

汽车之家

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2022

AUTOHOME

Environmental, Social  
and Governance (ESG) Report



# Chairman's Statement

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Dear shareholders, partners and friends,

On behalf of Autohome, I am pleased to present our 2022 environmental, social and governance (ESG) report. Commitment to corporate social responsibility has always been one of our core values, one which has guided our steps in this era full of challenges and opportunities. As a leading company in the automotive internet industry, we are also devoted to promoting the sustainable development of the broader industry through our own corporate social responsibility efforts.

Throughout the past year, we have made considerable progress on our environmental, social and corporate governance initiatives. In terms of environmental protection, we actively promoted in-depth cooperation with new energy vehicle brands and built a battery recycling trading system. We also launched the Autohome new energy space station and implemented forward-looking strategies in new energy, new retail and other business areas to reduce automobiles' environmental impact. On the social front, we sought ways to improve employee welfare and wellness, enthusiastically participated in public welfare projects, and contributed to local economic development and social harmony. Furthermore, we continue to strengthen our corporate governance and risk management mechanisms while strictly abiding by laws and regulations to ensure business compliance.

Going forward, we will remain dedicated to the concept of sustainable development and promoting the industry's green, intelligent and shared development. At the same time, we will faithfully undertake Autohome's social mission, actively fulfill our social responsibilities, and create greater value for our employees, shareholders, customers and society.

Finally, I would like to thank all of Autohome's shareholders, partners and friends for your loyalty and support. We will continue to work hard to promote green car buying behaviors among consumers while also helping our customers innovate and thrive as we improve their digital marketing capabilities, reduce costs and increase efficiency. Through our unremitting efforts to promote the industry's carbon reduction activities, we believe we are well-positioned to realize our double carbon goal while driving the ecological development throughout China's automotive industry.

Chairman and CEO of Autohome

Mr. Quan Long

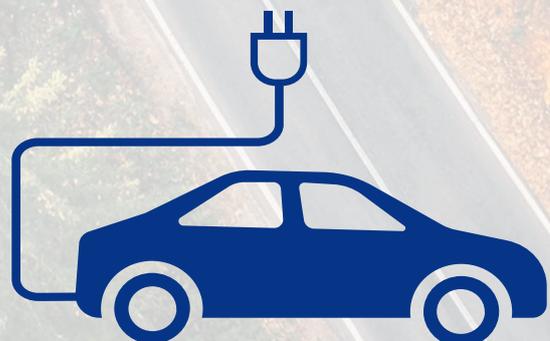
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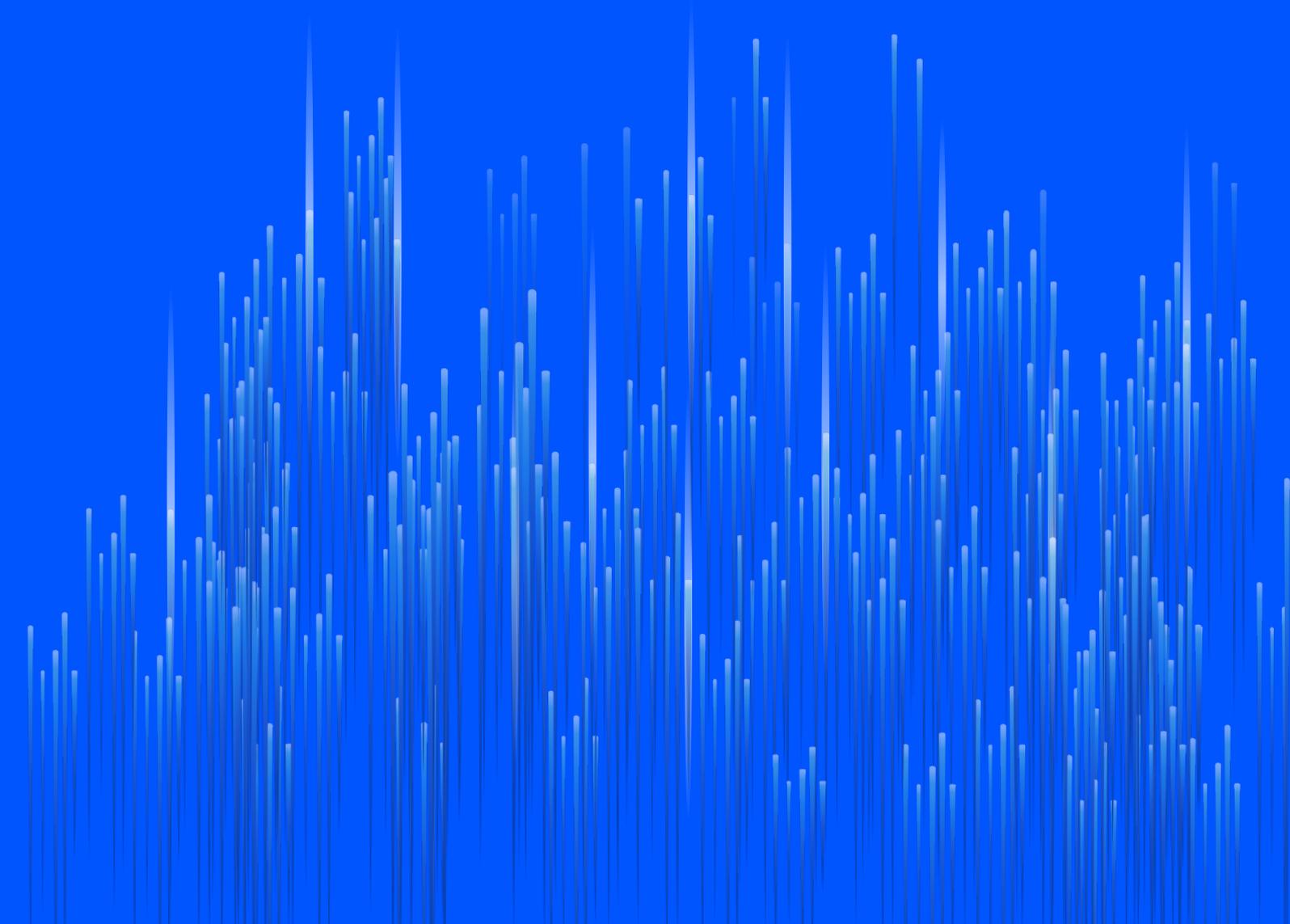
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# About this Report



This is the first ESG report prepared and released by Autohome Inc. ("Autohome", "the Company" or "we") - the Environmental, Social and Governance Report 2022 ("ESG Report 2022", "this Report"), which objectively and fairly presents the Company's concepts, specific practices and key achievements in environmental, social and governance matters.

## Reporting scope

This Report covers information from January 1, 2022 to December 31, 2022 ("this year"). To enhance the comparability and completeness of this Report, part of the content may involve information before or after this year.

## Reporting guidelines

This Report is prepared in accordance with the *Environmental, Social and Governance Reporting Guide* in Appendix 27 to the Main Board Listing Rules of Hong Kong Exchanges and Clearing Limited (HKEX).

## Reporting principles

"Materiality": Significant stakeholders and ESG issues they concern are identified in the preparation of this Report. These issues are disclosed in this Report according to their materiality.

"Quantitative": Key environmental and social performance indicators are presented in this Report in a quantitative manner. The measurement criteria, methodology, assumptions and/or calculation tools for these indicators in this Report, as well as the source of conversion factor, are described in the appropriate chapters.

"Consistency": Key performance indicators and the statistical methodology disclosed in this Report are consistent from year to year unless otherwise indicated.

## Data source

Information in this Report is derived from relevant internal statistical statements, documents and reports of the Company, stakeholder surveys and interviews. Emission and energy usage indicators are measured and calculated in accordance with national regulations or international standards.

