risks during business operations through targeted restoration plans.

Risk Management Process

Business ethics and anti-corruption

Tongcheng Travel always adheres to the philosophy of business integrity and holds a “zero-tolerance” attitude towards corruption. We strictly comply with laws and regulations such as the *Anti-Unfair Competition Law of the People’s Republic of China* concerning duty encroachment, bribery, extortion, fraud, and money laundering.

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

We have formulated *Tongcheng Travel Sunshine Code of Conduct and the Measures for the Work of the Disciplinary Inspection and Supervision Committee*, covering all employees and business lines of the Company and clearly stipulating that employees are forbidden from behaviours, such as deception, improper profit, fraud, and breaches of confidentiality. Meanwhile, we have set up the Discipline Inspection and Supervision Committee as an implementation body to handle relevant affairs. We have also implemented an evaluation mechanism that links employee performance to their business ethics so as to further reduce business ethics risks and enhance employees’ awareness of business ethics.

Compliance indicators involving business ethics are part of the compliance assessment and affect employee performance evaluations. Employees will be removed or dismissed from their positions once they violate the *Tongcheng Travel Sunshine Code of Conduct* with serious circumstances and deemed to have committed serious violations. The weighting of business ethics compliance in performance evaluations exceeds 50%. To combat and intensify the prevention of corruption, the Company has developed the *Whistleblowing Implementation Measures, the Measures for Protecting and Rewarding Whistleblowers and Witnesses, the Work of the Disciplinary Inspection and Supervision Committee, and the Implementation Measures for Case Handling*, as well as sound reporting channels and corresponding procedures. Employees and external personnel can report violations of professional ethics or related incidents through e-mails and hotlines. Meanwhile, we have clarified the process of handling whistleblowing, the protection measures for whistle-blowers, and the reward mechanism. We provide necessary protection for whistle-blowers and witnesses. Verified acts of retaliation will be dealt seriously. Additionally, we offer multiple safeguards for suppliers and other partners who proactively report clues of violations of laws and regulations, as well as encouraging all stakeholders to actively report corruption, duty encroachment and other violations of laws and regulations. During the Reporting Period, anti-bribery related terms and clauses have been included in the contracts of suppliers.

If a report is confirmed through investigation, the incident will be handled seriously in accordance with the related punishment policies. For acts constituting illegal and criminal offences, such cases will be transferred to the judicial organs for further processing, and related announcements will be made within the Company. During the Reporting Period, we continued to improve the integrity and compliance policies and systems. We revised policies, such as the *Sunshine Code of Conduct, the Detailed Rules for the Implementation of Disciplinary Punishment, and the Whistleblowing Implementation Measures*, and published a revised *Conflict of Interest Management System*, to further strengthen the integrity and compliance policies and systems, thus effectively protecting the Company’s interests.

The Company conducts annual business ethics and anti-corruption audits in all business operation processes and segments. During the Reporting Period, the Company carried out a total of six special inspections, covering high-risk positions and key business departments. Such inspections have helped recover losses of more than RMB800,000 and stopped losses of nearly RMB6 million. During the Reporting Period, the Company proactively conducted screening and investigation of corruption related cases, one of which was transferred to the public security and filed accordingly. The cases above had no material impact on the Company. In addition, based on investigated misconduct cases and their consequences, we have formulated the *Compilation Manual of Disciplinary Cases*, which was preached company-wide. Meanwhile, we proceeded to optimise relevant procedures and policies and updated the *Tongcheng Travel Integrity Warning Manual for the Management*. We also conducted one-on-one integrity conversations for high-risk positions and management positions to enhance self-inspection and self-correction on high-risk issues. During the Reporting Period, there were no significant violations related to discrimination and harassment, conflict of interest, money laundering, and insider trading.

We have been constantly perfecting the publicity and implementation mechanism for integrity education. We have designated “11th November” of each year as the “Integrity and Self-discipline Day”. Besides, we spare no effort to deliver the values of integrity and self-discipline to each employee through multiple means, such as tabloids, publicity videos, and articles. We also lay emphasis on the publicity and implementation of integrity in the governing body. We regularly provide integrity trainings and distribute business ethics materials to all Board members each year to build a sound integrity education mechanism. During the Reporting Period, we conducted more than 20 integrity publicity and training sessions for all employees, with more than 4,000 participants.



Tongcheng Travel Participated in the Business Forums on Integrity and Compliance

We also continued to carry out activities to share the integrity concepts, such as “Cultivating Moral Character with Integrity Action and Thought” during the Integrity and Self-discipline Week on November 11. We also provided core integrity training, inviting all staff to participate and offering online live broadcasts for comprehensive education on integrity and business ethics. The ethics trainings covered 100% of all full-time employees, interns, outsourcing employees and employees of other types/employment forms.

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

In addition, Tongcheng Travel strictly controls business ethics standards in the course of business activities with external partners. We have established the Supplier Code of Conduct, requiring all suppliers to maintain the same level of integrity as Tongcheng Travel, and to establish business ethics principles and management procedures in accordance with their own conditions. Our business ethics audits cover all compliance assessments during the cooperation with external suppliers to ensure a fair and positive industry value.

Tongcheng Travel has joined the Trust & Integrity Enterprise Alliance. We cooperate with various members of the Alliance to fight against corruption on multiple fronts. We share the information of dishonest personnel and dishonest enterprises, as well as jointly fulfil commitments towards anti-corruption. Together, we aim to promote the healthy development of the industry. During the Reporting Period, we joined the Decision-making Committee of the Trust & Integrity Enterprise Alliance and participated in four exchange activities, including the industry exchange summit of the Trust & Integrity Enterprise Alliance, to proactively share our experience in building an integrity culture with the industry.

Compliant marketing

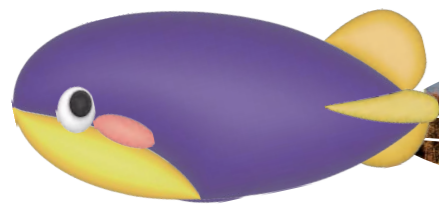
With emphasis on the management of advertising and visual identity, Tongcheng Travel has made active efforts to build a positive corporate image. The Company strictly follows the *Advertising Law of the People’s Republic of China* to establish internal copywriting standards, and strives to stay true and accurate based on the principle of “Concise and Simple”. We have implemented the compliance auditing of advertising and promotional materials in accordance with policies 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 Travel Colour Standard System and Specifications* and the *Tongcheng Travel Brand VI Specification* to enhance the brand recognition.

Tongcheng Travel has established principles of public relations management as well as emergency handling principles for sudden public opinion crisis. We have also established a sound prevention and early warning mechanism for major public opinion in our core businesses and improved the risk evaluation and mitigation mechanism. We provide trainings on policies and public opinion to business-related personnel from time to time, so as to prevent the occurrence of public opinion incidents. As of the end of the Reporting Period, we have successfully organised six policy and public opinion related training sessions, covering 470 employees.

02

Ensuring Security by Staying True to Our Mission

Tongcheng Travel strives to create a safe environment for users. We have developed comprehensive process policies and management, and have continuously improved and optimised the security supervision process.



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Safeguarding Information Security

■ Management system

We view information security as the foundation for the stable operations of our business. The rapid development of information technology not only brings opportunities for our digital development and technological iterations, but also poses challenges for our information security management and business stability. We have identified information security as an emerging risk issue and have established a comprehensive security protection system, striving to reduce the external security threats to a manageable extent, thus laying a solid foundation for the Company's business operations.

We strictly comply with relevant laws and regulations, such as the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, and the *Personal Information Protection Law of the People's Republic of China*. Furthermore, we have established a sound information security management mechanism based on the above information security requirements and have specified relevant requirements in internal policies, such as the *Tongcheng Travel Information Security Management Provisions*, which apply to all employees.

The ESG and Data Security Committee is responsible for user privacy, data security, and other protection work. Mr. Ma Heping, the Chairman of the Committee, is responsible for the overall supervision of the work relating to data security protection. Meanwhile, the Data Security sub-committee, under the ESG and Data Security Committee, is responsible for the implementation of specific data security and protection. We have comprehensively improved information security management capabilities in all dimensions like research and development ("R&D"), operation, detection, governance, and business. We have also included information security compliance as part of the performance assessment of employees from relevant departments, to enhance employees' awareness of information security.



Based on domestic and international information security criteria and best practices, Tongcheng Travel has built an information security system in line with its business development. The Company has obtained the ISO 27001 Information Security Management System certification, covering more than 80% of the Company's business. We also keep records on graded information security protection in accordance with the *Administrative Measures for the Graded Protection of Information Security* issued by the Ministry of Public Security and others, and conduct internal audits and evaluations to ensure the effectiveness of the system annually. During the Reporting Period, we completed the certification for classified information security protection for the current year.

■ Network security management

To ensure the secure launch for business, we have implemented comprehensive security practices during R&D and maintenance processes through measures, such as security coding specification, security threat modelling, security code audit, vulnerability management, and training. We have also adopted proactive defence means such as data encryption, privilege isolation, access control, security operation centre and situation awareness, as well as passive defence technologies, such as intrusion detection, firewall, and cloud shield, to comprehensively ensure network security. The above measures were taken to minimise the incidence of online business security risks.

In order to strengthen and standardise the security management of APPs, we have formulated the *Administrative Measures for Mobile App Security of Tongcheng Travel* and the *Measures for Standardising and Managing the Online Promotion Process for Tongcheng Travel APP and Products* to control security throughout APPs' entire life cycle, from the perspectives of APP development security, client security function, and system release security. Meanwhile, we set up an APP compliance team to carry out continuous self-inspection and self-rectification for the compliance of our APPs. We also regularly engaged external inspection agencies to conduct compliance monitoring. During the Reporting Period, we have independently developed an APPscan system to assist with APP compliance.

Moreover, the Company has established a security emergency response centre, to further enhance the handling and resolution of threats and vulnerabilities. We identify threats and bugs that have been reported by the public on the official website. These threats and bugs will then be handled, repaired, and reviewed internally by our staff, and rewards will be offered to the reporters based on the level of risks and impacts of the threats and bugs.



■ Data security management

To ensure the secure application of data throughout its life cycle, we have formulated the *Data Security Management Policy* to specify the principles, organisational structure, and data classification for management and control of data security. We have also had control of all phases of the data life cycle, including generation, storage, use, transmission, opening, and destruction, to avoid potential risks or losses caused by misconducts. During the Reporting Period, we carried out critical optimisation for cross-border data transfer, and we added the latest legal and regulatory requirements in the *Data Security Management Policy* to ensure a legal and compliant cross-border data transfer. In addition, we revised the network security management policy for the use, desensitisation, storage, permissions, and third-party sharing of cross-business group data, and improved the Company's security management policy and system at all levels. Furthermore, we continued to carry out the construction of the security system, and improved the system based on the key requirements throughout the life cycle of data security as well as introducing written data security policies regarding office security and host security.

Tongcheng Travel takes stringent data security management measures related to cooperation with third parties, including suppliers and other partners, such as signing relevant confidentiality agreements and data processing agreements with them. Meanwhile, we keep review status on partners who engage in data transfer with us to ensure that they have the relevant qualifications for data and network security management, such as national certification of classified protection of information security and ISO 27001 certification. At the same time, we carry out interface security inspection and data review to confirm data transmission permissions and the implementation of the principles of deidentification, anonymisation and minimisation, so as to reduce and avoid risks associated with the data transmission to and from third parties. During the Reporting Period, we further improved the merchant management system, and limited access to merchant information as well as the status of contracts, thus avoiding the leakage and tracking of transaction information and effectively improving the security of transaction data. In addition, we have clarified the requirements and obligations of overseas suppliers in handling user data overseas, and have implemented all the security assessment and declaration of the cross-border transfer of business data. All overseas suppliers have signed the newly formulated *Data Transmission and Processing Agreement* by Tongcheng Travel.

To safeguard business continuity to the maximum extent, we have formulated the *Personal Information Security Incidents Contingency Plan* to specify the scope of responsibilities and incident response processes for the security emergency team and relevant business departments. Furthermore, we review the effectiveness of the emergency plans on an annual basis. At the same time, we have built a backup system with high reliability and high availability to cope with disasters, which together with intra-city cross data room backup and remote backup, addresses potential data security risks caused by force majeure situations. We have also established a strict data storage, data access, and corresponding data recovery mechanism. We regularly conduct emergency drills, such as "Recover mistakenly deleted data" and "Reclaim and verify core library delete permissions" to enhance our emergency response capability. In addition, we have designated data security officers in each business unit or department to be responsible for data security and compliance matters, with the aim of ensuring that daily data management complies with security and confidentiality regulations, improving the level of data security management, and safeguarding the safe and reliable operation of data systems.

During the Reporting Period, we conducted a number of internal investigations and security drills, including emergency drills on data leakage and phishing emails, re-identification of important data within the Company and encryption of relevant sensitive data. In addition, we have further optimised the functions of data asset management and classification to ensure an accurate data management and identification, comprehensively improving the security protection capabilities.

■ Security awareness publicity

In addition to regular data security training for all employees (including full-time employees, outsourced employees, interns, and other employees of all types/employment forms), we also provide special training for new employees and employees in related positions and invite internal and external experts to help increase data security knowledge and improve their information security management capabilities. We strive to continuously cultivate an information security culture by publicising promotional slogans and holding offensive and defensive security drills. Meanwhile, Tongcheng Travel has set up an information security complain and report channel (the same as the business ethics report channel), and encouraged employees to report information security incidents in a timely manner. Besides, key employees are required to sign the *User Personal Information Protection Commitment*.

During the Reporting Period, We have signed *Confidentiality agreements* with our and invited security experts from the China Academy of Information and Communications Technology to conduct training on *Attention to Personal Information for Joint Efforts to Build Data Security*. Also, we strengthened the system of security contact persons. Through efficient communication between security contact persons and business staff, we addressed the problems in information security in a timely manner to meet the business demands in security construction. In addition, we provide reporting channels for employees, encouraging them to actively report any data security related risks and vulnerabilities they have identified, so as to build a data security culture with the participation among all employees.

During the Reporting Period, we optimised the terminal systems and daily protection strategies at the technical level. For the construction of the internal office security environment, we have launched a self-developed system to optimise the internal processes. In addition, to ensure the building of data security awareness, we have included data security and personal information protection questions into our quarterly cultural values exam. Multiple initiatives have been taken to strengthen the data security awareness of all employees.

