
Tongcheng Travel Holdings Limited
Stakeholder Communication Policy

Chapter I General Provisions

To guarantee the efficiency and transparency of our operations while protecting the rights and interests of all stakeholders, we have formulated the Stakeholder Communication Policy. This policy applies universally to our operations and suppliers, offering guidance on stakeholder identification, engagement, and communication, so as to foster mutual understanding and cooperation among stakeholders.

Chapter II Code of Conduct

- Article1 We fully consider a diverse array of stakeholder groups intimately tied to our operations and development, ensuring a comprehensive and accurate identification of all key stakeholders.
- Article2 During the identification process, by upholding principles of fairness and impartiality, we have not solely focused on groups with direct economic impacts such as shareholders, investors and partners, but also taken into consideration the vulnerable groups such as low-income families and the elderly, in alignment with our social responsibility and commitment to fostering social equity and harmony.
- Article3 Our identified stakeholders include, but are not limited to, shareholders and investors, regulatory bodies, media and non-governmental organizations, partners, users, employees, and communities.
- Article4 We establish a comprehensive and systematic stakeholder identification and engagement mechanism to deeply understand the needs and expectations of each stakeholder, fostering more resilient cooperative relationships and jointly driving the Company's sustainable long-term growth.
- Article5 We recognize the importance of local stakeholder participation and have devised a local stakeholder engagement strategy. We routinely optimize projects or business processes that have major impacts on local stakeholders in our key operational areas. We collect feedbacks from pertinent stakeholders, actively track and incorporate reasonable suggestions, so as to establish positive interactions and collaborations.
- Article6 We systematically collect expectations and requirements related to environmental, social, and governance (ESG) issues from multiple channels, subsequently summarizing and analyzing feedback to provide a crucial foundation for our ESG strategy formulation.

Article7 Our channels for stakeholder communication include but are not limited to online and offline meetings, roadshows, websites and online announcements, and we use both Chinese and English to eliminate language barriers and ensure effective communication.

Article8 We have established a stakeholder complaint and grievance mechanism, with smooth complaint and grievance channels to ensure that stakeholder feedback can be handled promptly and impartially, thus safeguarding the rights and interests of all parties.

Article9 We link the performance indicators of stakeholder communication to relevant management performance evaluations. We also actively participate in stakeholder communication activities, and timely convey the company's strategies and business dynamics to all parties to enhance transparency and trust.

Chapter III Supplementary Provisions

Article10 The Environmental, Social, and Governance (ESG) Committee will review the Policy in due time to ensure its effectiveness. The ESG Committee will discuss any necessary amendments and submit recommendations for these changes to the Board of Directors for approval.

Article11 This Policy shall come into effect upon the approval of the Board of Directors.