## Currency

All amounts are presented in RMB unless otherwise stated.

## Language

This Report is released in simplified Chinese, traditional Chinese and English. Should there be any inconsistency between the Chinese and English versions, the Chinese version shall take precedence.

## How to get this Report

The electronic version of this Report is available at the website of HKEX (<https://www.hkexnews.hk>) or the website of investor relations of the Company (<http://ir.autohome.com.cn>). For any suggestions and comments about our ESG management, please feel free to contact us via email [ir@autohome.com.cn](mailto:ir@autohome.com.cn).

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# About Autohome



## Introduction

As the leading online destination for automobile consumers, Autohome is committed to providing consumers with one-stop services covering the entire car purchase and ownership cycle, including high-quality services on automotive consumption and lifestyle to support the vigorous development of the automotive industry in China. In order to provide a full range of services for consumers (C), OEMs (B1), and Dealers (B2), we are constantly transforming our media, platform, and artificial intelligence. Developing our auto value chain and integrating all stakeholders into Ping An's ecosystem is our goal.

## Key ESG performance in 2022

### Integrity construction

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**100%** of our directors and employees received integrity training.



There were **no** corruption-related lawsuits.



**100%** of our suppliers and business partners signed up the *Commitment on Integrity, Anti-Corruption and Anti-Bribery*.

## High-quality content



More than **400 thousand** pieces of original content were developed in total, with more than **25 thousand** contributed this year.



We had over **20 thousand** automotive content creators, **9.23 million** certified car owners, and over **35 million** followers on our platform.



**100%** of Company's products and services went through the verification process.



A total of **1,633** intellectual property rights, including patents, trademarks and copyrights, were obtained.

## Service guarantee



**100%** of our personnel received information security training.



**100%** of user complaints were handled.



The overall annual customer satisfaction percentage was **94.8%**, while the satisfaction rate for call center services reached **91%**.



## Green concept



**Autohome Carbon Neutrality Action Report** was prepared and released.



The climate-related goal of "**achieving carbon neutrality by 2030**" was announced.



**Environmental management targets** were set and activities to **identify climate change risks** were carried out.

## Employee-centered



Female employees accounted for **39%**



There was **no** use of child labor or forced labor, and **100%** of our employees were covered by China's social security system.



Training courses were delivered to employees in both online and offline formats, with an participation rate of **100%** and average training hours exceeding **38.5 hours**.

## Social responsibility



The donation of **RMB 1,000,000** was made to public welfare activities nationwide.



Autohome contributed **160 hours** to public welfare activities in Beijing.



## ESG honors and rewards in 2022

December 16, 2022

During the Seventh Guruclub Global Investment Carnival 2022, the Company received the "Annual Golden Award of Social Responsibility" in the category of "Best Listed Greater China Company."

December 15, 2022

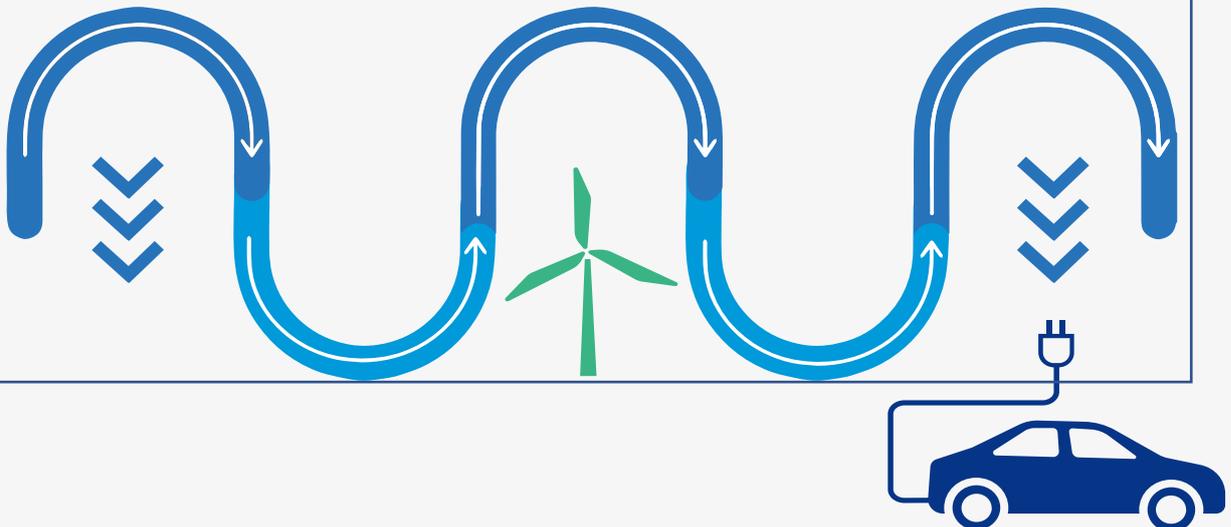
In the "The third Annual Review of Listed Companies by Futu 2022", the Company was recognized as "Enterprise with the Outstanding ESG Governance Among Chinese Companies Listed in Hong Kong and the United States" out of nearly one thousand contestants.

November 26, 2022

XINHUANET, China Enterprise Reform and Development Society, and China ESG Research Institute of Capital University of Economics and Business selected the Company's public welfare project of science popularization for adolescents as the "Outstanding ESG Innovation Case" at the "2022 Boao Forum for Entrepreneurs."

August 27, 2022

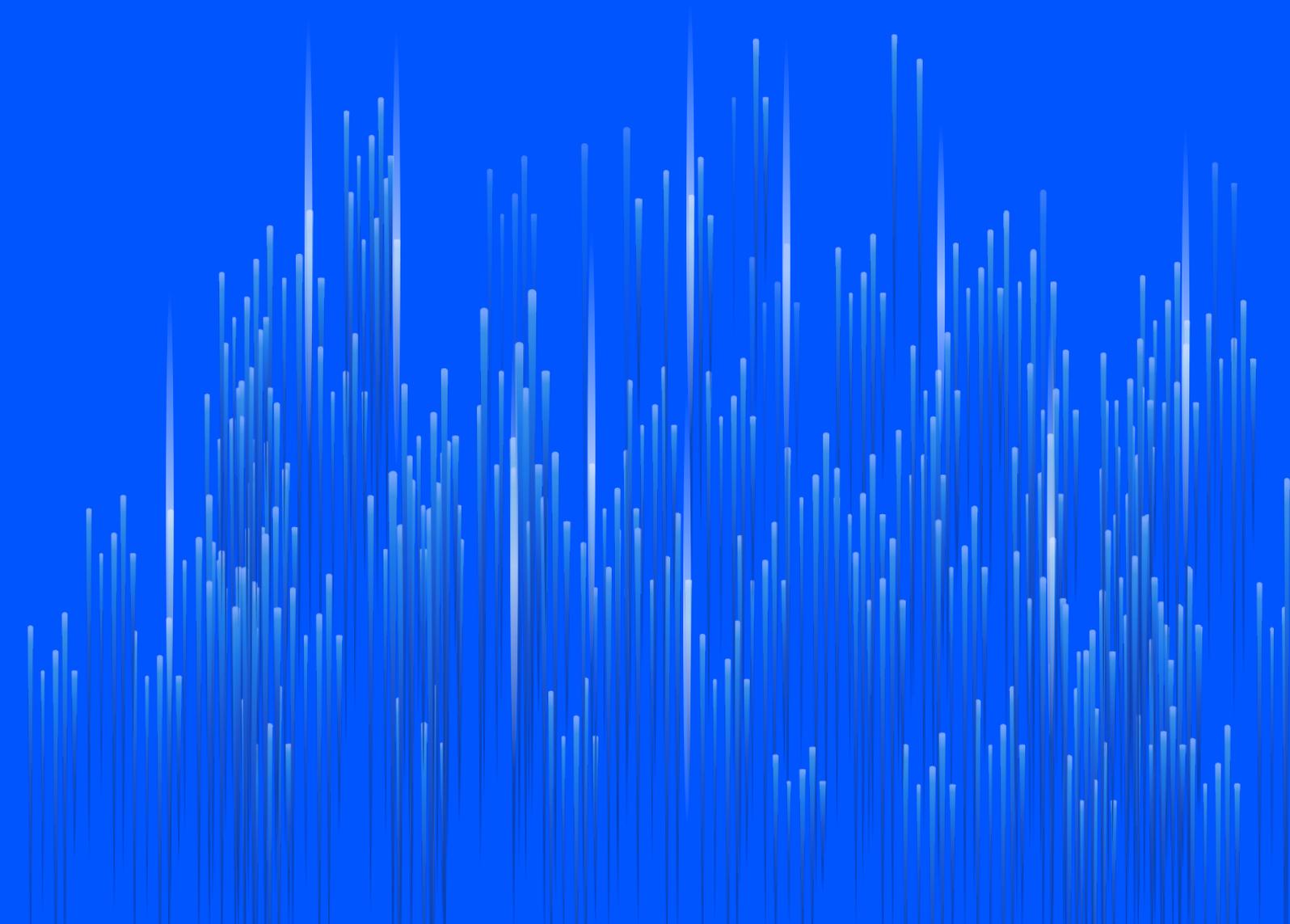
During the 2022 New Energy Vehicle Conference, the Company was awarded the honorary title of "New Energy Technology Pioneer".