We actively share our experience with industry peers, and disclose common security issues, such as vulnerabilities and countermeasures, in an open and transparent way for the reference of industry peers and the public. Together, we work hard to promote and advance the strengthening of information security for the industry. During the Reporting Period, we organised relevant employees to participate in external open training, policy interpretation meetings, seminars, and activities such as the Network Security Publicity Week of the Suzhou government, and participated in the security-themed salon organised by the Suzhou Internet Enterprise Network Security Alliance. For its active participation in the network security, Tongcheng Travel has been awarded the title of "Suzhou Outstanding Contributor to the Network Security Enterprise".

In addition, we have participated in information security activities, such as the "Create Security Shield - 2023 Special Action" and "Special Efforts for Digital Security Protection" organised by the Jiangsu Communications Administration and the "Annual Data Security Development Conference" organised by the China Academy of Information and Communications Technology. We have cooperated with a number of peers to jointly build a data security capability platform to achieve a better data security ecosystem.

During the Reporting Period, there were no major violations of data security and the total number of users affected by major data security incidents was 0.



Protecting Users' Privacy

■ Management system

The protection of personal information and privacy is a critical issue in the internet era. We have included the user privacy management system in our overall compliance management mechanism, and strictly comply with the *Personal Information Protection Law of the People's Republic of China* and other relevant laws and regulations to carry out information management. During the Reporting Period, we formulated the process for user to authorise the cross-border transfer of user information - *Consent Letter for Cross-border Transfer of Personal Information*, to notify users of the application scenarios of cross-border transfers that may occur in the scheduled process and the recipient information. Only with the confirmation and consent of the user, the data can be transferred.

We actively arranged for employees to participate in relevant external trainings and to get relevant certificates. As of the end of the Reporting Period, three employees have been awarded the *Personal Information Protection Engineer* certificate and the *Enterprise Compliance Engineer* qualification. We have also established a user complaint channel and feedback mechanism for user privacy matters, and have taken effective control measures to protect users' personal information and privacy. In response to data security violations, we seriously deal with them under the *Data Security Management Policy*. The heaviest penalties include immediate termination of employment, and the violator may be investigated for civil or criminal liabilities. During the Reporting Period, there were no major violations of privacy protection.

■ Full life-cycle management

In the *Tongcheng Travel Users' Privacy Policy*, we introduce to users our management methods for the collection, storage, use, sharing, transfer, deletion, and disclosure of their personal information, as well as the entity rights. This policy applies to all of our business lines. Based on it, we will expand and refine the user privacy policy of our products and services, and will strive to protect the security and controllability of users' personal information.



Click here to find out:
[Tongcheng Travel Users' Privacy Policy](#)

We have established a sound mechanism to protect the rights of users, and standardize the retention and use of data through policies such as the *Membership Agreement*, *User Privacy Policy*, *Business Reservation Agreement*, and *Data Processing Agreement*, to minimize the necessary collection of privacy information. We have clearly defined the required scope for collecting and using personal data to prevent third parties from unlawfully collection users' personal information from third parties. Meanwhile, we follow the principle that the retention period of personal information is the shortest time necessary for processing purposes, and we specify the rights of users to control their personal information, such as inquiry, correction, deletion, cancellation, and withdrawal of authorisation.

Tongcheng Travel has set up a rigorous data security system, which restricts business operations 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 the adoption of secure data transmission methods. We have set up a data leakage prevention system within our office network to regularly review and examine the handling of sensitive user information by staff. In addition, in response to personal information security incidents such as data leakage, we have formulated the *Personal Information Security Incident Contingency Plan* to standardise the incident handling process, in which we also clarify that emergency response training and emergency plan drills should be organised at least once a year.

We attach great importance to the protection of personal information and privacy of minors. We ensure that personal information of minors will only be collected, used, shared, transferred, or disclosed as permitted by law and as necessary for business purposes, with the express consent of parents or guardians, or as necessary for the protection of minors.

In cooperation with contractors and suppliers, we sign agreements such as the *Data Processing Agreement*, which contains relevant provisions on the collection, storage, and use of user data by third parties. We also regularly check the suppliers of each business line for personal information protection to ensure their compliance with data use provisions. During the Reporting Period, to comprehensively regulate the handling of user information by suppliers, we optimised the rules for using users' information and the penalties for violations of air ticket suppliers, in which we have enhanced relevant penalties.

■ Technological empowerment

We automatically check compliance of personal privacy on a regular basis in areas, such as common mobile security bugs, privacy policies, information collection, and use of permissions. We continuously promote innovative R&D of privacy protection technologies. In product design, we have developed and integrated various functions and technologies for personal information protection, such as "Automatic Deletion after Check-in" and "Visitor Browsing Mode" to minimise unnecessary collection of personal information. During the Reporting Period, in view of the recent high incidence of travel scams, we pushed "Anti-scam Reminders" at key points of the refund and change process as well as at the order placing stage to reduce unnecessary property loss for users.



We promise to



• Minimise unnecessary collection of personal information



• Make every effort to protect users' rights in the management of personal information



• Specify the collection and use of users' data by third parties

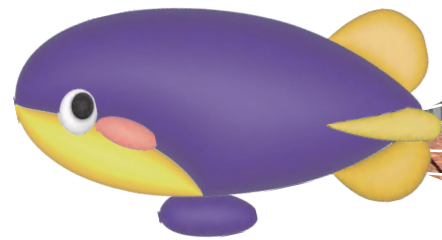


• Conduct regular assessments and audits of users' information security

03

Solid Quality for Sustainable Development

Adhering to the principle of “Putting Customers First – Creating Value for Users”, we are committed to providing unique travel experience for users, by grasping the needs of users throughout their journey, and thus making their journey more convenient, personalised, and cozy.



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Delivering Quality Service

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 as well as in-depth cooperation with high-quality travel service providers, we have offered users with innovative products and services, to satisfy users' changing travel needs whilst reducing business continuity risks.

As of the end of the Reporting Period, our online platform offered over 420,000 flight routes operated by over 780 airlines and agents, nearly 2.5 million hotels selections and alternative accommodation options, approximately 430,000 bus routes, over 840 ferry routes, and over 10,000 domestic tourist attractions ticketing services. During the Reporting Period, we have established cooperative relationships with 656,145 suppliers.

Number of Suppliers by Region



Notes:

- As the Company does not manufacture physical products in its operations and does not meet the relevant conditions to trigger the recall of products, the KPI B6.1 (percentage of total products sold or shipped subject to recalls due to safety and health reasons) and the KPI B6.4 (description of quality assurance process and recall process) are not applicable to the Company, and no disclosure is made in this ESG report.
- We have established a strict supplier access qualification review and management mechanism, and do not establish cooperative relations with suppliers that do not meet the standards. Supplier data includes air ticket service suppliers, accommodation service suppliers, ground transportation suppliers, tourism & vacation suppliers, and administrative purchasers within the validity period of the cooperation as of the end of the Reporting Period. In 2022, the number of our suppliers went down due to the pandemic. During the Reporting Period, the overall number of suppliers increased compared to last year due to the end of the epidemic and the comprehensive recovery of the tourism industry.

Accommodation reservation business

Tongcheng Travel has a comprehensive management system for accommodation suppliers. It continues to provide users with diverse and high-quality accommodation so as to meet different budgets and preferences of users.

Selection of guaranteed resources

We have established strict admission criteria, and carefully select suppliers based on core dimensions including business growth, merchant qualification. We incorporated a “service quality score” into our regular supplier assessment and rating system. We continuously monitored their service capabilities, pricing advantages, response time to users’ demands, contract compliance and fulfilment, product reputation, and other indicators. During the Reporting Period, we further improved the admission criteria for suppliers. We introduced a new supplier quality evaluation, and strengthened risk control. Also, we optimised product selection to meet users’ needs, including but not limited to combo deals, time guarantees, and customers’ rights and interests. For existing suppliers, we introduced a new merchant quality management system to manage and evaluate the service capability, compliance, and service quality, and communicated with the suppliers to request optimisation and rectification in a timely manner.

For high-quality suppliers, we irregularly offer preferential platform resources support, such as Priority foe presentation upper sequence and brand recommendation. For unqualified suppliers, we have formulated a supplier blacklist and the delisting process for abnormal suppliers. When there is an abnormal situation in terms of hotel booking and check-in or public opinion, we will adopt disciplinary measures, such as rectification, excellence-label removal, business suspending, product delisting, or cooperation termination. We continue to implement the guarantee deposit system. In the initial cooperation, the suppliers have to leave a deposit as a guarantee and foster their strong sense of responsibility.

Enhancement of users’ experience

Tongcheng Travel is dedicated to creating a quality hotel reservation experience for users. We published the “Tongcheng Quality Hotel List” based on hotel conditions and user experience, making hotel selection quicker and easier for users. We labelled hotels with barrier-free facilities and provided screening function for people with disabilities to enhance their travel experience. During the Reporting Period, we launched an independent interface of alternative accommodation and introduced a large number of featured supplies of alternative accommodation, aiming to provide users with more personalised products and experiences.

In terms of service innovation, we have launched services of reservation with credit such as “Stay First, Pay Later” and “Check-in without Deposit” based on a third-party pay credit system. During the Reporting Period, we continued to optimise our credit-based booking products to provide users with a more comfortable consumption experience. We also launched our credit-based booking services on multiple platforms to benefit more consumers.

To provide more convenient travel services, Tongcheng Travel utilises digital measures to create one-stop travel services integrating flights, trains, and hotels. During the Reporting Period, we integrated front-end and back-end data, allowing our system to intelligently identify sudden situations in user orders and automatically take corresponding optimization measures. For example, when the system recognises delays or changes of flight or train of the order, affecting user’ s hotel check-in, it will automatically send SMS notifications to the users. We will provide the affected users with choice to cancel their hotel bookings without any loss, effectively improving service efficiency and user experience.

With the rapid development and wide application of Artificial Intelligence (“AI”) technology, we provide our users with more diverse and interesting means to find accommodations. During the Reporting Period, we launched an AI image search function, which enables users to search for hotels by uploading pictures and taking photos directly, and then intelligently matches similar room types for users, thus improving the efficiency of room search.

Empowerment of merchant operation

Tongcheng Travel actively empowers its partners to improve industry efficiency. Through one-stop intelligent solutions, we help accommodation clients to enhance efficiency and create revenue. We provide them with services, such as new media marketing, agency operations, revenue management, big data applications, and intelligent hotel upgrades. We have four major brands, namely, “Lvzhi Cloud”, “Zhuzhe”, “Golden Swan” and “Yunzhanggui”, covering middle and high level chain hotels, small and medium-sized individual hotels, and B&B. As of the end of the Reporting Period, we have successfully served more than 10,000 clients in the hospitality industry, covering multiple popular destinations domestically and abroad.

During the Reporting Period, our one-stop selling and operation platform, “E-booking”, provided hotel agency partners with operation tools featuring various functions, including centralised multi-hotel management, data operation, and inventory and order management, helping them enhance management efficiency. Furthermore, we created a one-stop operation platform “Business Assistant” for hotel merchants to help them better understand the platform operation rules and operation data, so as to attract high quality traffic and users. During the Reporting Period, we optimised and iterated the functions of “Business Assistant”. For example, we launched a new version of Merchant Business Guide and Merchant Review Operation, which help merchants operate more efficiently on the Tongcheng Travel platform.

During the reporting period, the Tongcheng Hotel List has launched nearly 100 domestic and overseas themed lists, covering over 500 cities in China (including Hong Kong, Macao, and Taiwan) and over 100 cities or regions overseas. We also awarded physical certificates to hotels selected for the “Tongcheng Quality Hotel List” and displayed their selection category and ranking information on the platform page to enhance the online and offline linkage between the platform and hotels. Meanwhile, we provide users with authentic, objective, and impartial consumption decision references, and help high-quality hotels seize opportunities in the market, generating mutual empowerment value for users and hotels.



Case: Tongcheng Travel Held the Global Hospitality Provider Summit

During the Reporting Period, the Global Hospitality Provider Summit, themed “Progress Together - Beyond the Future”, was held by Tongcheng Travel in Hong Kong. At the summit, Mr. Li Liang, Senior Vice President of Tongcheng Travel and CEO of Accommodation Business Group, reviewed the long development history of Tongcheng Travel and our suppliers around the world. Mr. Li Liang also introduced the development status of the Tongcheng Travel and its accommodation business to our partners in the accommodation industry around the world. Mr. Chen Haijin, General Manager of Business Development of Hong Kong Tourism Board, attended the summit, and praised the strategic development direction of Tongcheng Travel. In the future, Tongcheng Travel hopes to promote technological innovation and service upgrading with our partners across the globe, and jointly make full preparation for market growth.

Facilitating hotel and tourism industry

We have taken a number of measures to support the recovery and development of the accommodation industry. We also led an “Empowerment Program” for small and medium-sized hotels, and worked with industry experts, hotel partners, and operational experts to organise the livestreaming course “Lvzhi Tech Lecture Hall”, attracting tens of thousands of participants. During the Reporting Period, we were invited to the “2023 China Hotel Procurement Conference” held during the “Tourism Plus Shanghai”. At the conference, we exchanged and shared experience on digital supply chain and green procurement with hotel industry partners, contributing to promoting industry innovation and exploring new business formats and development.



Case: Tongcheng Travel Launched School-enterprise Cooperation Program with Kaifeng University

During the Reporting Period, Tongcheng Travel empowered schools through school-enterprise cooperation in a reverse manner, providing strong support for talent cultivation in the hotel industry. We worked closely with the Tourism College of Kaifeng University. We assisted the college in setting up a hotel information system and provided technical guidance to enhance the ability of the college’s students in applying information technology in hotel management. Tongcheng Travel hopes to cultivate more competitive hotel industry professionals with practical experience through such cooperation. This not only helps to meet the industry’s demand for high-quality talents, but also promotes the in-depth development of industry-university cooperation and cultivates more professionals for the future development of the industry.

Air ticketing business

Tongcheng Travel sells air tickets of almost all Chinese airlines and major international airlines, and leverages its own technical capabilities to help users book the most suitable flights by providing clear and direct purchasing methods.