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ESG governance



## Statement of the Board of Directors

The Board of Directors ("the Board") values ESG governance and is dedicated to promoting the harmonious development of governance, society, and nature. The Board of Directors, as the highest decision-making and regulatory body for ESG matters, meets at least once a year to discuss ESG-related management strategies and priorities.

ESG concepts are used in the Company's daily operations and regularly assessed during internal evaluations. ESG-related risks are also managed by analyzing macro-policies and communicating regularly with stakeholders, which is included in a report addressed to the Board. Assuring that the Company incorporates ESG practices in accordance with its strategy and management policies.

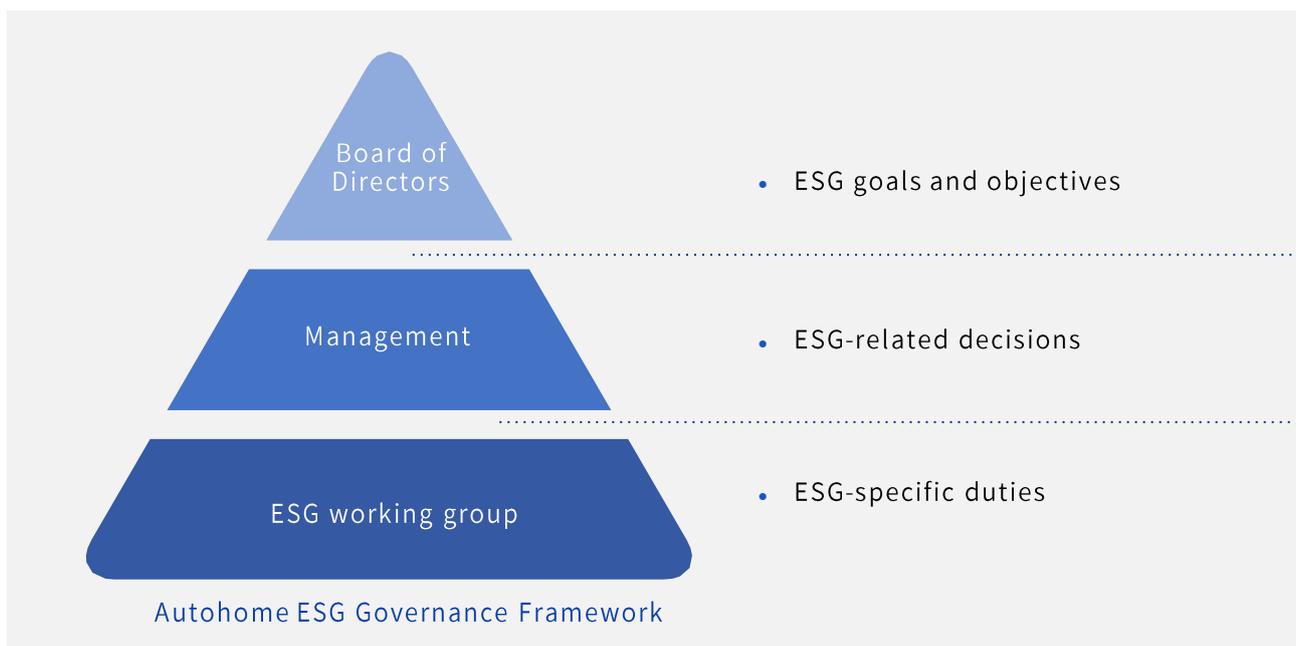
The Company has set environmental goals related to its own core business and the Board promises to review the progress regularly.

This Report was reviewed and approved by the Board on March 9, 2023.

The Board of Directors of Autohome  
March 9, 2023

## ESG governance framework

The Company has built an ESG governance structure that supports Board, management, and departmental cooperation. The Board is responsible for developing ESG goals and objectives, while management is responsible for carrying out ESG-related decisions. Multiple departments' personnel form an ESG working group to address ESG-specific duties within respective departments. In addition, training sessions on ESG skills are provided for the Board and key staff in order to expand their ESG expertise and subsequently assist activity connected to ESG. Establishing an ESG management system facilitates the effective management of environmental and social risks associated with diverse primary industries and the implementation of ESG strategies.





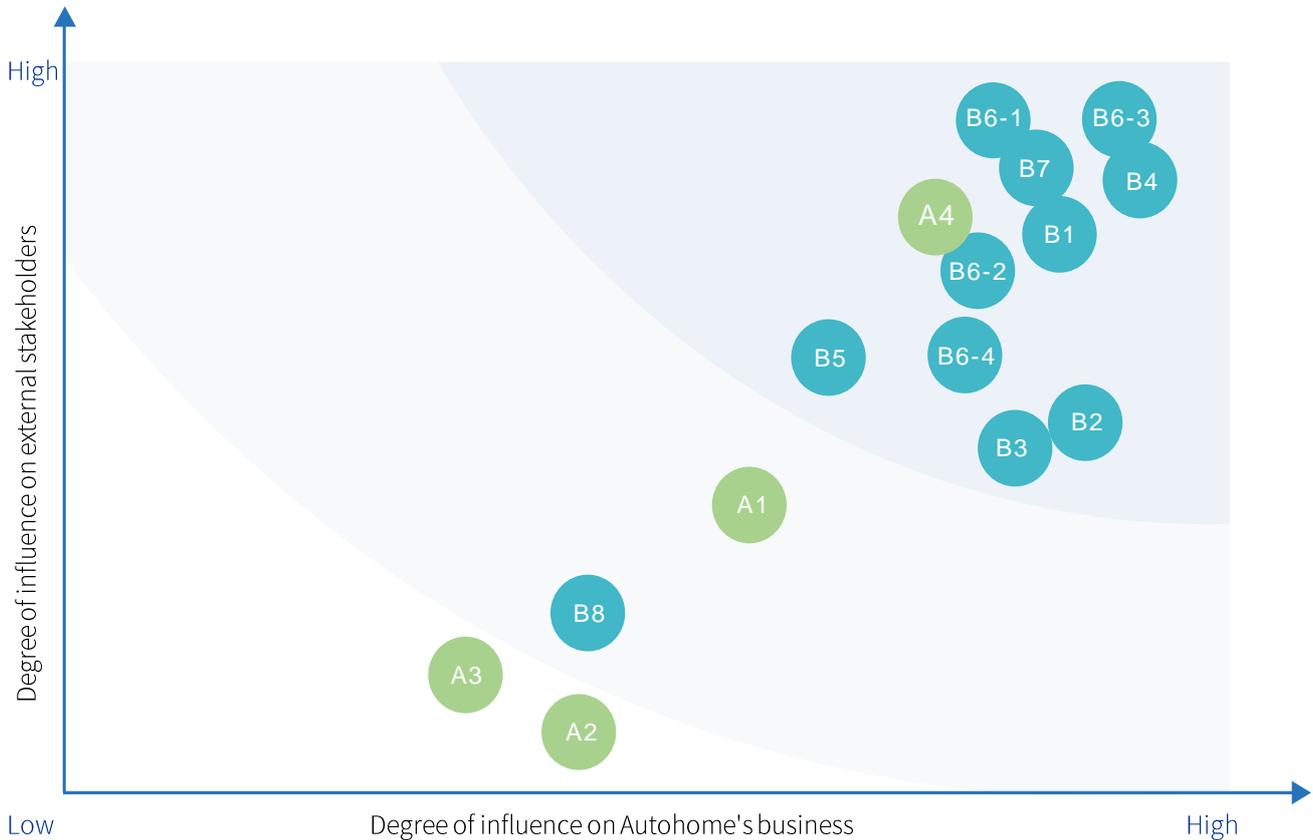
## Communication with stakeholders

We connect with stakeholders via multiple channels in order to comprehend their needs, and we use the collected feedback as a guide for the Company's ESG activity. Following is a list of the primary ESG-related concerns of major stakeholders and the channels from which these concerns were gathered.

Key stakeholders	Issues concerned	Channels
 <b>Governments and regulators</b>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Information security</li> <li>• Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>• Information disclosure</li> <li>• Regulatory meetings</li> </ul>
 <b>Shareholders and investors</b>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Intellectual property rights</li> <li>• Customer services</li> <li>• Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>• Shareholders' meetings</li> <li>• Information disclosure (annual and interim reports, performance announcement, corporate announcements at HKEX, information on the page of investor relations, etc.)</li> </ul>
 <b>Employees</b>	<ul style="list-style-type: none"> <li>• Employment</li> <li>• Health and safety</li> <li>• Development and training</li> <li>• Labor standards</li> </ul>	<ul style="list-style-type: none"> <li>• Employee opinion survey</li> <li>• Internal communication meetings with employees</li> <li>• Internal corporate announcements</li> </ul>
 <b>Individual users</b>	<ul style="list-style-type: none"> <li>• Intellectual property rights</li> <li>• Customer services</li> <li>• Information security</li> <li>• Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>• Customer satisfaction survey and follow-up calls</li> <li>• Daily operation/communication</li> <li>• Complaints and feedbacks</li> <li>• Questionnaires</li> </ul>
 <b>Suppliers and partners</b>	<ul style="list-style-type: none"> <li>• Supply chain management</li> <li>• Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>• Supplier management policy</li> <li>• Peer exchange</li> </ul>
 <b>Dealers and OEMs</b>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Product innovation</li> <li>• Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>• Dealer management policy</li> <li>• On-site investigation</li> </ul>
 <b>The public and community</b>	<ul style="list-style-type: none"> <li>• Community investment</li> </ul>	<ul style="list-style-type: none"> <li>• Public welfare activities</li> <li>• Social media</li> </ul>

# Analysis of material issues

In order to identify critical areas of the Company's environmental, social, and governance practices and to meet the demands of stakeholders, we gathered the feedback and expectations of all stakeholders through surveys, offline meetings, and in-depth interviews. According on the findings of the input, we developed the following analysis graph of 15 material ESG issues in 2022.



- A1: Emissions
- A2: Use of resources
- A3: Environment and natural resources
- A4: Climate change

- B1: Employment
- B2: Health and safety
- B3: Development and training
- B4: Labor standards

- B5: Supply chain management
- B6-1: Product responsibility- intellectual property rights
- B6-2: Product responsibility- customer services
- B6-3: Product responsibility- information security

- B6-4: Product responsibility- product innovation
- B7: Anti-corruption
- B8: Community investment

The Company has identified issues of high materiality, i.e. "B6-3 Product responsibility - information security", "B4 Labor standards", "B6-1 Product responsibility - intellectual property rights", "B7 Anti-corruption", "B1 Employment", "A4 Climate change", "B6-2 Product responsibility - customer services", "B6-4 Product responsibility - product innovation", "B5 Supply chain management", "B2 Health and safety", "B3 Development and training"; issues of medium materiality, i.e. "A1 Emissions" and "B8 Community investment"; and issues of low materiality, i.e. "A2 Resource usage" and "A3 Environment and natural resources". These concerns are described in detail in the respective chapters of this Report.

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## Fulfilling product responsibility



As the leading automotive service platform in China, Autohome has never lost sight of its purpose to "facilitate the robust growth of China's automotive sector." We are devoted to become the platform of choice for customers to buy and sell cars. To attain this objective, the Company employs the following three strategies: First and foremost, we prioritize content quality assurance and stress on providing users with accurate, useful, and exhaustive information about automobiles. Second, we actively listen to and respond to consumer input in order to continuously enhance the user experience. Thirdly, we strengthen our capacity for independent innovation to advance the automobile sector.

## (1) Content quality assurance

The content business's objective is to become the most prominent automotive platform in China, providing clients with the most professional and factual automotive information. Taking into account of our business characteristics, we aspire to establish a competent content security team, manage assurance for our products and services, and assume the primary responsibility for the automotive content service platform. We routinely review new content, including keywords, images, and other forms of information. We also collaborate with highly skilled audit professionals to conduct daily content audits. We collaborate with qualified review vendors to audit new content in real-time based on the most recent review guidelines.

### ◆ Diversified content

The company adheres to the "three more" strategy, i.e., the strategy of more people, more content, and more scenarios. The platform's material is separated into four categories: i.e., occupationally-generated content (OGC), professionally-generated content (PGC), user-generated content (UGC) and AI-generated Content (AGC), thereby providing users with a full-chain content service ecology.

Our unique content is created by our industry-leading editorial staff in terms of scope and depth of knowledge. The OGC team is comprised of seven divisions: rim information, vehicle evaluation, new energy vehicles (NEV), vehicle modification, video material, and vehicle model library. OGC provides an objective review of automotive items, allowing consumers to make quicker and more informed selections.

### Occupationally-generated content (OGC)

OGC has a more authoritative and professional tone than other content kinds. The team that generates original content consists of 136 skilled and devoted editors. The team has together produced more than 400 thousand pieces of content, achieving outstanding results with over 64 billion cumulative article reads and 9.5 cumulative video views. Our website's vehicle model library contains 95 percent of all available vehicle models. More than fifty automobile-related video programs have been released by the company, spanning eleven auto-related topics.





## Case: Autohome Racing Team (AHRT)

Autohome Racing Team (AHRT) is the first and only media racing team in China. It is comprised primarily of professional editors from the OGC team. By participating in professional auto races, the OGC team has gained a deeper understanding of event administration, team leadership, and car training. This experience has helped editors to get a deeper grasp of auto racing, resulting in the production of relevant, high-quality content. AHRT has competed in 61 competitions, including the China Endurance Championship (CEC), China Touring Car Championship (CTCC), and TCR-China, and has won 79 trophies. This year, the squad participated in the CTCC China Automobile Field Professional League and finished as the 1st runner-up in the entire competition, thereby enhancing the brand's exposure and influence in sporting events.