Safeguarding travel quality

We strictly review the supplier qualification documents and constantly update the assessment criteria. We introduce monthly assessment mechanisms and check the indicators of ticket volume, ticket issuing time and the number of complaint during the cooperation to determine whether to continue cooperation. We have also established a healthy indicator system to monitor the supply chain and encourage benign bidding practices among suppliers in order to promote the sound development of the market. During the Reporting Period, we strengthened the risk control management of our suppliers. We effectively prevented and controlled non-compliance issues through technical means and effectively restrained risky behaviours in service scenarios.

We have required suppliers to establish an emergency response mechanism, and have formulated stringent penalty and compensation rules against suppliers in order to prevent the infringement of users’ rights and interests. We have also developed the *Air Ticket Supplier Service Specifications* to define our requirements of admission, assessment, elimination, and penalty on suppliers.

We regularly hold supplier conferences to convey the direction of service improvement and to gather relevant feedback and suggestions, in a joint effort to improve our platform and thereby enhancing our ability to provide users with sound, high-quality products and services. During the Reporting Period, we have formulated the *Supply Value Score Assessment Scheme*. The scheme scores suppliers in terms of ticket volume stability, service effectiveness and service quality, with an aim to improve suppliers’ ticket volume stability and service effectiveness.



Case: Tongcheng Travel held Global Airline Ticket Supplier Conference

During the Reporting Period, the Global Airline Ticket Supplier Conference with the theme of “Connect the World - Win the Future Together” was held by Tongcheng Travel in Beijing. Partners from around the world in the civil aviation passenger transportation agency industry gathered together to discuss the development of domestic and international travel opportunities with Tongcheng Travel. At the conference, Tongcheng Travel awarded 23 outstanding merchants from all over the country with the “Best Partner Award”, “All the Way Together Award”, “Dedicated Service Award”, and “Most Potential Award”. In the future, Tongcheng Travel will leverage its digital technology to create value for more partners to achieve a win-win situation.

Innovating products and services

Tongcheng Travel continuously refreshes travel products and services, with customized value-added products and services based on user preferences, covering all kinds of users. We greatly increased users’ self-service rate, providing self-service portals for urging and rejecting domestic flight changes and reservation for flight cancellation. We also promoted the self-service of domestic flight changes and refund of ancillary products.



■ Ground transportation ticketing business

We provide online booking services of railway tickets with value-added services covering pre-departure, on the road, and arrival. Besides, we provide users with bus and subway ticketing services, car-hailing services, and domestic ferry ticketing services, to meet the growing intercity transportation demand.

QUALITY GUARANTEE To select high-quality suppliers for cooperation, we have formulated a detailed supplier management specification. We conduct rigorous qualification review of potential suppliers and have controls over key areas, such as supplier classification, supplier assessment management, risk management, customer complaints and withdrawal. During the Reporting Period, we improved supplier admission standards, and added requirements on suppliers' service quality, cost management, and ability realisation, to make the business more standardised, efficient, and secure.

DIGITAL EMPOWERMENT Tongcheng Travel has launched an intelligent travel solution system named "Huixing", which aims to provide users with more intelligent and diverse travel solutions by integrating users' varying needs and transport capacity and resources. When the users cannot reach their destinations directly or there are no tickets available, "Huixing" can provide users a combination of various transportation options based on their needs and preferences. In addition to scenarios such as lack of tickets or ticket issuance failure, "Huixing" can also provide users with options for lower prices or shorter travel durations even when direct tickets are available. During the reporting period, we continuously optimised the capacity integration capability of the "Huixing" system to provide users with more convenient services.

In response to the impact of extreme weather on transportation, Tongcheng Travel improves customer service and system service capacity during the flood season to make timely preparations for handling customer complaints. Meanwhile, after the suspension of train service, we will promptly remind users via various methods such as SMS and mini-program notifications to ensure they prepare alternative travel plans and save unnecessary waiting time.

In the continuous development of the tourism industry, self-driving tours and camping trips, which allow consumers to explore destinations flexibly based on their interests and schedules, have become increasingly popular choices. Tongcheng Travel pays attention to consumer needs, promptly develops supporting products and services, conducts assessments of outstanding operating locations, and further promotes camping tourism to more destinations through initiatives like the "Off-Season Camping Festival" series.



Case: Tongcheng Travel 2023 National Camping Tourism and Leisure Development Conference

During the Reporting Period, the "2023 National Camping Tourism and Leisure Development Conference", co-sponsored by China Tourism Automobile and Cruise Association and Hubei Provincial Culture and Tourism Department and hosted by Self-Driving Tour and Camping & Caravanning Association, Hubei Culture Tourism Group, and Tongcheng Travel, was held in Wuhan. As a supporting activity of the 2nd China (Wuhan) Cultural and Tourism Expo, this conference aimed to explore the new path of integrated development of culture and tourism led by camping and self-driving. It was also committed to promoting the high-quality development and consumption expansion of the national camping tourism industry and cultural tourism formats.



Tongcheng Travel 2023 National Camping Tourism and Leisure Development Conference

■ Tourism and vacation business

Tongcheng Travel is committed to providing customers with one-stop tourism services. Our tourism and vacation business encompass group tours, destination group tours, independent travel, local day trips, cruises, and customised tours, all of which are highly welcomed and trusted by a wide range of travelers.

WORRY-FREE TRAVEL To ensure that customers can enjoy high-quality tourism services, we have established strict admission standards for both domestic and international suppliers. Adhering to the principles of transparency, openness and win-win cooperation, we strive to establish long-term and sustainable partnerships with merchants. We conduct admission assessments for suppliers based on factors including but not limited to product offerings, resource availability, company operations performance, and service standards. Additionally, we periodically update our admission standards in accordance with industry developments and relevant national regulations.



In the customer booking interface, we provide travel safety notices to ensure that customers have a basic understanding of local customs, special climates, political situations, and high-risk behaviours at travel destinations. Furthermore, we have developed the *Tongcheng Travel Emergency Response Plan and Preventive Measures for Extreme Weather Conditions* to ensure the safety of customers' lives and property in case of extreme weather. Upon receiving forecasts of extreme weather, we promptly issue travel safety notifications to suppliers and customers, reminding them to enhance travel safety measures to effectively prevent and control the occurrence of emergencies.



■ Insurance Technology

Tongcheng Travel is committed to offering high-quality and comprehensive insurance products for the travel market. We strictly audit the qualifications of insurers and assess their technical capabilities through test and verification. We regularly review operating conditions and credit ratings of partner insurers and implement annual insurer screening and update. We have also established a comprehensive monitoring mechanism and corresponding risk rating and handling procedures for sudden failure to get insured. During the Reporting Period, we helped insurance companies launch new products at the operational level. At the technical level, we joined hands with insurance companies to improve system stability, further guaranteeing efficient insurance coverage, cancellation, and claims processing for users.

We actively participate in exchanges in the insurance industry to keep abreast of topical events, promote product innovation, resolve customer complaints, and advocate for consumer rights protection. During the Reporting Period, we participated in industry exchange activities, such as "Wuzhen Insurance Technology Festival", "Exchange Meeting of Beijing Insurance Intermediary Association", and "Seminar on Hot and Difficult Issues of Consumer Rights Protection for Financial Institutions". At the exchange activities, we discussed the current situation and future development trend of the insurance industry with various insurance industry partners to promote our own learning and development.

Enhancing Customer Experience

Customer service embodies customer satisfaction-oriented values and plays an important role in business operations. Ensuring customer satisfaction not only increases revenue, but also reduces operational risk in many aspects, thus supporting the long-term development of our business. We adhere to the concept of “One-stop Service with Quick Response and Warm Attitude”, and strictly abide by applicable laws and regulations, such as the *Law of the People’s Republic of China on the Protection of Consumers’ Rights and Interests* and the *E-Commerce Law of the People’s Republic of China*. We have established a comprehensive complaint management system to enhance communication with users and offer real time and efficient customer service. At the same time, we have established a long-term target of maintaining a 100% resolution rate for customer complaints and are committed to providing our customers with an outstanding service experience. During the Reporting Period, we received a total of 7,394 customer complaints, with a resolution rate of 100%, indicating 100% of the target is achieved.

■ System construction

Tongcheng Travel has set up the Customer Service Centre Service Committee, with a top-down management structure to continuously optimise and perfect systems, procedures, personnel, and services. We have obtained the certification of COPC Inc., an international customer service standard Certification Body, and have built a scientific internal PMP (Project Management Professional) management model. Meanwhile, we introduced the *ICCPT Coaching Skills Empowerment* certification and arranged for a number of management personnel to obtain the certification, while continuously promoting the certification to other employees. During the Reporting Period, employee has obtained the *Six Sigma Black Belt certificate of China Association for Quality*.

We have formulated the *Customer Service Centre Standard Operating Procedures*. It takes various customer service scenarios into consideration and sets out corresponding handling procedures and rhetoric, which is in continuous optimisation, calibration, and perfection. Meanwhile, we have established a career growth plan for all customer service staff to assist them in targeted learning and thus help them improve their service quality. During the Reporting Period, we fully optimised our course system. We enriched the courses by adding excellence cases of the Customer Service Centre, making them more complete and comprehensive. Meanwhile, We enhanced the capability of our Customer Service Centre mentor team by introducing a number of full-time and part-time mentors to further enhance education and service level.

Note:
1. This data is from a third-party complaint platform.

■ Top-notch services



Intelligent services

Tongcheng Travel continuously introduced intelligent services into customer services to improve the processing efficiency and reduce the pressure of manual consultation. We have introduced and independently developed, such as intelligent quality control sampling, intelligent navigation systems, and personnel assistance systems, to improve operational efficiency while reducing labour costs. During the Reporting Period, we promoted automation in two dimensions: page operation and service robot. Users can change their orders through automated functions on the order page or interact with the service robot for order processing.

Real-time early warning and monitoring of risky sessions

- ◆ Used intelligent assistants to achieve real-time monitoring of risky sessions, such as those involving third parties, public sentiment and service attitude; realised the change from offline service mode to online service mode and manual service to system service, resulting in an internal manpower saving of 0.5 person per day and 22% reduction in risky session hits.

Intelligent application of session closing

- ◆ Replaced manual call-closing with intelligent notification, which reduced employee operation costs and saved 6 seconds per session processed. It also shortened the orientation period for new employees, and enabled users to consult in multiple scenarios.

“Stress cases” empowering application

- ◆ Through intelligent identification, real-time reminders are sent to customer service personnel with high emotional stress or to those without handling skills for high-risk scenarios. A total of 91,045 sessions took place on the system, with 4,132 people earning rewards, and 5 employees were awarded the title of “Yuanqi Master” for the year. We honor customer service staff through the Tongcheng Sharing and Customer Service Festival, creating a benchmark of excellence.

Real-time empowerment reminders for new employees

- ◆ We have launched Real-time empowerment reminders. Real-time reminders are pushed for risky conversations that easily trigger service defects such as attitude, negative public opinions and potential service defects. During the Reporting Period, a total of 147,797 sessions were empowered, which relieved the stress of frontline customer service employees and made new employees more professional.

Real-time inspection

- ◆ Through the rules developed in advance and the well-trained semantic model, the conversations between users and customer service personnel are monitored in real time. The potential risky conversations identified during the session are pushed to customer service personnel in real time. Meanwhile, the customer service leader (supervisor) is also notified to intervene in the conversation, thus realizing closed-loop management.

Intelligent service measures of Tongcheng Travel Customer Service Center



Process optimization

We continue to optimise the handling process of customer complaints, and strengthened the risk evaluation and mitigation mechanism, ensuring that the first call resolution rate (FCR) of complaints within 2 hours reach more than 95%. Meanwhile, we sent our customer service staff to work at sites of various airlines and learn their business processes, where they helped with passenger complaints and solve problems promptly and effectively.



Elderly-oriented and Barrier-free transformation

As one of the first batch of enterprises to respond to the Ministry of Industry and Information Technology's special project "Elderly-Oriented and Barrier-Free Transformation of Internet Application", Tongcheng Travel actively created products and services for special groups. We have launched a barrier-free user interface for the elderly to facilitate their online scenic tour and travel booking on elong.com. We have offered the exclusive "55 Customer Service" to people with hearing impairments. We provide recorded sign language videos of common customer inquiries, and exclusive video customer service for verified users with hearing impairments, so as to eliminate the barriers for hearing-impaired users in the process of booking, travel and after-sales services. During the Reporting Period, we optimized the stability of the "55 Customer Service" Internet call. When the "55 Customer Service" line is busy, a system reminder will pop up, diverting users to the online customer service.

Feedback improvement

We conduct regular user satisfaction surveys, and take users' feedback and requirements as a driver for the improvement of user experience. We dug into customer pain points and drove improvements from customer complaints, customer feedback, third-party complaints, robot reviews and net promoter scores. We also carried out targeted analysis on scenarios of high-frequency customer complaints and on groups or individuals at low-level performance to promote service optimisation and improvement. As of the end of the Reporting Period, we had identified 1,137 points for optimisation, among which 925 were optimised. According to the feedback of users on customer service experience collected from multiple channels, the satisfaction of users on Tongcheng Travel reached 97.16%.

As a bridge connecting business and users, the Customer Service Centre is a direct window to perceive users' feelings. We collect existing pain points from staff via the project of "Flagship Experience". Such findings will be specifically analysed, categorised, and solved by the project team, to drive the full chain closed-loop management of products, processes, and systems. As of the end of the Reporting Period, there were 1,396 items of flagship feedback. During the Reporting Period, we continued the "I'm Spokesperson for Users" event, working with customer service staff to identify customer service improvement points. On a monthly and quarterly basis, we singled out excellent improvements and awarded relevant staff so as to improve the effectiveness of feedback.

During the Reporting Period, we regularly held events to hear out customers by inviting the Company's senior management, business group leaders, and other relevant employees to go to the front line, experiencing firsthand pain points and challenges in the service process, and making corresponding optimizations. Meanwhile, the Customer Service Centre launched special "Hear out" events focusing on refunds and changes, and invited colleagues from various business departments to optimise specific products point-to-point and improve service quality. During the Reporting Period, a total of 60 "Hear Out" activities were held, with 2,145 participants.

Capacity building

During the Reporting Period, we further optimised our customer service training program and introduced a newcomer growth plan, namely, the newcomer special training program. Through interactive activities, such as making personalised name tags and co-creating learning maps, we ensure newcomers fully understand the culture of Tongcheng Travel and the role of customer service on their first day in the Company. As of the end of the Reporting Period, the Customer Service Centre had held a number of training sessions, covering 99% of newcomers. Meanwhile, we have optimised the talent promotion system of the Customer Service Centre by setting up a professional line and a management line, to meet the business needs. For the management line, we unlock the promotion path for frontline staff to basic management to meet the demand for managerial talents under the trend of business growth. We also support the junior management echelon with strong training resources.

In enhancing capability, the Customer Service Centre pushed forward with a 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. During the Reporting Period, we continued to roll out "WOW Service Star" activities, in which a total of 96 lectures were shared by 27 instructors and 32 participants were selected as the "WOW Service Star". In 2023, the "WOW Service Star" initiative has submitted a total of 5,420 excellent proposals, and 250 "WOW Service Stars" have been recognised, strengthening the sense of identity and mission among all customer service personnel towards "WOW Service".

Industry exchange

Tongcheng Travel actively participates in various customer service industry exchange activities. While sharing our own experience to empower the industry, we also draw on the best practices of our peers.



Case: The 11th Stop of the Service Brand Tour of China Customer Service Festival - "Get to Know about Tongcheng Travel"

The "Service Brand Tour of China Customer Service Festival" is sponsored by the organising committee of China Customer Service Festival, hosted by Customer Observation, and jointly supported by Customer Experience Officer Club and a number of domestic enterprises. Through a combination of themed sharing activities, classic case sharing, experience exchange, and workplace visits, a platform of mutual learning was constructed. During the Reporting Period, Tongcheng Travel and the Customer Experience Officer Club jointly hosted the 11th Stop of the Service Brand Tour of China Customer Service Festival-"Get to Know about Tongcheng Travel". More than 30 representatives of member companies gathered to share the latest technology achievement applications and industry development trends around the service operation in the new era. The representatives also discussed the new dynamics, trends, and ways of playing in the industry.



"Get to Know about Tongcheng Travel" Event

Protecting Intellectual Property

In order to promote technological innovation and strengthen core competence, we maintain and manage 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*.

Tongcheng Travel has established a comprehensive maintenance mechanism for intellectual property protection. Any suspected infringement will be reported to the Legal Centre for examination and determination. If the infringement is confirmed, the Legal Centre will require the infringer to cease his infringement action and make compensation. If the infringement constitutes a major one, we will safeguard our legal rights through legal means. We have specified the same strict requirements for intellectual property management in contractual terms to restrict the related action of our partners.

The Company carried out the implementation work of the standards related to intellectual property in accordance with the national standard of *Enterprise Intellectual Property Management*. We aim to standardise the overall management of intellectual property.

Taking new media management as an example, we focus on two dimensions: the management of account and content. We have built a comprehensive intellectual property management platform that spans the entire intellectual property management process. Meanwhile, through collaboration with risk control and management, we have achieved a two-way interaction between intellectual property management and external publicity risk management. During the Reporting Period, we optimised our new media management platform. At present, we have realised the functions of review, risk control filtering, and content archiving during content production.

During the Reporting Period, we formulated the *Measures for the Operation and Management of Media Platform Accounts* in accordance with the *Administrative Measures for the Operation of Brand Assets*, the *Administrative Measures for Brand Promotion*, and relevant regulations of the Company to further standardise the operation and management of media platform accounts and information media service activities. The measures ensure that the Company's media platform account channels can operate in a standardised manner and safeguard account security in terms of business compliance and synergistic operation.

In addition, a communication and liaison mechanism has been set up by the Marketing Committee, requiring organising regular sharing meetings to enhance interactions between different business lines regarding marketing activities, thus maximising brand synergy. During the Reporting Period, we continued to raise employees' awareness of intellectual property rights through extensive training and publicity. In recent years, the Multi-Channel Network ("MCN") industry, which leverages the Internet and short video platforms, has been expanding rapidly, forming a new type of business entity that cannot be ignored in the Chinese market. Therefore, we have carried out intellectual property compliance training themed on MCN to keep up with the times. We train our staff on the importance of intellectual property behaviour and awareness from multiple perspectives, including account resources, live scripts, product packaging, and product display pages, to reduce and avoid intellectual property related risks.

Whole Process for Intellectual Management

Account Management

◆ Formulate the new media account assessment process, implement the accountability of account holders, and realize the full lifecycle management of the account through the new media account registration platform.

Content Management

◆ Link up the content management system with the material libraries of the risk control system and the intangible assets management platform, so as to meet the major demands in new media, such as acquiring content material, filtering sensitive content and tracing released content, realising the closed-loop control of new media content.



Case: In-house counsels of Tongcheng Travel Participated in External Training Activities themed on Intellectual Property - "Corporate Brand Legal Empowerment Training Camp"

During the Reporting Period, Tongcheng Travel organised staff engaged in intellectual property business to participate in the "Corporate Brand Legal Empowerment Training Camp" held by Intellectual Property Lecture and others. The training camp focused on the investigation of risks in trademark use and the detailed explanation of risk responses. It aimed to help employees to further understand the new methods, skills, and ideas to solve trademark problems and to develop employees' new understanding of trademark management.

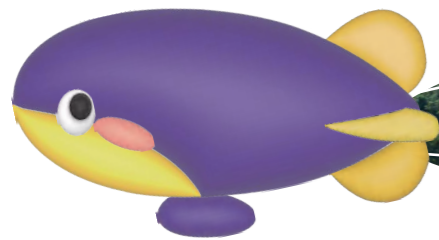


Training at "Corporate Brand Legal Empowerment Training Camp"

04

Cooperation for a Better Future

In addition to cooperating with various travel service suppliers (find the *Solid Quality for Sustainable Development* section of this Report for details), the Company is also involved in the procurement of outsourcing services, information technology equipment, and office supplies in its business operations, which provides comprehensive safeguard for the daily operations and management of the Company. The management of such suppliers also enhances the stability of our business operations and reduces continuity risk.



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Admission and Assessment of Suppliers

The Company has established a sound mechanism of selection, assessment, and management of suppliers, as well as implemented the relevant requirements in the *Supplier Management Policy*, the *Purchasing Management Policy*, the *Guidelines for Purchasing Operations*, and the *Purchasing Bidding Specification*. We further clarified the management rules in areas, such as supplier price management and performance assessment. We also published templates, such as supplier catalogues, blacklists, and competency survey forms to help standardise and streamline these management practices. During the Reporting Period, we formulated the *Implementation Plan for Supplier Management Policy*, further standardising our supplier management process from the dimensions of strict qualification review, on-site inspection, and performance evaluation.

Tongcheng Travel sets different qualification requirements for different suppliers and maintains supplier catalogues. Company to consider add “the number of suppliers where the practices are being implemented”. The Procurement Department will also evaluate and assess suppliers regarding the quality of delivery, products, and services, based on comments from relevant departments, to ensure that suppliers can deliver the required goods and services in a timely and adequate manner. As of the end of the Reporting Period, we have conducted online reviews of all suppliers to ensure their compliance with our requirements.

The integrated sustainable development of the value chain is the inevitable result of the development of the industry, and it is also an important milestone in Tongcheng Travel’s realization of its own sustainable development value. Therefore, the Company actively monitors the environmental and social risks in all aspects of the supply chain. However, based on the characteristics and distribution of the industry’s supply chain, it will be a challenge for us to help our supply chain partners to comprehensively reduce ESG risks. Therefore, we recognise supply chain management as an emerging risk for the Company and are committed to establishing a progressive ESG management strategy. While promoting the sustainable development of the supply chain, we endeavor to minimise its impact on business stability.

We have established the *Supplier Code of Conduct*, and regularly review our procurement practices and relevant suppliers for compliance with the Code. Meanwhile, we have incorporated ESG factors into our supplier management system. Based on suppliers’ industry characteristics, we may involve in ESG risk screening and assessment and supplier support, thus enhancing suppliers’ sustainability.

In terms of ESG risk screening, we have established targeted screening indicators based on the country, industry, and business category in which the supplier operates. We regularly assess the ESG risks and business relevance of all suppliers. We pay close attention to suppliers in high ESG risk regions, industries, or business categories to ensure that ESG risks in our supply chain are fully identified.

Business related	Environment related	Social related	Governance related
Procurement costs Delivery quality Fulfillment performance ...	Environmental compliance ...	Quality management Information security ...	Governance compliance Business ethics ...

Typical ESG Indicators of Supply Chain

In terms of ESG risk evaluation, we carry out desktop and on-site assessments to assess suppliers’ ESG risks. We then assist suppliers who fail the assessment with online or offline corrective and enhancement initiatives to help them meet our requirements in the shortest time possible. If a supplier ultimately fails to meet the Company’s minimum requirements, we will take steps such as penalising or even suspending cooperation.

• **Desktop assessment:**

Suppliers are required to provide relevant information and supporting evidence of ESG indicators through online submission and information collection. The information is then reviewed, verified, and analysed to form the supplier’s ESG assessment results.

• **On-site assessment:**

The Company’s supply chain management team and relevant business departments conduct on-site assessment of business related ESG indicators to provide reference for suppliers’ ESG risk assessment results.

In terms of supplier support, we provide internal procurement personnel and suppliers with communication opportunities such as training, publicity and communication. We help suppliers understand our ESG indicator management requirements and related initiatives. We also share the best practices of industry-leading peers to help suppliers improve their ESG performance. We advocate that suppliers should proactively adopt environmentally friendly products and reduce the carbon footprint generated in their operations. Additionally, we prioritise cooperating with environmentally conscious suppliers, and have set up energy consumption standards for server procurement, to jointly build a sustainable supply chain. Moreover, we have established a quality supplier club named TE-Club and provide incentives to outstanding suppliers, especially the suppliers with good ESG performance.

Optimising Procurement Management

■ Process optimisation

Tongcheng Travel has launched the supplier relationship management system (“SRM”), which integrated functions, such as self-service information input, supplier introduction and withdrawal as well as classification and performance assessment, thus achieving a comprehensive management of supply chain relationships and helping standardization of procurement process. We have established a fully online bidding process. Furthermore, we have realized online supervision and risk control over the whole bidding process, as well as online control and automatic archiving of technical bid scoring. Meanwhile, we significantly improved the procurement efficiency by granting suppliers access to submitting payment requirements and inputting invoice in our self-developed online system.

In addition, the Company used Radio Frequency Identification (“RFID”) tags to record information of the existing assets. With the electronic tags, assets can be easily located. The effective transmission distance of the tags reaches more than 10 meters, with over 98% of the tags being effective, which made the efficiency of inventory checking 14 times higher than that of the traditional checking.

■ Training and publicity

The Company has been committed to creating a procurement environment with integrity and transparency. We monitor every stage of the bidding activities through initiatives, such as pre-event inspection, sampling inspection, and bid-loss surveys. We also sign anti-bribery agreements and the *Fair-Trading Guarantee Agreement* with all suppliers. We inform our suppliers of the Company’s anti-corruption policies and provide regular trainings to all suppliers and key procurement employees, so as to raise their integrity awareness. For those who pass the training, we will issue integrity practitioner certificates to them. During the Reporting Period, we conducted a number of risk management training sessions for procurement related business personnel. The training covered the risk warning in the whole procurement process and the risk of procurement fraud, helping procurement personnel effectively avoid risks and reduce potential losses caused by related risks.

05

Genuine Employee Care

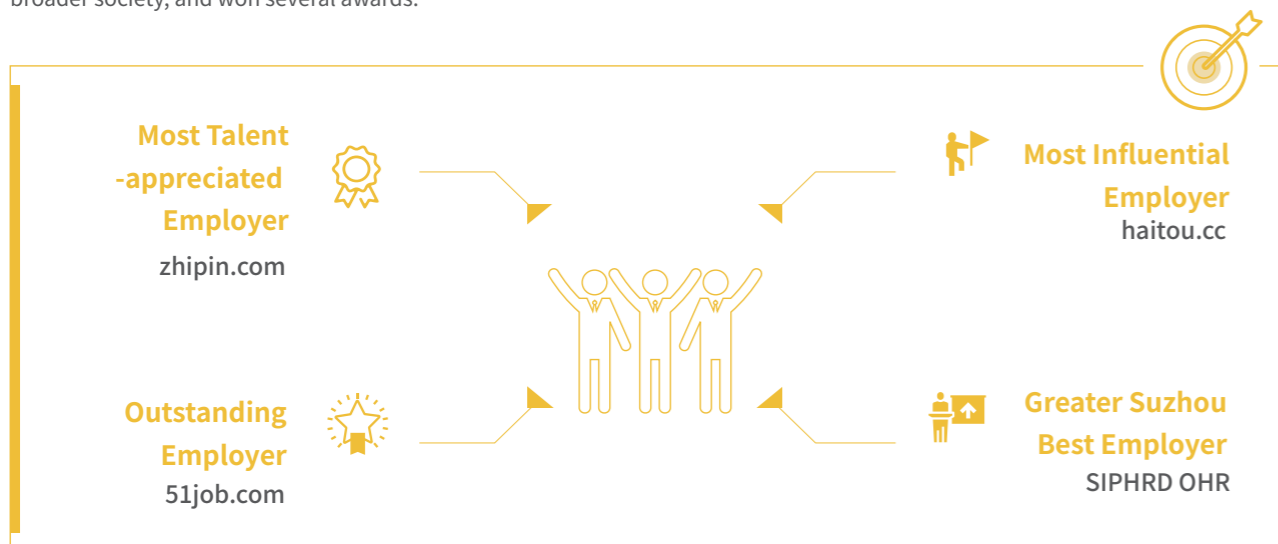
Tongcheng Travel believes that our employees are the most valuable resource and that they constitute the cornerstone of our business development. We strictly abide by relevant laws and regulations, including the *Labour Law of the People's Republic of China* and the *Labour Contract Law of the People's Republic of China*, in aspect of but not limited to compensation and dismissal, recruitment and promotion, working hours, holidays, equal opportunities, diversity, and other benefits and welfare, as well as the prohibition of child labour and forced labour, so as to safeguard the legal rights and interests of employees. We aim to build a fair, diverse, healthy, and positive working environment, and are committed to growing together with our employees.



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During the Reporting Period, our efforts in human resources management were recognised by job seekers, employees, and the broader society, and won several awards.