Autohome AHRT Racing Team

PGC is published mostly on the Chejiahao website (<https://chejiahao.autohome.com.cn/>), which has attracted a considerable number of automotive industry executives and influencers. The content aids consumers in acquiring information about vehicle products from a range of perspectives, and has become an important conduit for automobile culture. As the use of social media continues to grow, Chejiahao's website intends to deliver credible information about automobile industry segments.

UGC focuses on serving car enthusiasts and owners, encompassing all car-related scenarios and items. As a leading online auto community in China, our website has traditional features of social interaction, such as forums and threads, the most popular content creators can achieve "forum celebrity" status. We have also built a user-favorite automobile review and transaction prices interchange system, on which our users rely heavily when making auto-related decisions.

### Professionally-generated content (PGC)

Diversity and collaboration are two buzzwords that characterize the PGC. Our media platform "Chejiahao" has over 21 thousand creators and 10 million daily active users.

### User-generated Content (UGC)

With over 9.23 million certified automobile owners, the site is now a venue for automotive consumers and enthusiasts to share thoughts and engage in auto-related conversations.



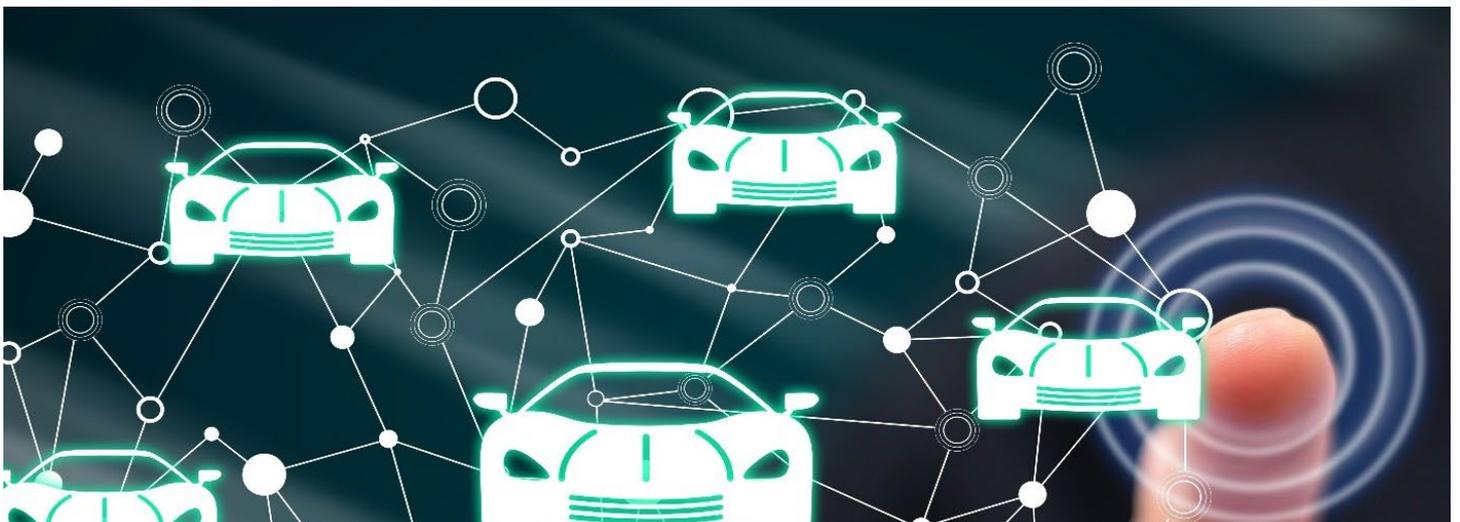
As the demand for new energy vehicles continues to rise, we are in the vanguard of constructing a system of new energy vehicle data and content with five major functions: a search engine for new-energy-vehicle-related data (such as endurance, energy consumption, charging efficiency, and battery performance attenuation), a personalized selection service, a virtual experience of intelligent technology configuration, a vehicle control video application, and an intelligent car selection mode. The system intends to deliver a premium selecting experience for new energy vehicles. Concurrently, we have modified and enhanced the new energy platform in order to establish an aggregation platform that includes new energy vehicle statistics, evaluation, information, video, and other content to assist customers in making purchasing decisions. By virtue of the company's long-standing reputation and cumulative user popularity, we hold a leading position in the automobile industry in terms of content creation.

### ◆ Enhancing content management

The company's audit platform encompasses all goods products and services (excluding professional audit of finance and other qualifications). We have established a comprehensive set of auditing procedures for images, text, audio, video, live broadcasts, instant messaging, etc., relying on the company's internal content security team, which has years of experience with quality control. In addition, we cooperate with the market leader in auditing and integrate its high-quality machine audit, human audit, etc.

The rule "content review prior to release" is required for all account and content categories. Through two rounds of preliminary review at the back-office end, quality inspection on a percentage of material, and inspection at the front-office end, we reduce the likelihood of content violations during the content review procedure.

For the user behavior risk control, we built the "Chedun" system to evaluate and identify the frequency and severity of violations in user account behavior in order to establish if the account is a risk account and if it must be classed as a "blacklist" account. The preventive actions include an account ban and notification to the relevant authority. Our platform's product design includes a user-reporting interface that allows users to file concerns at any time. After receiving a complaint or report, the back-office end analyzes and assigns the complaint to the appropriate business department for handling. When the complaint is resolved, we communicate the outcome to the reporter. We conduct closed-cycle report management using these methods.



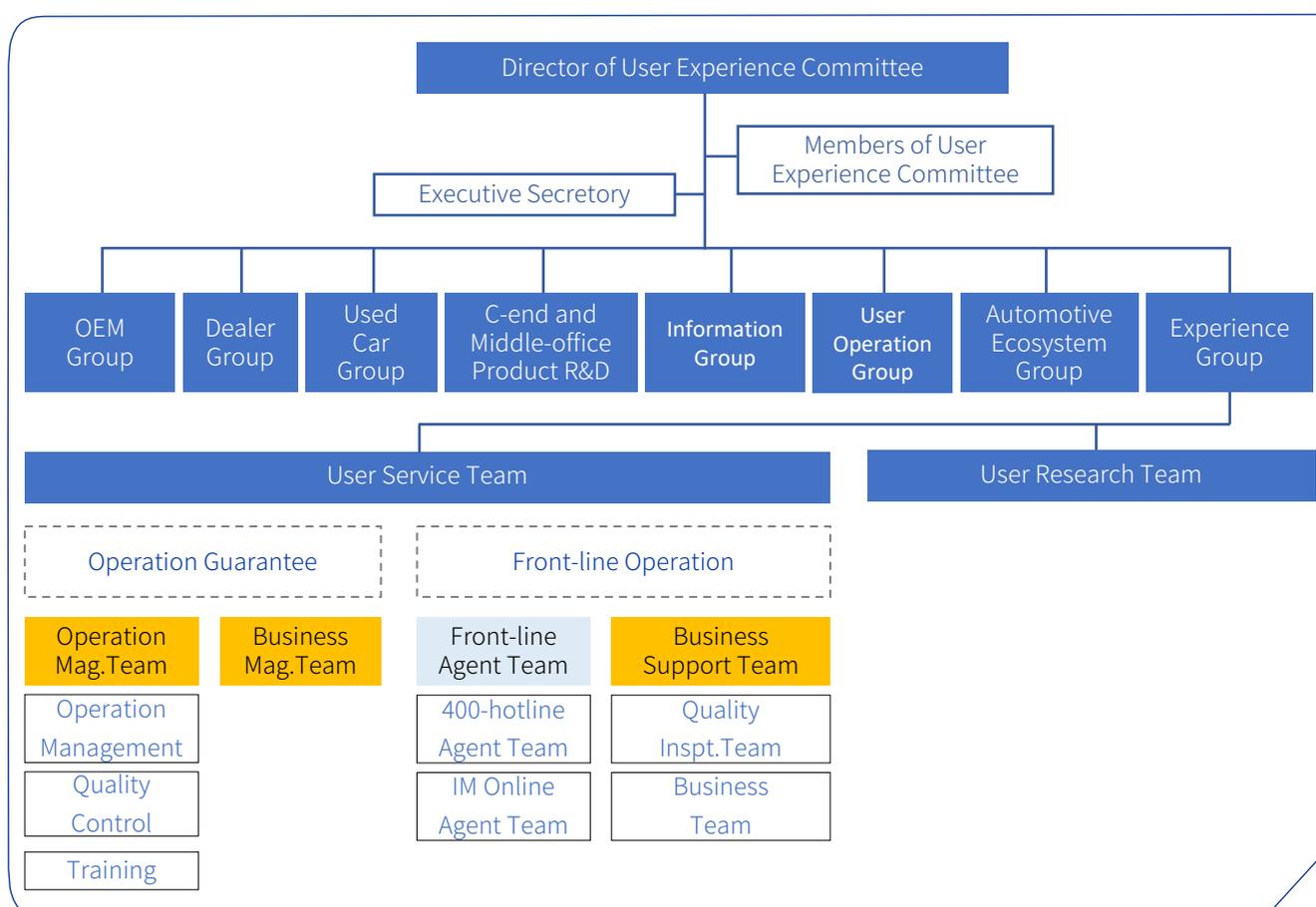


## (2) Enhancing service quality

The company consistently adheres to a "user-centered and service-oriented" philosophy and provides effective and prompt support to users. Service quality control measures encompasses the entire user experience process, including service standards and efficiency, as well as customer satisfaction and demands.

### ◆ Service quality management structure

To continually enhance the quality of customer service, the Company has established a user experience committee with the following structure:



### ◆ Optimizing user experience

As China's leading automotive content platform, user experience has always been the cornerstone of our content business. To assure and enhance user experience and satisfaction, we monitor products based on the results of user satisfaction surveys conducted through core market penetration channels.

## Case: Employee feedback program on user experience

We believe that employees, as product creators and users, can help us get to the bottom of the problem. We built an effective internal feedback channel for employees, namely the "user experience feedback forum," to gather and incorporate employees' recommendations and ideas in a convenient manner. The group serves as an effective forum for discussing, reporting, and dealing with difficulties. The group chat focuses on collecting strategic proposals produced by internal personnel as well as dealing with problems as they arise. Employees can provide feedback on product experience issues and communicate ideas with professionals in charge of the indicated items. Employees can also submit their findings to the feedback center. Problems can be discovered early and dealt with efficiently through either of these methods. Since the launch of the feedback program, an average of over 3,000 feedback messages and ideas have been received, with 100% of them being handled per month and a suggestion adoption rate of roughly 20%.



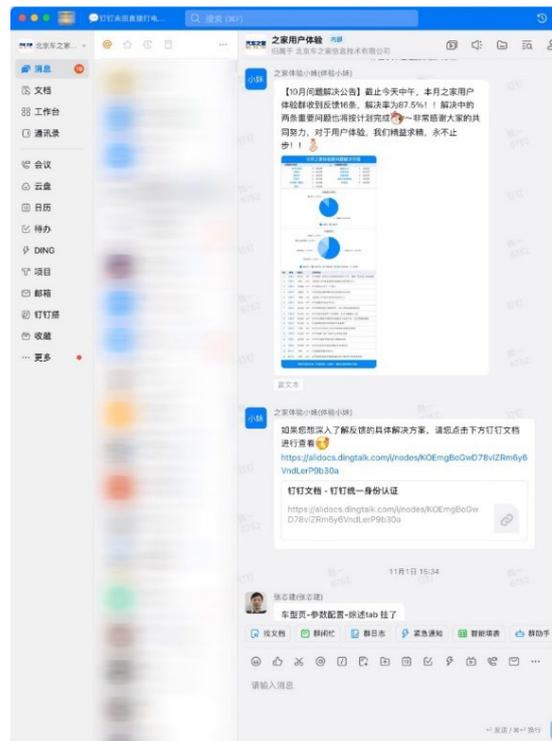
On average, more than **3,000** pieces are received every month



The feedback has been processed **100%**



recommended **20%**



"User experience feedback group" of Autohome



The Company constantly investigates additional opportunities to increase the service efficiency. As AI continually improves search relevance, users experience an increase in overall search efficiency. In addition, the expansion of the vehicle on has significantly improved the effectiveness of automobile selection.

### Case: Search service upgrade for a better experience

We carried out an overall iterative update of the search system in the third quarter of 2022, primarily optimizing search semantic vectorization, upgrading the visual experience at the front-end, and implementing iterative commoditization. User satisfaction for search results matching increased to 99 percent after the change.

 User satisfaction **99%**



We continually expand the scope and quality of our automotive services. Our users, for example, can use test drive and AI narration services to compare similar vehicle models from other brands, gaining first-hand driving experience. Another example is our extensive vehicle selection and purchasing guidance, which includes energy consumption testing, vehicle condition assessment, policy interpretation, and selection guidance. This way, users can gain a thorough understanding of the product performance and then make more informed decisions.

### Case: One-stop comparative test drive service

On September 5, 2022, the company launched a one-stop comparative test drive service for a variety of car models, allowing users to easily test drive, thoroughly experience vehicle performance, and make quick purchase decisions. Users can experience vehicle handling and intelligent configuration in different test drive sections during the test drive and fully understand the technical parameters of the vehicle model through the explanation provided by the Autohome AI test drive. Our test-drive experience personnel attend to the needs of customers and promptly answer their questions. Users can make a better purchase decision in less time after testing and driving several models at once. We currently have several test-drive service centers in Shanghai, all of which are located in major urban areas. Our ultimate goal is to offer a novel door-to-door test-drive experience.



Shanghai Autohome "Test Drive Team"

### Case: Bench testing of NEV energy consumption

We conducted bench testing to provide customers with energy consumption data for new electric vehicles on more complex road conditions. The results of the bench testing are available on our website. We collected various data during the bench testing, including the road spectrum of Beijing's urban roads, highway conditions, and comprehensive road conditions. We were able to avoid the influence of drivers, changes in road conditions, and other external factors by using renowned German power measuring machines. It now takes only three months to complete energy consumption testing on nearly 100 vehicles, covering the majority of the new energy vehicles available on our website.

In the future, we plan to gradually expand the coverage of road conditions in key cities across the country to provide users with more functional data.



The site of bench testing



## Case: "Used Car for Sale" Video Series

Considering the growing transactions and circulation of used cars, the company has launched a video series, "Used Car for Sale." This series includes useful tips for used car transactions, the interpretation of interim policies, and specific model selection advice for both sellers and buyers. At the moment, the "Used Car for Sale" series airs 10 episodes per month on average.



"Used Car for Sale" series

With a broader service scope and higher service quality, the company has actively integrated the resources of the entire automotive service chain to further optimize customers' experiences in selecting, purchasing, and using vehicles. The common issues of traditional offline used car trading include inconsistent dealer service quality, ambiguous retail pricing policies, questionable condition of used cars, etc. In order to solve these problems, we use data models that accurately match buyers and sellers. The use of a data model results in an increase in the number and quality of sources. Furthermore, we have established a one-stop trading system for used cars that provides selection, test drives, payment by instalments, and after-sales services for used cars.