Safeguarding Employee Rights and Interests

In the course of recruitment and daily work, Tongcheng Travel does not discriminate against any talents on the basis of their race, colour, gender, age, family background, religion, physical fitness, or nationality. We adhere to equality and diversity of employees and endeavour to create a harmonious working atmosphere. We have issued the *Tongcheng Travel Statement on Human Rights*, which covers the basic principles of the *International Labour Organisation Declaration on Fundamental Principles and Rights at Work*, the *Ten Principles of the UN Global Compact* and the *UN Guiding Principles on Business and Human Rights*. We encourage employees, partners and other stakeholders to work together to promote the protection of human rights.

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

Meanwhile, we have formulated the *Special Collective Contract for the Protection of the Rights and Interests of Female Employees* in accordance with the *Law of the People's Republic of China on the Protection of Women's Rights and Interests* and the *Special Rules on the Labour Protection of Female Employees*, and have appointed female employees to sign the contract. This contract is specifically designed to protect the rights and interests of female employees, which includes the commitment to equal pay for equal work, more seats for female employees in the Staff and Worker Representative Congress, and the protection of their rights and interests during their marriage and childbirth period.

Tongcheng Travel has built a new pattern of labour relations under the value of “human-centricity, consideration of common interests, mutual benefits, and common development”, so as to continuously promote the realisation of employees’ rights and interests and the healthy development of the Company. As of the end of the Reporting Period, the Company had a total of 9,945 full-time employees. Among them, the proportions of male and female employees were 49.01% and 50.99% respectively, the Han nationality and other ethnic minorities accounted for 94.15% and 5.85% respectively, and the proportions of male and female in management were 48.54% and 51.46% respectively.

Workforce Structure Indicators	2023 Total (Person)
Total	9,945
By gender	
Male	4,874
Female	5,071
By employment type	
Full-time	9,945
Part-time	0
By age	
Under 30 years old	3,060
30-50 years old	6,644
Over 50 years old	241
By geographical region	
Suzhou	3,213
Beijing	702
Hefei	970
Other regions	5,060

■ Recruitment

The Company adheres to the recruiting principles of “Open, Fair, Competitive, and Meritocratic” and attracts talents through diversified recruitment channels, such as on-campus recruitment, social recruitment, and internal referral. We have formulated the *Recruitment Management Measures* and the *Internal Recommendation Management Policy*, in which we clarify our recruitment criteria and hiring process. Online systems are used to automatically identify workers under the age of 16, as well as warning and reviewing excessive overtime. We prohibit the use of child labour and forced labour. If we discover incidents of child labor or forced labor during our operations, we will immediately conduct a thorough investigation, promptly correct the situation, and take remedial measures. If the incident is due to employee misconduct, we will impose strict disciplinary action on the responsible employee. Additionally, we will use the incident as a case study to investigate relevant circumstances and conduct training for all employees to prevent future occurrences of child labor or forced labor incidents. In the years of operation, the Company had no violations involving child labour.

We independently developed a video interview system to provide candidates with a flexible online interview format, as well as to enable interviewers to simultaneously browse resumes, read interview comments, and record assessments during the interview. We are dedicated to improving the interview efficiency and experience. Furthermore, we have established the interviewer management system, through which we can check interviewers capability comprehensively, and timely intervene and correct behaviours that harmed our brand reputation. During the Reporting Period, the video interview system was upgraded. We introduced an AI interview assistant that summarises and categorises the basic information of the candidates and helps the interviewer to sort out key points. We also collected opinions and suggestions from candidates in various aspects, and optimised the interview process and interviewer management in a targeted manner. Lastly, we categorized interviewers, and those who were awarded the title of “Golden Interviewer” for their outstanding performance are entitled to independent interviews.

We continued to expand recruitment channels, and held online recruitment talks to warm up and promote our branding events, which caught the eyes of numerous job seekers. Meanwhile, we launched the program of “Recruitment Monthly” to share monthly recruitment information with various business segments to facilitate work arrangement, decision making, and feedback collection, thus continuously making recruitment more efficient and scientific. During the Reporting Period, we actively participated in the special program “Reputed Enterprises Who Delivering Excellent Jobs” led by the Human Resources and Social Security Bureau of Suzhou, in an effort to help college students in need cope with encountered difficulties by providing employment opportunities.

■ Working hours and holidays

In accordance with relevant laws and regulations, we have formulated the *Attendance Management Policy* based on the Company’s operations, and have implemented the standard working hour system, the comprehensive working hour system, and the flexible working hour system, based on attributes of different types of positions. We have standardised our working hours and forbidden forced labour. We encourage balance between work and rest while ensuring work progress and quality of our employees.

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 with 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. We monitor labour rights risks through an internal data platform and conduct regular organisational diagnostics. In cases of excessive overtime or other abnormal situations, we intervene promptly and make improvements.

In addition, employees of the Company enjoy the legal holidays, statutory annual leave, supplementary annual leave, personal leave, sick leave, maternity leave, dystocia leave, abortion leave, nursing leave, breastfeeding leave, parental leave, family leave, bereavement leave, and other holidays. Following the local policies of “parental leave”, we set forth relevant rules for parental leave in the *Attendance Management Policy*, and launched the application process on our internal platform to facilitate eligible employees.

■ Remuneration, Benefits, and Incentive Mechanisms

In accordance with the *Remuneration Management System* and the *Performance Management Policy*, Tongcheng Travel attracts, motivates, and retains excellent talents in the industry through its salary incentive plan that combines short, medium, and long-term goals. We promise to pay living wage to all our employees in accordance with Fair Wage Network (FWN) and International Labor Organization (ILO) standards to satisfy the basic needs of employees and their families, such as food, shelter, and clothing. We respect and uphold equal pay for work of equal value, and, therefore, we pay fairly based on position, performance, and ability to ensure that male and female employees with the same position, experience, and performance receive equal compensation. In addition, 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. The variable compensation, based on the performance evaluation that is conducted every three months, covers 100% of our full-time employees. Meanwhile, we have established a circuit-breaker mechanism for organisational performance as well as a protection mechanism for individual performance, through which the performance coefficients are adjusted based on the actual conditions, such as the market and policy changes, to guarantee the fairness of performance evaluation. We have also established a protection mechanism for the performance evaluation of new business, which provides a six-month buffer period to help innovative organisations grow and retain talents.

We have formulated incentive policies including the *Organisational Incentive Management Specification*, based on the Company’s incentive philosophy and cultural value orientation. We provide targeted incentives for organisational milestones, technological iterations, business innovations, and service experience. To promote business recovery and enhance employees’ sense of goal and achievement, we continued to launch the “tens of millions worth reward” program during the Reporting Period. The incentives awarded to employees during the peak seasons of 2023 Spring Festival and summer vacation totalled over RMB60 million.

In addition to the statutory social insurances and housing fund, we also offer commercial insurance and gift bonus for all employees. Furthermore, we provide additional meal allowance and night shift allowance for front-line customer service staff. Also, to support and encourage employees to advance in diploma or professional skills and build up an atmosphere of learning organisation among employees, we have formulated the *Tongcheng Study Incentive Program*, offering financial support and paid leave to all full-time employees. During the Reporting Period, approximately RMB1 million was awarded as study incentives after internal assessment. To drive employees for better performance and inspire their sense of personal achievement, we have integrated various incentive mechanisms of the Company and have released the *Tongcheng Incentive Management Policy*, which specifies multiple incentives for employees in a more systematic manner. Besides, we launched an online interactive platform named as “Hall of Honour” to present corporate-level and project-level honours.

During the Reporting Period, we continued the “Star Plan” designed to better incentivise and retain core employees, awarding special contribution bonuses of nearly RMB4.5 million, cumulatively, to more than 55 core employees. In addition, we pushed ahead with special incentive activities, such as the “Innovation Project Competition” and “Hackathon Competition” to further energise our organisation and staff. Our intention is to let excellent products and talents stand out, providing a larger stage for the continuous growth of talents.



■ Dimission

In accordance with the labour contract and relevant laws and regulations, Tongcheng Travel has formulated and regularly updated the *Tongcheng Travel Policy for Administration of Employee's Employment, Transfer, Reassignment, and Dimission*. We have been constantly optimising the dimission process to ensure that the rights and interests of the employees, as well as that of the Company, are free from any infringement. We strictly abide by the laws and regulations regarding the compensation for the dismissed. While taking appropriate measures to retain talents, we have also collected opinions about the Company and relevant positions through surveys among employees who have voluntarily resigned, so as 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 was 18.82%.¹

Employee Turnover Rate Structure Indicators	2023 Turnover Rate
Total	18.82%
By gender	
Male	19.54%
Female	17.96%
By age	
Under 30 years old	22.48%
30-50 years old	16.59%
Over 50 years old	25.00%
By geographical region	
Suzhou	14.84%
Beijing	15.17%
Hefei	14.10%
Other regions	26.68%

Note:

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

2.Turnover rate disclosed by the Company does not include Beijing Tongcheng Tourism Investment Group Co., Ltd.,and Hainan Yanuoda Yuanrong Tourism Co.,Ltd. which were acquired by the Company in December 2023.

Protecting Health and Safety

Employees' health and safety is the core human capital of the Company and a key in labor productivity. A healthy and stable team will not only create value with the Company, but will also effectively reduce the Company's operational risks and costs.



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

Tongcheng Travel earnestly protects employees' occupational safety and health. We strictly abide by applicable laws and regulations pertinent to safety and health including the *Labor Law of the People's Republic of China* and the *Fire Protection Law of the People's Republic of China*. We have also formulated the *Tongcheng Travel Occupational Health and Security Policy* and the *Workplace Safety Management Policy*, to build a safety and health management system. In addition, we have established employee health and safety targets to ensure a 100% completion rate of corrective actions for on-site assessments of occupational health and safety risks. As of the end of the Reporting Period, we have obtained ISO 45001 certification of occupational health and safety management system and have been awarded the "China Healthy Workplace Certification" by the HR Excellence Centre.

■ Physical and mental health

We continuously care about the physical and mental health of employees. We regularly provide all employees free annual physical examination and report interpretation seminars. We also provide physical examination discounts and convenient physical examination channels for employees' families.



Case: "Healthy World and Healthy Tongcheng"

During the Reporting Period, we continued our offline free clinical service to provide employees with free Traditional Chinese Medicine consultations and health advice. In addition, our staff canteen offers healthy diet options of little oil and salt to ensure a balanced meal for employees. We also hold two health classes per week in the gymnasium of the Tongcheng Travel Building, where excellent fitness equipment including stretching machines, stair climbers, and Roman chairs are available for use, to help employees build up their body.



Tongcheng Travel Office Fitness Activities

In addition, to safeguard the mental health of our employees, we have set up an Employee Assistance Program (“EAP”) - “Care for Mental Health”. We engaged a third-party institution to provide professional psychological counselling for employees. During the Reporting Period, we supported employees’ mental health by organising the “Wellness Day” event, where psychological counsellors were invited to carry out on-site psychological tests for employees and lectures on mental health. In addition, the Customer Service Centre regularly launched online and offline stress-relieving activities for employees and held irregular conversations with them to reduce their stress from serving customers, helping employees shape a positive attitude and improve work happiness.

■ Emergency drills and training

In order to ensure the safety of the Company’s personnel and property, we have formulated the *Tongcheng Travel Emergency Plan Management Manual* to quickly respond to office emergencies and implement emergency rescue work in a timely and effective manner. We have a comprehensive fire protection system in office areas and dedicated personnel responsible for fire safety. In strict compliance with the *Fire Extinguishing and Emergency Evacuation Plan*, we conduct regular fire self-inspections and underlying safety loophole investigations. We completed signage renewal and reinstallation of partial firefighting equipment and facilities, to ensure a safe and reliable office environment. We regularly organise fire drills every year, and carry out monthly trainings on fire safety for employees in key positions.



Case: Tongcheng Travel Fire Drill

During the Reporting Period, Tongcheng Travel conducted fire emergency escape and evacuation drills in each business locations successively to further enhance employees’ awareness of fire safety, popularise fire-fighting knowledge, and improve employees’ ability of emergency escape. The Fire Brigade of Suzhou District was invited twice to guide the fire drills conducted by the operating subsidiary in Suzhou to strengthen the fire safety awareness of all employees. We also continued to promote safety awareness in various areas, such as fraud prevention, fire prevention, and anti-epidemic, to all employees by pushing videos as well as posters and holding lectures on popular science.



Tongcheng Travel Fire Drill Site



Case: First-aid volunteer team assembled

To strengthen the construction of workplace emergency safety, we equipped core offices with automatic external defibrillators (AEDs) and first-aid kits, as well as releasing the First-Aid Manual. We established a first-aid volunteer team and carried out various activities, such as first-aid training, skill competition, and knowledge quiz. During the Reporting Period, we have developed emergency training and certification plans for each workplace based on the actual situation of Tongcheng Travel. As of the end of the Reporting Period, 378 employees had passed the training examination and obtained the Certificate of First-aid Training.



Tongcheng Travel Employee First-aid Training Site

To strengthen the emergency management and ensure that emergencies are handled timely and effectively, we have set up an Emergency Response Team, consisting of one management personnel of the Human Resource and Organisational Operation Centre as the workplace manager, and relevant staff from all departments involved. We have developed an all-around emergency response plan that covers equipment and facilities, fire safety, public security, natural disasters, and public health events. All departments involved carry out emergency response drills throughout the year in accordance with the plan, so as to ensure quick responses as well as timely and effective rescues in the event of emergencies, thus minimising injuries, deaths, and property loss. During the Reporting Period, given the potential risk scenarios, we equipped 995 SOS alarm devices in the restrooms of all workplaces across the country so that employees can send out the SOS alarm at the very instant when they encounter emergencies. With the alarm system in place, the workplace staff can respond quickly and provide the most effective rescue efforts and assistance within the shortest time.

During the Reporting Period, Tongcheng Travel collaborated with third parties to carry out on-site risk assessments of occupational health and safety. A total of 136 items were covered in the assessment, including workplace equipment, firefighting system, and public safety. In addition, we supervised the rectification of identified risks with a rectification rate of 100%, with 100% target completion. We have formulated annual implementation plans and objectives regarding OHS around three dimensions of “people”, “workplaces,” and “objects”. We facilitate the achievement of OHS objectives through measures, such as emergency rescue training, inspection, and rectification of risk sources at workplaces, emergency plan drills, and safety management of workplace properties. We require all employees of all catering suppliers to have health certificates and to have a physical examination at least once every year. At the same time, all employees are required to complete the training and examination regarding food safety theories and standard operation procedures before they are allowed to work.

Supporting Talent Development

■ Promotion and development

Tongcheng Travel is committed to creating a diverse and fair career development platform for all employees. We have set up a Career Development Committee to promote career growth, which is responsible for the formulation of policies and strategies as well as for the decision-making regarding employee career development. We have formulated the *Management Measures for Leader Development* and the *Measures for Management of Career Development in Professional Sequence*, and provide employees with career progression channels in both management and professional lines. We have also transparently publicised the promotion requirements and processes for each rank in each business line, and established channels for collecting feedback on promotion results. We made the promotion mechanism more reasonable by adjusting the promotion cycle, defining special contributions, fast-track channels, and optimising the logic of performance evaluation.

The Company has launched the internal job transfer policy – “Talent Flow Program”, to boost the internal flow and vitality of talents. During the Reporting Period, accumulatively 287 positions were released, which attracted more than 20,000 visits. A total of 255 online communications for the positions have been initiated, with 91 successful cases and an internal job transfer rate of 2.87%. In addition, we conduct talent reviews based on annual objectives to assess in detail the output as well as task accomplishment and develop talent strategies. Through the “Strategic Arrangement” program, we determine the planning for the year and promote it through different channels during the year.


We formed a triple-dimensional evaluation system of “Performance + Supervisor Evaluation + Competency Review” to evaluate and promote outstanding talents in a more objective and comprehensive way. We regularly conduct annual review on leaders and core positions, and optimise our talent deployment through performance improvement plans, departmental communication, and position adjustments. We conduct annual performance evaluations for employee promotions, using a multi-dimensional performance assessment approach. This includes self-assessment, peer evaluations, and supervisor assessments, providing a comprehensive and objective assessment of employee performance so as to help them reflect, grow, and continually improve. We also flexibly conduct monthly, quarterly, and annual assessments for all employees through agile communications based on job and business characteristics. And we emphasise the tracking and closed-loop management of assessment processes to update employees’ work progress and make summaries in a timely manner. By doing so, we achieve objectives, such as employee empowerment and business enhancement. During the Reporting Period, the review covered 90.4% of leaders and employees in core positions. We also carried out “Lighthouse” program, which provides our HR with techniques and skills in the course of career assessment and career counselling, to help improve the effectiveness of employee selection and retention.

■ Training and development¹

Innovation capability of employees is the driving force of enterprise development. We regard employees as valuable assets. Their professional knowledge and skills not only contribute to the development and growth of our business, meet potential needs of our users, and empower our partners, but also play an important role in realising our vision of sustainable development.

The Company is committed to creating a diverse, equal, and informative learning environment for employees. We integrated 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 skills, so as to help them grow with the Company. We have established a comprehensive training system, and have formed three major curriculum systems of “leadership cultivation, professional skills improvement, and orientation training”. We have also assisted in carrying out various learning activities through online learning and sharing platforms such as “Tongcheng Study” and “Tongcheng Sharing”, as well as offline theme discussion and sharing, to meet the needs of competence enhancement of employees at different career stages.

Note:
1. The scope of data disclosure in this section only covers employee training organized by the Company's Human Resources and Administration Center.

	Categories	Curriculum system and coverage	Training Program
Leadership cultivation	<p>The leadership cultivation curriculum covers 100% of full-time employees, and include the following categories:</p> <ul style="list-style-type: none"> ● Provide customized leadership trainings for current managers at all levels, covering industry trends, business practice, management tools and scenario simulations; ● Provide leadership trainings for newly promoted managers and manager trainees, covering management theory, management methodology and management practice to help consolidate their managerial skills; ● Provide general training for ordinary employees, including leadership training to improve personal influence and activeness of employees. 	<ul style="list-style-type: none"> ● Middle and high-level managers: Tenglong Program ● Junior managers: Yulong Program ● Reserve and newly promoted managers: Qianlong Program 	
Professional skills improvement	<ul style="list-style-type: none"> ● We set up different courses according to different professional positions regarding technology, customer service, business and functions to improve the professional skills of employees in different lines and help them grow. 	<ul style="list-style-type: none"> ● Mercer Training Camp ● Project Manager Certification ● Innovation & Creation Training Camp ● Mentor Empowerment Program 	
Orientation training	<ul style="list-style-type: none"> ● We carry out orientation trainings for new employees of social recruitment, focusing on core issues such as the Company’s culture, policies and procedures and career sharing, in order to facilitate role transformation; ● We provide comprehensive trainings from front-end businesses to back-end functions for new graduates, aiming at cultivating future industry leaders. 	<ul style="list-style-type: none"> ● New employees of social recruitment: Xingcheng Program ● New employees of campus recruitment: Chengxing Program 	

During the Reporting Period, the average annual training hours per employee were 9.26 hours, covering 88.77% of employees.³

Indicators		2023
Proportion of employees receiving training (%) ¹	Total	88.77%
	By gender	
	Male	89.25%
	Female	88.21%
By employment type		
	Senior management	72.73%
	Middle management	88.29%
	Junior employees	88.85%
Training hours per employee (hour) ²	Total	9.26
	By gender	
	Male	8.33
	Female	10.35
By employment type		
	Senior management	6.35
	Middle management	4.30
	Junior employees	9.28

Notes:

1. Employee percentage=Trained employees/total number of employees * 100%; The percentage of employees divided by relevant categories=number of trained employees in that category/total number of employees in that category * 100%.
2. The average training hours per employee=total training hours/total number of employees; Average training hours for employees in relevant categories=total training hours for employees in specific categories/number of employees in specific categories.
3. The scope of employee training disclosure by our company does not include Beijing Tongcheng Tourism Investment Group Co., Ltd., and Hainan Yanuoda Yuanrong Tourism Co., Ltd. which were acquired by our company in December 2023.



Case: “Newcomers” Onboarding Camp

The “Newcomers” growth camp is the first training course created for newcomers by Tongcheng Travel, which aims at introducing the Company’s culture, history and necessary knowledge to help newcomers understand the Company and adapt to the team within a short time. The growth camp consists of two sections based on recruitment channels, one for social recruiting newcomers and one for campus newcomers, each with different education systems. This systematic training program helps new employees to better adapt to the Company’s environment and quickly fit into the team. During the Reporting Period, the “Newcomers” growth camp received more than two thousand new employees with participants’ satisfaction rate of over 95%.



“Newcomers” Growth Camp

Enhance Employee Care


Employee communication

Adhering to the principle of “communicate and solve problems in a timely manner, and leaving no issues unresolved overnight”, 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 workers’ representative congress, and formed a labour dispute mediation committee. We also sign collective agreements with 100% of our employees to promote scientific decision-making and democratic management of the Company and to maximise the rights and interests of employees. We conduct annual employee dedication surveys for all employees in terms of their willingness to stay, their willingness to be dedicated to the Company, their comfort and freedom at work, their stress level, and other dimensions. Based on the results, we take targeted improvement measures, including but not limited to optimising the offices and improving the efficiency of work processes so as to create a sound working environment. During the Reporting Period, the employee dedication rate reached 77%. In addition, we actively participate in the construction of harmonious labour relations in locations where we operate. We joined Suzhou Harmonious Enterprise Association and assumed the position of Chairman of the Association.

We enhanced the systematic management of employee communication channels and built a “One-stop Service Hall” where consulting services are available to employees through three channels, namely OA system, iOA application, and Enterprise Wechat. Employees’ opinions can be collected on the “Employees’ Feedback” page of the OA system to increase the frequency of communication, collect feedback broadly, and make effective responses.

Additional benefits

To encourage employees’ dedication to the long-term development of the Company, Tongcheng Travel provides all employees with non-salary benefits and care in addition to those statutorily required. By doing so, we enhance employees’ sense of belonging, thus effectively enhancing team cohesiveness.

- 
Health
▶▶
 physical examination, additional commercial insurance, EAP mental health support, gym
- 
Finance
▶▶
 tens of millions worth reward program, study incentive program, phone bill subsidy, accommodation and management services, traditional holiday gifts, staff discounts
- 
Family Support
▶▶
 additional paid annual leave, flexible working hours, work-from-home options, nursing rooms
- 
Entertainment
▶▶
 team building, festival events, recreation room and library

During the Reporting Period, we continued to launch employee welfare activities such as the “18th Anniversary Program” and “Care for Female Employees”. For female employees, we especially provided the 9-valent human papillomavirus (HPV) vaccine with preferential price and free transportation. Furthermore, we care for breastfeeding moms and set up “Mom’s Stations” to provide breastfeeding moms with safe, clean, and private space to nurse, breastfeed, milk, feed, and prepare meals for babies.

Employee activities

We care about the physical and mental health and life of our employees and strive to create a working atmosphere of unity, positivity, and harmony. In order to enrich the cultural life of employees beyond work, we have organised various activities, such as hobby clubs, annual parties, and sports events, to deepen the communication among departments, thus strengthening team cohesion, improve team cohesion.



Case: Tongcheng Travel “Family Day”

During the Reporting Period, to enhance employees’ sense of belonging and to convey the authentic and unique charm of Tongcheng Travel to employees’ families, we launched Tongcheng Travel’s first family day event “Happy Tongcheng Happy Fun”. Families of our employees were invited to the event to spend a pleasant day trip together. During the activity, we took employees’ families on a tour of the Tongcheng Travel Building, where they visited the Company offices and canteens. Through the visit, employees’ closest relatives gained a better understanding of their family member daily work environment. Participants spoke highly of the activity once concluded.

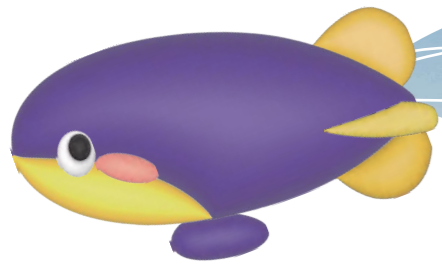


The “Family Day”

06

Ecological Priority and Green Protection

We always adhere to the principle of sustainable development and are committed to reducing adverse impacts of our business operation on the environment and climate. Meanwhile, 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 clarify the green operation principles, actively promoting energy conservation, emissions reduction, and efficient resource utilisation. We have obtained ISO 14001 certification of environmental management system. During the Reporting Period, the Company was not involved in any environmental violation issues.



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Energy Conservation and Carbon Reduction Target



In 2021, we analysed our energy consumption and carbon emissions, and planned to reduce our energy consumption constantly over the next 10 years in response to the national strategy of “Carbon Emissions Peak and Carbon Neutrality”. Taking 2021 as the base year, we are committed to reducing our Scope 1 and Scope 2 carbon emissions intensity by 15% by the end of 2030. During the Reporting Period, our carbon emission intensity decreased by 8.96% compared to the base year of 2021, and the target completion ratio is approximately 59.73%.



Climate Change Response

Given the prominence of climate change in economic development, it is increasingly important for enterprises to strengthen climate risk prevention and identify opportunities for climate transition to achieve a robust development. By doing so, enterprises will fulfil their social responsibilities as global citizens whilst enhancing their business resilience.



[Click here to find out: Tongcheng Travel Climate Change Policy](#)

Tongcheng Travel continues to focus on the impacts on our business from climate change and climate-related changes in domestic and foreign laws and regulations. We have developed the *Tongcheng Travel Climate Change Policy* to adapt to and mitigate the risk impacts of climate change on our operations and to strengthen our resilience.

We have established a board-level ESG committee which oversees and evaluates ESG-related issues (including addressing climate change and carbon neutrality) and reviews and updates policies related to climate change on a regular basis, and a corporate-level ESG and Data Security Committee which leads the Public Policy and Regulatory Affairs subcommittee responsible for managing climate change-related issues. At the same time, the ESG working group is responsible for the implementation of climate change responses.

The Company integrates climate change-related risks and opportunities in the Company's routine management as key considerations. Based on the recommendations of the Task Force on Climate-related Financial Disclosures (“TCFD”), we have initially identified the significant risks and opportunities arising from climate change to our assets and business operations, and formulated scientific responses to address climate change. In the future, we plan to further develop a scientific risk management strategy to address the impacts and opportunities imposed by climate change.

As the Company are not engaged in large-scale production activities, we have limited exposure to climate-driven transition risks related to policies, regulations, technologies, markets, and reputation.

Category of climate risks	Potential climate risks affecting Tongcheng Travel	Responses
Physical risks: Extreme weather	<p>Extreme weather such as typhoons and rainstorms, poses the most significant physical risk to the Company’s business operations.</p> <p>Our business provides users with travel solutions such as transportation ticketing and accommodation reservation, therefore increased frequency of extreme weather events would result in increased frequency of cancellations of and changes to users’ trips or an increase in travel safety risks. These could result in lower revenue and higher operating costs for our business.</p>	<p>Each business segment of the Company has established disaster response procedures and mechanisms for extreme weather such as typhoon to define the accountabilities of business units, partners, customer services, platforms and market end in case of emergencies, as well as ensuring prompt responses upon information synchronization of extreme weather and emergencies and, so as to mitigate the impact of natural disasters on business operations and ensure the travel safety of our users.</p>
Physical risks: Rising mean temperatures	<p>Our business operations are heavily dependent on the stable operation of the servers. The continuously rising global mean temperatures and increased extreme weather events in recent years may cause server failures, exposing data to the risk of leakage and thus disturbing business continuity.</p>	<p>We have equipped the server room with a disaster recovery plan of high-reliability and high-availability, and taken various measures for the server data security in harsh weather, such as intra-city inter-machine backup, remote backup, and regular emergency drills for server room management and data recovery.</p>

Building Green Operations

The Company has no significant negative impact on the environment or natural resources since we are not engaged in any large-scale production activities and we neither consume significant energy nor produce massive emissions. However, we are intensely aware of the importance of environment protection, thus making us proactively practice green operations, optimising equipment and facilities, promoting green office, and taking other measures to gradually achieve the goal of energy conservation and emissions reduction. To continuously optimise the structure of energy use, we have installed solar photovoltaic panels in the office buildings in Suzhou and Beijing, and will gradually replace traditional energy with green energy in office buildings that have appropriate conditions.

Green Office

Paperless office: Promote electronic signing, electronic payment, and electronic invoice, to reduce the number of paper bills, improve business efficiency, and reduce negative environmental impacts and paper usage;
 Double-sided printing, copying and paper recycling are advocated to avoid paper waste;

Water conservation promotion: Post reminders in the office area to raise employees' awareness of water conservation and encourage them to save water in their daily work;

Garbage classification: Place classified garbage bins in the office area to promote the implementation of garbage classification work;

Environmental protection training: Regularly organise relevant energy-saving and emission reduction themed trainings and activities to cultivate employees' awareness of resource conservation.