### Case: One-stop used car trading platform

Autohome, ttpai.cn, and Ping An Group have gathered the efforts and resources to accelerate the construction of the one-stop trading platform for used cars. Regarding buyers, they now have access to a complete service chain, starting from the car selection and purchase to the car registration and maintenance. For sellers, we accurately predict their car purchase intention, therefore redirecting them to the used car platform, as well as effectively matching OEM products with user needs. Since the establishment of the one-stop trading platform for used cars, users' interest has increased by five times. The number of cars viewed per capita has been reduced from 15 to 10.



Autohome's one-stop used car trading platform



## ◆ Responding to users' demands

Customer service quality control is extremely important to the company. Customer service personnel provide services to users in strict accordance with the *Customer Service Center's Service Manual*. To ensure that our services are truly customer-oriented, the service quality control specialist conducts regular spot checks on first-line service quality and pushes personnel involved to improve it in accordance with internal policies such as *Regulations on Quality Inspection Ratio of Customer Service Center*, *Quality Inspection Standards of Customer Service Center*, and *Quality Inspection Process of Customer Service Center*.

### Listening to user feedback

We value user feedback and experience. Our customer service representatives record user feedback and suggestions in work orders and prepare a report that includes a summary of suggestions. The report then is emailed to the relevant business departments. We quickly respond to urgent messages and provide feedback on non-urgent messages weekly. The Customer Service Center uses the collected suggestions to improve Company's products and services in collaboration with appropriate department personnel.

### Resolving user complaints

We have launched 400 customer service hotlines, an online IM customer service system, corporate WeChat, and other complaint channels in order to respond to user complaints quickly and effectively. When the Customer Service Center receives a complaint from a user, the personnel will reassure the customer, gather information, create a work order, and handle the complaint. After determining responsibility, the work order will be sent to the appropriate departments. In exceptional cases, the Legal Department will be called upon. We take complaint handling seriously, providing immediate feedback for regular cases, we respond in 1-2 working days for problematic cases, and we send an answer in 2 working days for special cases. We have implemented a comprehensive and efficient complaint-handling mechanism that allows us to respond quickly to user complaints and feedback.

As of December 31, 2022, the Company had handled a total of 23,637 batches of user complaints, with a complaint acceptance rate of 100%; a satisfaction rate of 91% for manual service via the telephone channel; and a 24-hour closure rate of 94.8%, with an average closure duration of 6.6 hours.

### Case: UEC feedback platform

The company has established a UEC feedback platform to collect user inquiries and suggestions. The feedback and suggestions received are classified by product line and questionnaire type, and are broadly classified into three categories: enquiries/complaints, BUG, and requests. The system routes work orders to the Operations Department for follow-up, where customer service representatives handle inquiries and complaints. After customer service personnel confirm with users, the system transfers bugs and requests to the Technical and Product Department for subsequent verification and resolution. Depending on the situation, all responses and resolution reports will be consolidated into daily/weekly/monthly reports.

In addition to responding to complaints and suggestions, we make phone surveys on a regular basis and carefully consider public opinion across the Internet. External public opinion channels, jointly operated by the Media Team, the Product Publicity Team, the Customer Service Center, and business departments, form a comprehensive and efficient process for collecting, responding to, and handling suggestions and opinions.

### (3) Cultivating technological innovation

As a big data-driven automotive technology company, the Company has made consistent efforts to increase investment and strengthen technical innovation in application system R&D and digital operation management. Following the customer-oriented strategy in our system architecture, we created a powerful and scalable technology platform powered by AI, big data, and cloud technology, dedicated to delivering a full range of services in car selection, purchase, usage, and exchange. This has resulted our Company to create many products, that are personalized, convenient and user-friendly.

To meet users' demands for digital transformation, the Company leverages its technical strengths and focuses on improving product quality. We rely on AI and 3D technology research and development. With the use of artificial intelligence, big data, and cloud computing, we have launched a number of innovative digital products for OEMs, including CarSmart Cloud, CarSmart Library, Brand Privateer, and VI Sales Champion Magic. Moreover, we continue to provide value-added services to distributors through digital marketing solutions that cover 12 products.

In addition, the Company has launched the Internet's largest vehicle model library, motorcycle model library, and used car model library, as well as 3D tuning tools, in order to fully satisfy users' demands and extend car service life cycle.

#### Case: Tuning channel of Autohome and 3D tuning configurator

We created a 3D car tuning configuration tool to meet users' demands for a one-of-a-kind personalized car tuning experience. We also created a 3D tuning tool's own social ecology by incorporating the metaverse concept. That is, users can create a one-of-a-kind personalized trend virtual car while also making friends with like-minded and similar tastes. The 3D configuration tuning tool also serves as an important platform for connecting users and enterprises. The tool generates functional data for the enterprise by identifying which type of products users demand.



Autohome 3D tuning configurator



In response to the national low-carbon strategy, the Company has developed the "Energy Space Station," the "Simulation Data Query Tool for New Energy Vehicles," the "EV Intelligent Cloud Big Data Platform," and other achievements in independent and cooperative R&D. We have made continued efforts to educate the public about the new energy vehicle technology.

### Case: "Energy Space Station" empowered by metaverse

On September 5, 2022, Autohome's first "Energy Space Station" was launched in Shanghai. The "Energy Space Station," the world's first one-stop car viewing platform. The station provides an immersive car viewing and test drive opportunity for the public via holographic naked-eye 3D technology and other interactive digital technologies. Users can fully understand the internal structure and technical features of new energy vehicles and make a purchase decision more efficiently. The platform has realized the entire customer experience, including car selection, test drive, and purchase, which has received widespread praise from automobile consumers and industry professionals.



Autohome's "Energy Space Station" in Shanghai

### Case: Exclusive strategic cooperation agreement between Autohome and Bitnei

The Company entered into a three-year exclusive strategic cooperation agreement with Beijing Bitnei Corp., Ltd ("Bitnei") on August 5, 2022. We worked closely with Bitnei on the application of new energy simulation data in vehicle information, owner service, used car evaluation, and other scenarios, developing and launching the new energy vehicle simulation data query tool, battery detection tool, new energy vehicle performance index ranking, and new energy vehicle report, as well as continuing iterative optimization. We developed the EV Smart Cloud big data platform project in November 2022, which tracks and displays the actual use effect of new energy products from various host plants. The platform collects data statistics, analyzes it, and provides insight, as well as conclusions about the market situation, competitive relationship, user demand, audience insight, etc. The Cloud can also be used for marketing and customer service decision and data support.



Exclusive strategic cooperation agreement signing ceremony between Autohome and Bitnei

## (4) Constant industry empowerment

Based on Company's core competitive advantages in marketing, research, technology, and digitalization, as well as its long-established brand, we are able to connect the upstream and downstream of the automobile industry. We are working to establish industry standards in collaboration with industry associations and authoritative data institutions, drawing on our experience with data, algorithms, and models. We have made consistent efforts to develop innovative products and business models, thereby greatly improving industry efficiency and sustainability.

### Case: China Auto Forum 2022

The China Auto Forum, organized by the China Association of Automobile Manufacturers (CAAM), took place as planned in Shanghai from November 8 to November 10, 2022. The forum was held under the theme "Cohesion, stability, and future" as the largest and highest-level comprehensive summit of the automotive industry in 2022. Mr. Quan Long, Chairman and CEO, attended the summit and discussed current industry trends with leaders of national ministries and commissions as well as heads of automotive companies. Mr. Bibo Xiang, Chief Technology Officer (CTO), delivered a keynote speech and released the *Insight on Automotive Consumer Trends in China*, which was based on Autohome platform data. The report reflected consumer needs, analyzed current enterprise development, and provided insight into the rise of Chinese brands in the new energy vehicle industry.