Meanwhile, we encourage partners, users, employees, and other relevant stakeholders to reduce carbon emissions in our daily operations and the broader carbon footprint across the industry chain. We actively create low-carbon products and have launched an online digital management system to help corporate suppliers, such as hotels and tourist attractions realise precise management of energy consumption, increase operational efficiency, and reduce carbon emissions by reducing human resources and materials.

Case: Tongcheng Travel Sustainable Mid-Autumn Gift Box

During the Reporting Period, we proactively purchased environmentally friendly raw materials and products, such as recyclable storage boxes made from healthy wheat straw and plastic handbags used as mid-autumn gift boxes for employees. These storage boxes realise the design concept of one box for multiple uses in that they can be used as family storage boxes, medicine boxes, toolboxes, tea set boxes, etc. And the plastic handbags are recyclable for more than once, reducing the waste of resources.



Sustainable Mid-Autumn Gift Box

While making an effort in carbon neutrality, we also continued to strengthen the management of resource and waste to keep our planet green. 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 have been reducing water consumption and improving water utilisation through a series of measures, including applying water-saving equipment and adopting advanced flushing technologies.

Green Operations

Energy efficiency: Put into use an energy consumption system and electromechanical management system to monitor the operating status of air conditioners and electromechanical equipment as well as setting the use of hours for air conditioners in different seasons with the temperature control function dormant for the rest of the time;

Energy-saving equipment: Tongcheng Travel building adopts the intelligent lighting system throughout the facilities, and equips LED induction lamps of low energy consumption in underground garages; the luminosity of light source is only 30% on standby and returns to normal only when vehicles pass by or stop;

Electricity-saving measures: Increasing the patrol frequency of the property management company to three times each morning and evening to optimise equipment turn-off/close time and promptly turn off all idle lighting fixtures and electricity;

Water-saving measures: Conduct regular inspection and maintenance of water-using equipment to prevent leakage;

Green electricity: The canteen uses solar powered heating water and photovoltaic panels were added on the rooftop to generate electricity.

Case: Tongcheng Travel "Green and Low-carbon Practice"

We advocate a green and healthy lifestyle in our employee training. We continue to strengthen the environmental awareness of our employees by electing advocates of energy saving and consumption reduction, pushing videos and posters on environmental protection, carrying out the "Clean Your Plate Campaign", and other measures. During the Reporting Period, we launched the "Green and Low-Carbon Action". Employees were encouraged to actively participate in the Action through various activities, such as transforming used objects, signing the *Low Carbon and Environmental Protection Initiative*, and participating in emissions reduction. With these activities, we promoted a green and low-carbon life and further enhanced employees' awareness of environmental protection.





Case: Mountain cleaning

On “Earth Day”, Tongcheng Travel organised the public welfare activity - rubbish-picking hiking: “Hi, Go Clean the Mountain Together”. We called on employees who love outdoor sports and are keen on environmental protection to go into nature and pick up rubbish for a better environment. We also hope that our actions can raise the environmental awareness of people around to also protect the environment through their efforts.



Environmental KPIs

■ Emissions

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

Emissions	2023	2022	2021
Wastewater discharge (tonnes)	79,265.86	71,446.92	58,347.00
Total GHG emissions (Scopes 1 and 2) (tonnes) ¹	7,497.57	7,961.04	6,670.31
Direct GHG emissions (Scope 1) (tonnes)	162.54	69.30	67.66
Including: Petrol (tonnes)	161.99	69.30	67.66
Including: Diesel (tonnes)	0.55	0	0
Energy Indirect GHG emissions (Scope 2) (tonnes) ²	7,335.03	7,891.74	6,602.65
Including: Purchased electricity (tonnes)	7,355.03	7,891.74	6,602.65
GHG emissions per capita (tonnes per capita)	1.22	1.65	1.34
GHG emissions per floor area (tonnes per square meter)	0.05	0.05	0.05
Total non-hazardous waste (tonnes) ³	493.91	596.53	756.48
Non-hazardous waste per capita (tonnes per capita)	0.08	0.12	0.1

Notes:

1. Due to the characteristics of our operations, the exhaust emissions of the Company are only generated by the gasoline combustion of the Company’s business vehicles, which are not large-scale and have no material impact. Therefore, the KPI A1.1 (the types of emissions and respective emissions data) regarding exhaust emissions is not disclosed in this ESG report. 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.
2. In 2023, our indirect greenhouse gas emissions (scope 2) were calculated based on the emission factors of 2022 specified in the Notice on Doing a Good Job in the Management of Greenhouse Gas Emission Reports for Enterprises in the Power Generation Industry from 2023 to 2025 issued by the Ministry of Ecology and Environment of China.
3. 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 and, where appropriate, intensity) is not disclosed in this ESG report.

■ Use of resources

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

Use of Resources	2023	2022	2021
Total energy consumption (MWh) ¹	13,526.74	11,149.53	9,354.24
Total direct energy consumption (MWh)	665.04	297.75	293.84
Including: Petrol (MWh)	662.56	283.45	276.74
Including: Diesel (MWh)	2.48	0	0
Including: renewable energy(MWh) ²	0	14.30	17.10
Total indirect energy consumption (MWh)	12,861.70	10,851.78	9,060.40
Including: Purchased electricity (MWh)	12,861.70	10,851.78	9,060.40
Energy consumption per capita (MWh per capita)	2.20	2.31	1.89
Energy consumption per floor area (MWh per square meter)	0.09	0.07	0.07
Average PUE ³	1.32	1.31	1.29
Water consumption (tonnes) ⁴	88,073.18	79,385.47	64,830.0
Water consumption per capita (tonnes per capita)	14.30	16.46	13.07

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 the National Development and Reform Commission.

2.Renewable energy consumption comes from electricity consumption generated by own solar power generation system.

3.The average PUE value of the data center is calculated based on the ratio of the annual energy consumption of the total equipment of the data center to the annual energy consumption of the IT equipment. This data is an indicator of the energy efficiency of the data center, and the statistical scope of the 2023 data covers all of the Company’s own data centers.

4.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.

5.Since the Company’s operation does not involve the use of packaging materials, KPI A2.5 (Total packaging material used for finished products) is not applicable to us and thus not disclosed in this ESG report.

6.Based on the characteristics of the industry, aspect A3 (The Environment and Natural Resources) and KPI A3.1 (Description of significant impacts of activities on the environment and natural resources and the actions taken to manage them) are not applicable to us as we do not have any significant impacts on the environment and natural resources during our business operation, thus such information is not disclosed in this ESG report.

7. According to the assessment, based on the characteristics of the industry, the Company does not have any problem in sourcing water, does not have large-scale industrial water use, does not have a substantial impact on the environment from the waste emissions generated during the operation process, and the energy use efficiency is related to the carbon emission. Therefore, the report only discloses the carbon emission targets established by the Company. KPI A1.6 (wastes reduction target(s) set and steps taken to achieve them), KPI A2.3 (energy use efficiency target(s) set and steps taken to achieve them) and KPI A2.4 (water efficiency target(s) set and steps taken to achieve them) are not disclosed in this ESG report.



Case: Tongcheng Travel “Photovoltaic Storage Project”

During the Reporting Period, we invested RMB583,000 in the construction of a photovoltaic energy storage project on the rooftop of our office building in Beijing, with an annual electricity generation capacity of 150,000 kWh. This project achieves “self-generation for self-use, surplus electricity for grid connection”, with an estimated annual savings of in electricity expenses. As of the date of the Report, the project has been put into operation.



07

Caring for Society and Embracing Corporate Responsibility

Tongcheng Travel is actively involved in public welfare and keeps empowering the community with professional competence and resources for a better life. We adhere to the practice principles of "Being Voluntary and Free, Open and Transparent, Honest and Trustworthy". Furthermore, we have formulated the *Tongcheng Travel Public Welfare and Charity Policy* to define our public welfare action strategy and promote the improvement of the charity and public welfare management system. We are also dedicating ourselves to public welfare and charitable activities in various areas, such as educational contribution, employment problems alleviation, poverty alleviation, and disaster relief. During the Reporting Period, we invested a total of RMB635,000¹ in public welfare funds, and had a total of 2,965 employees volunteering in public welfare activities, representing an accumulated volunteer service hours of 202,588.¹

We follow the trend of the new era and earnestly practice Corporate Social Responsibility. We dedicate ourselves to the sustainable social and economic development of China and take an active and responsible participation in contributing to the rural revitalisation and improvement of people's livelihood.

Note:

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



- Facilitate Industrial Sustainable Development 75
- Assistance in Youthful Voyage 78
- Contribution to the Community 79



Facilitate Industrial Sustainable Development

■ Rural revitalisation through tourism

Tongcheng Travel keeps utilising its technological advantages and industrial resources to facilitate development of rural tourism through a variety of channels, thereby contributing to rural economic development.

“One-stop Rural Resort” model: Lindu Warm Village

Lindu Warm Village Resort is an exemplary project for rural revitalisation by Tongcheng Travel. We have constructed tourism and vacation infrastructure, such as the little train, Tao House, and campsite, while preserving the original rural landscape. This has attracted a wide range of visitors who appreciate countryside living, bringing a new look to the village.

“Rural Life and Vacation Experience Community” model: Zhangjiagang Bay Yongxing Village

Zhangjiagang Bay Yongxing Village Rural Experience Community is a vacation destination created by Tongcheng Travel, integrating the concept of “digital countryside” by combining accommodation, specialty dining, entertainment, and other services in one setting. Through immersive rural living experiences, we aim to create employment opportunities for local villagers and promote rural revitalisation.

With the successful and orderly implementation of the key industry development models, we launched the “Tongcheng Thousand Villages Program”, which aims to help more villages build their own sustainable tourism models based on the concept of “thousands of villages, thousands of faces” and from the perspectives of talents, technology, traffic, and capital. At the same time, Tongcheng Travel further proposed the long-term objectives of the “10-100-1000 Project”. With this project, we will cultivate 100,000 new rural travellers in the future, build up one hundred exemplary projects of rural tourism, and realise the output of RMB100 billion from rural tourism, which demonstrates our ambition in the exploration of empowering rural areas with culture and tourism.



Case: Training on rural revitalisation through digital cultural tourism: “Tongcheng Thousand Villages Program”

During the Reporting Period, co-guided by the China Internet Development Foundation and the Sichuan Provincial Committee of Cyberspace Administration of China, Tongcheng Travel organised the training on “Digital Culture and Tourism for Rural Revitalisation” in Suzhou. This special training aims to share knowledge and skills with those engaged in rural tourism and promote the high-quality development of the industry. The course mainly includes three modules, namely policies for rural tourism development and industry prospect, intelligent operation of rural tourism, and new marketing trend of rural tourism. During the training, all the participants went to the exemplary project Lindu Warm Village to learn about the operation mode of Lindu Warm Village and the new trend of digital operation of hotels.

Through this special training, Tongcheng Travel has implemented the “New Traveler Program” public welfare project with relevant counties and districts in Aba Prefecture, Ganzi Prefecture, and Bazhong City, all located in Sichuan Province, and facilitated the construction of the “10-100-1000 Project”, thus contributing to rural revitalisation.



■ Cultural tourism industry empowered by technology

Tongcheng Travel continues to explore the “Tourism+” model in order to stimulate the consumption of destinations. With big data and the application of innovative technologies, Tongcheng Travel customises the creative tourism marketing system and develops technology-enabled solutions for destinations based on their resources and industrial development patterns. During the Reporting Period, Tongcheng Travel helped destinations and scenic spots, such as Haikou, Guilin, Gexian Village, and Pengjiazhai, to carry out innovative marketing activities and to continue to reach the young users, thus bringing new drives to the destination’s cultural and tourism consumption.



Case: “Firmon” Dream-weaving Market

During the Reporting Period, we set up an open dream-weaving market under the mode of “travel + market” in Guilin during the traditional festival of “3rd March” in Guangxi. Tongcheng Travel’s brand IP “Firmon” and Guilin Municipal Bureau of Culture, Radio, Television, and Tourism jointly redefined travel from a youthful perspective. Under the new definition, Tongcheng Travel turned Guilin into an inclusive and vibrant travel destination that with ten thousands of possibilities, attractive to young users, which propels the expansion of Guilin’s cultural and tourism market. The activity was reported online by a number of major national media and got immense publicity of Guilin local media. As a result, the activity gained significant exposure and attracted a large number of citizens who spoke highly of it.





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

During the Reporting Period, the first World's "Shangri-La" cultural and tourism festival, jointly organised by Diqing Tibetan Autonomous Prefecture and Tongcheng Travel, was successfully held in Diqing. In this festival, Diqing Prefecture collaborated with Tongcheng Travel to launch a series of benefiting policies for winter tourism, which effectively stimulated the vitality of cultural tourism consumption in Diqing. Tongcheng Travel utilised the platform's big data to present and invigorate the cultural and tourism resources of "Shangri-La" in all scenarios and multi dimensions, thereby conveying the charm of Diqing to the world.



Case: "Thoughts on Intangible Cultural Heritages" activities

Tongcheng Travel has always been committed to promoting the in-depth integration of intangible cultural heritage and tourism. By building a digital platform for intangible cultural heritages and collaborating with a number of content creation platforms, we have created a tourism model of "brand+ content + product".

During the Reporting Period, Tongcheng Travel launched new explorations in "intangible cultural heritage +". For instance, Tongcheng Travel cooperated with provincial organisations, such as Sichuan Provincial Department of Culture and Tourism and Yunnan Provincial Department of Culture and Tourism, in innovative modes including "intangible cultural heritage + digital collections", "intangible cultural heritage + bazaar", and "intangible cultural heritage + travel itinerary". In addition, Tongcheng Travel launched excursions to experience the intangible cultural heritage in Jingdezhen of Jiangxi Province, Wutai County of Shanxi Province, and Liangshan Prefecture of Sichuan Province successively. Moreover, the Department of Intangible Cultural Heritage of the Ministry of Culture and Tourism of the People's Republic of China held a training class on the integration of intangible cultural heritage and tourism in Chongqing. Tongcheng Travel, as the OTA at the training, shared the experience.

During the Reporting Period, Tongcheng Travel had cooperated with dozens of local authorities of cultural and tourism, and worked with nearly 100 national and provincial experts in the field to help disseminate intangible cultural heritage and facilitate the industrial development of it.

Assistance in Youthful Voyage

■ Educational support

Tongcheng Travel always pays attention to education, helping fulfil students' dreams and expectations to fly higher and further. We have been running a student subsidy program for many years. During the Reporting Period, we set up the "Initiative on Autumn Scholarship", helping a total of 80 high school and college students by granting them student subsidies of RMB200,000, thereby igniting students' dreams of success and inspiring them to strive for the better.



Case: Student supporting program

During the Reporting Period, Fuzhou Municipal Education Bureau, Fuzhou Airlines, and Tongcheng Travel jointly held the student supporting activity "Sailing with Blessed Dreams". Through this activity, the three parties helped 67 outstanding university freshmen in difficulties to set sail for the voyage of study. Tongcheng Travel presented each university freshman from an underprivileged family with a "public welfare student ticket" and a "gift package for freshmen" to help alleviate their burdens and start a carefree university life.

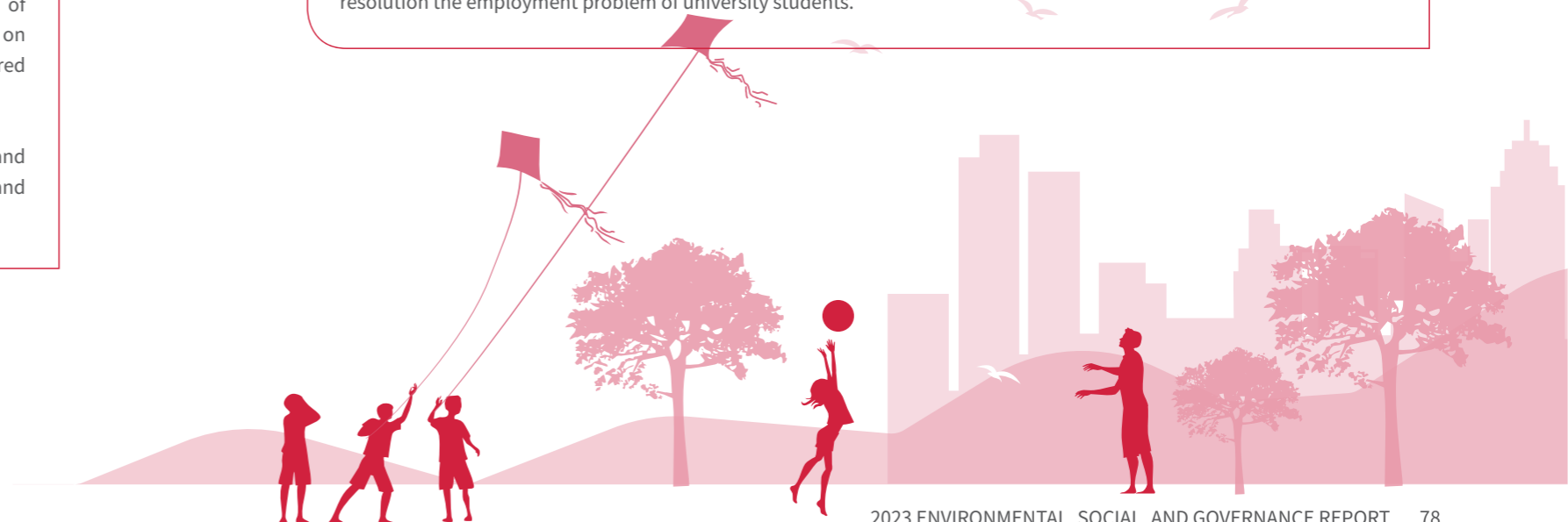
■ Youth cultivation

As cultivating youth talents is equivalent to creating the future, Tongcheng Travel earnestly assists in the planning of national youth development to support the development of young people and provide them with resources in their innovation and entrepreneurship. During the Reporting Period, we sponsored the International Youth Forum on Sustainable Development and the 13th MODEL APEC national competition to support the exploration, selection, and training of excellent talents.



Case: Campus practice and employment promotion program for university students

Tongcheng Travel is actively practicing the spirit of supporting youth employment by setting up campus service stations in 5 universities in 2023 to provide students with social practices, and students with excellent performance will be directly admitted to the Company as a formal employee. As of the end of the Reporting Period, we had provided a total of 82 job positions, and the number of university students formally employed amounted 140, which effectively promoting the resolution the employment problem of university students.



Care for students taking college entrance examination

We carry out a wide range of public welfare activities to spread social warmth to students. Tongcheng Travel, in cooperation with all parties involved, makes great efforts to ensure students a successful college entrance examination, supporting them in a critical point in their lives. To this end, Tongcheng Travel creates comfortable examination waiting rooms and provides warm services to keep students vigorous and relaxed.



Case: “Tongcheng Shelter” charitable hotel alliance

The charitable hotel alliance “Tongcheng Shelter” was initiated by Tongcheng Travel in 2022, with the long-term commitment to promoting hotels’ participation in social welfare services, integrating hotels into the community, and making cities warmer. At present, “Tongcheng Shelter” has successively launched “college entrance examination energy station”, “rainstorm protection plan”, “blizzard protection plan”.

During the 2023 College Entrance Examination, the alliance upgraded the services of “Tongcheng Shelter” and set up “College Entrance Examination Energy Stations” in more than 200 hotels in 34 cities across China. These stations provided free emergency stationery kits, baggage storage, and summer shelters and other services for students and their parents. Some of the hotels also provided warm services, such as mute reminder, reminder to go to the examination, and delayed check-out, to the students who stayed in the hotels. Students and parents could find the “College Entrance Examination Energy Stations” near the examination venues at any time through the “Map of Exam Hotels” jointly launched by Tongcheng Travel and Tencent Maps. For the performance in fulfilling CSR, the “Tongcheng Shelter” program was selected as the 2022 Internet Positive Energy: “Practice Goodness Together - Internet Public Welfare” during the Reporting Period.



Contribution to the Community

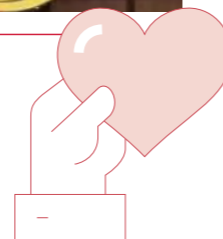
Care for the elderly

Tongcheng Travel pays attention to the happiness index of the elderly, and creates a good living environment for them to live happily in their twilight years. We also care about their mental health. During the Reporting Period, we launched an “accompanying the elderly” program and selected 15 volunteer employees to accompany the elderly on a tour of Lindu Warm Village, a model rural revitalisation project of Tongcheng Travel, bringing warmth and joy to the elderly.



Case: Facility renovation project for the empty-nest elders in Suzhou Industrial Park

To help guarantee a safer life for the elderly, during the Reporting Period, we invested RMB50,000 in the “facility renovation project for the empty-nest elders in Suzhou Industrial Park”. Through the project, we supported the community to renovate the facilities of 10 elderly facilities. With the renovation, we enhanced the safety, convenience, and comfort of the elderly’s living facilities at home through providing decoration materials, senior-living furniture, assistance facilities, intelligent products, and others, thus enhancing the quality of home care for the elderly.



Exemplary employees

We encourage employees to devote themselves to charity and public welfare, practice responsible citizenship, promote enterprise spirit, and enhance cohesiveness through voluntary activities, thus creating value for the society together with the enterprise.



Case: Tongcheng Travel and “Star’ s Children”

On April 2, 2023, the 16th World Autism Day took place. During the Reporting Period, we gathered volunteers to invite “Star’ s Children” to the “Natural Classroom” we organised at Lindu Warm Village. Volunteers of Tongcheng Travel helped children to learn about insects, frogs, and crops in nature, whilst the children took up their brushes and painted the nature on the canvas. We believe that the transmission of positive energy and warmth will inspire more social forces to join the public welfare action and help more people with warmth.



The “Natural Classroom” at Lindu Warm Village

Disaster relief

Tongcheng Travel has always been shouldering corporate responsibility and supporting the rescue and basic protection work in disaster-stricken areas by timely reaching out to those in need.



Case: Defence against torrential rains

During the Reporting Period, influenced by the cloud residuals in the periphery of Super Typhoon Haikui and the consequential monsoon, persistent heavy rainfall hit some areas of Guangdong, affecting the normal life of local citizens. To provide shelter for business travellers, outdoor workers, and other groups in rainy days and help solve other problems, “Tongcheng Shelter” charitable hotel alliance launched the rainstorm protection program for regions in Guangdong, with a total of nearly 40 hotels in Guangzhou, Shenzhen, and other places joining the program. All hotels of the program opened their lobbies as public service areas to provide various rain-sheltered services to the public, such as free drinking water, lobby breaks, charging services, and emergency food. For business travellers who were stranded in areas affected by the torrential rain, Tongcheng Travel also provided support, including delayed check-out and discounts on room rate.

When Hebei was hit by torrential rains, Tongcheng Travel quickly carried out the assistance program “Fighting the disaster together”, providing safe lodging and hotel subsidies for more than 60,000 disaster-stricken people in Hebei Province. With the program, we enhanced our sense of social responsibility and demonstrated social value.

OUTLOOK

In the future, we will continue to actively fulfill our social responsibilities and consistently create excellent experiences for our users and grow together with our employees. We will carry out more diverse and close cooperation with our partners, and work together to contribute to the positive development of the industry. We will also strive to improve energy efficiency, achieve sustainable development, and explore more forms of charity, so as to give back to our stakeholders with every pragmatic action.

Appendix

Appendix I: ESG Reporting Guidance Index

Aspect	Requirements	Chapter
Aspect A1 Emissions		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Build Green Operations
A1.1	The types of emissions and respective emissions data.	Build Green Operations
A1.2	Direct(Scope 1) and energy indirect(Scope 2) Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Build Green Operations
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	/
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Build Green Operations
A1.5	Description of emissions target(s) set and steps taken to achieve them.	Build Green Operations
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	/
Aspect A2 Use of Resources		
General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Build Green Operations
A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	Build Green Operations
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Build Green Operations
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	/
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	/
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	/

Aspect	Requirements	Chapter
Aspect A3 The Environment and Natural Resources		
General Disclosure	Policies on minimizing the issuer's significant impact on the environment and natural resources.	Climate Change Response
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	/
Aspect A4 Climate Change		
General Disclosure	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	Climate Change Response
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	Climate Change Response
Aspect B1 Employment		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Safeguarding Employee Rights and Interests
B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region..	Safeguarding Employee Rights and Interests
B1.2	Employee turnover rate by gender, age group and geographical region.	Safeguarding Employee Rights and Interests
Aspect B2 Health and Safety		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Protecting Health and Safety
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Protecting Health and Safety
B2.2	Lost days due to work injury.	Protecting Health and Safety
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Protecting Health and Safety

Aspect	Requirements	Chapter
Aspect B3 Development and Training		
General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Supporting Talent Development
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Supporting Talent Development
B3.2	The average training hours completed per employee by gender and employee category.	Supporting Talent Development
Aspect B4 Labour Standards		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Safeguarding Employee Rights and Interests
B4.1	Description of measures to review employment practices to avoid child and forced labour.	Safeguarding Employee Rights and Interests
B4.2	Description of steps taken to eliminate such practices when discovered.	Safeguarding Employee Rights and Interests
Aspect B5 Supply Chain Management		
General Disclosure	Policies on managing environmental and social risks of the supply chain.	Admission and Assessment of Suppliers
B5.1	Number of suppliers by geographical region.	Delivering Quality With Conscientiousness
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Admission and Assessment of Suppliers
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Admission and Assessment of Suppliers
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Admission and Assessment of Suppliers

Aspect	Requirements	Chapter
Aspect B6 Product Responsibility		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Compliance Operation
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	/
B6.2	Number of products and service related complaints received and how they are dealt with.	Enhancing Service Experience
B6.3	Description of practices relating to observing and protecting intellectual property rights.	Protecting Intellectual Property
B6.4	Description of quality assurance process and recall procedures.	/
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Ensuring Security by Staying True to Our Mission
Aspect B7 Anti-corruption		
General Disclosure	Information on: (a)the policies; and (b)compliance with relevant laws and regulations that have a significant impact on the issuer.	Business Ethics and Anti-corruption
B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	Business Ethics and Anti-corruption
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Business Ethics and Anti-corruption
B7.3	Description of anti-corruption training provided to directors and staff.	Business Ethics and Anti-corruption
Aspect B8 Community Investment		
General Disclosure	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	Caring for Society and Embracing Corporate Responsibility
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Caring for Society and Embracing Corporate Responsibility
B8.2	Resources contributed (e.g. money or time) to the focus area.	Caring for Society and Embracing Corporate Responsibility

Appendix II: Response to the United Nations Sustainable Development Goals

UN SDGs	Corresponding Chapters	The Company's Response
	Genuine Employee Care — Protecting Health and Safety	Ensure healthy lives and contribute well-being for all age groups
	Genuine Employee Care — Supporting Talent Development Caring for Society and Embracing our Corporate Responsibility—Assistance in Youthful Voyage	Ensure inclusive and equitable quality education and work together with all sectors of society to ensure lifelong learning opportunities for all
	Genuine Employee Care — Safeguarding Employee Rights and Interests	Achieve gender equality and enhance women's rights and interests
	Ecological Priority and Green Protection — Build Green Operations	Ensure availability and sustainable management of water and sanitation for all employees
	Ecological Priority and Green Protection — Build Green Operations	Actively promoting the development of affordable, reliable, and sustainable modern energy for all
	Genuine Employee Care — Safeguarding Employee Rights and Interests	Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

UN SDGs	Corresponding Chapters	The Company's Response
	Genuine Employee Care — Safeguarding Employee Rights and Interests	Proactively create a diverse, equal, and inclusive workplace environment
	Caring for Society and Embracing our Corporate Responsibility	Provide assistance to the poor and vulnerable through volunteer services, social assistance, support for education and other public welfares
	Ecological Priority and Green Protection — Build Green Operations	Actively ensure sustainable consumption and production patterns
	Ecological Priority and Green Protection — Climate Change Response	Take urgent action to combat climate change and its impacts
	Scientific Governance for Sustainable Development — Compliance Operation	Joining hands with all sectors of society to help promote peaceful and inclusive societies for sustainable development
	Solid Quality for Sustainable Development — Delivering Quality with Conscientiousness Cooperation for a Better Future	Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development

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