Closed-door summit of the China Auto Forum 2022



## Case: 818 Global Auto Festival

Since 2019, the Company has held the 818 Global Auto Festival for four consecutive years in order to boost consumer confidence in the automobile market and promote the sustained development of Chinese car makers, with the goal of jointly building an IP in the automobile industry. The festival was celebrated in various cities through online auto shows, gala nights, car model contests, industry summits, and auto shows. The gala night in 2022, themed "Autohome 818 - Focus on the Future," co-hosted by CCTV, highlighted the changes brought about by technology and digitalization in the industry. To encourage rapid digital transformation and upgrading of the automobile industry, we presented scientific insights on the industry's future at the gala. As of August 18, 2022, the gala had received 12.7 billion views on the Internet, with long videos receiving over 100 million views and short videos receiving 730 million views, as well as 192 trending hashtags on social media platforms and 129 trending hashtags on Weibo alone.



The Gala Night Themed on "Autohome 818 Focus on the Future" in 2022

## Case: "Future Automotive Industry Strategist" Program

In December 2022, we launched the "Future Automotive Industry Strategist" program in joint efforts with Peking University's Guanghua School of Management and the CAAM. This program brought together senior management from OEMs and component suppliers, founders or management and decision makers from technology companies, major decision makers from smart transportation and smart travel companies, senior management from traditional energy and renewable energy companies, senior management from financial institutions, and investors from investment firms, all of whom have a long-term interest in the automotive industry. Taking advantage of the Guanghua School of Management's academic strength in economic management and industry, Peking University's edge in basic disciplines, and the development momentum of new engineering, the program is designed to cultivate talents who specialize in the industry and have a mindset geared toward industrialization, informatization, urbanization, and agricultural modernization. The program aims to accelerate China's automotive industry's development.

The emergence of new energy vehicles presents the automotive industry with both an opportunity and a challenge. Using our industrial resources and digital capabilities, we assist industry players in seizing opportunities and overcoming challenges, exploring the new energy vehicle market, developing cutting-edge strategies for the new energy vehicle sector, and continuing to empower the development of new energy vehicles across the value chain.

## Case: China EV100 Forum 2022

As an official partner of the 2022 China EV100 Forum, Autohome participated in forum activities and delivered a keynote speech titled *New Pattern and Opportunities for Used New Energy Vehicles* at the New Energy and Intelligent Vehicle Aftermarket Forum from March 25 to March 27, 2022. We released the Autohome Research Institute's Report on *Used New Energy Vehicles*, which drew over 230,000 viewers during the live broadcast. The forum was organized in partnership with China EV100. On the forum, we expressed our concern about the development of new energy vehicles and presented the findings of our research on the industry's current situation and development trends.



China EV100 Forum 2022

# 05



## Strengthening the management foundation



We have always adhered to the management philosophy of creating a strict compliance culture and optimizing cooperation, and on that basis, we have made sustained efforts to strengthen information security protection, integrity building, advertising and intellectual property management, and supplier management in general. We strive to achieve the corporate vision of "becoming the world's largest automotive consumer and service platform." We take information security and user privacy seriously and have established a comprehensive internal system and security management structure to constantly improve the technical level and management capability of our security operations while strictly abiding by the law. To improve compliance management, we established a comprehensive and efficient compliance system and provided training on its implementation. To ensure sustainable development, we have established values of openness, fairness, and justice.

## (1) Information security and privacy protection

The Company strictly adheres to the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China*, the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services* and other laws, regulations and industry norms, and has established a comprehensive and systematic internal management system for information security, such as the *Autohome Information Security Policy*, the *Autohome Information Security Strategy*, the *Autohome Information Security Norm*, the *Autohome Information Security Standard*, the *Autohome Data Security Management Policy*, the *Autohome Data Security Management Policy*, the *Autohome Data Security Management System*, the *Autohome Data Leak Prevention Management Specification*, and the *Autohome User Rights Protection System*, which clarify the objectives, principles, security framework and specific security requirements for our information security management, which are then approved by senior management and released via email, the OA system, and the Autohome APP system.

### ◆ Information security management structure

To strengthen information security even further, the company established the Autohome Security Committee, which consists of following sub-committees: network, data, algorithms, content, product, government regulation communication, etc., to jointly build an efficient information security management system. The Security Committee, as the highest body to deal with all aspects of information security, is led by the Vice President of Content Security as the Director, and the CTO and the Vice President in charge of enterprise clients and consumer services as the Deputy Directors, and the Executive Secretary and members of the sub-segments are all middle-level managers or above. To ensure rapid decision making, robust execution, precise and closed-loop management of information security issues, the Committee has established daily operational procedures, emergency response mechanisms, and a dedicated working group for major events.



## ◆ Information security control measures

The Company has implemented a number of technical means and control measures to ensure the security of the network and database management system, based on a scientific and meticulous system design and collaborative management structure.

### Firewall protection

The internal network access level is determined by security and function ranking system. Critical network zones are separated using Firewall.

### Access control

Servers are managed in a unified manner through the bastion host. The bastion host and the O&M terminal conduct strict identification and authentication. The audit records are stored on the backup server.

### Monitoring and warning

Security and network equipment, as well as server is monitored by the monitoring system in a centralized manner. When the threshold value is reached, the alarm is triggered.

### Intrusion detection

The threat awareness platform has been deployed to detect network attacks, by reviewing the network and host logs. It employs a host intrusion detection system to detect and prevent internal users from connecting to the external network.

### Vulnerability management

The security vulnerability response platform performs regular host vulnerability testing. When a security vulnerability is detected, a security work order is created to address the vulnerability promptly.



## Case: Collaboration with Butian vulnerability response system to improve the cybersecurity of Autohome

Since 2016, the Company has collaborated with Butian, a leading security vulnerability response system in China, to establish a dedicated Security Response Center (SRC). We have received a large amount of information on security vulnerabilities since the launch of SRC, and by collecting and fixing them, we have effectively improved the security of our information systems, protected user information, and reduced security risks. Meanwhile, we reward employees who detect network vulnerabilities and encourage more people to contribute to our cybersecurity. We had paid nearly RMB 0.6 million in bonuses to employees who detected vulnerabilities as of December 31, 2022.

### ◆ Protecting user privacy and security

The Company always prioritizes the protection of users' rights and the security of their personal information. We insist on tracking and managing the entire life cycle of users' personal information, from collection to transmission, storage, usage, exchange, and destruction, and we strictly adhere to the principle of "minimum permission requests" in our applications in order to protect users' information security. The *User Agreement and Privacy Policy* have been established in this regard. We also emphasize the rights of users as data subjects in these policies to help them make accurate authorization decisions.

When gaining access to a user's personal information, the system will issue several prompts and request authorization. The collection of personal information from users is based on the specific business and scenario in which the user is involved, and only the information required by such business and scenario is gathered. To ensure the minimum necessity of data collection, all types of information collected are strictly evaluated internally and tested and confirmed by a third party security company.

Following user consent, the Company collects and uses personal information in accordance with privacy policies and provide necessary business services. During the service, the Company takes various technical measures to secure personal information, such as encrypted or anonymous storage of personal data, strict data access control mechanisms, and multiple identity authentication technologies, to ensure the confidentiality, fairness, effectiveness, and retrievability of data processing systems. Users can view the information collected in the APP and request data export, correction, and deletion from the Company.

When third parties are entrusted with processing users' personal information or personal information is shared with third parties in the course of application services and operations, the Company will identify security and privacy risks in each scenario and take steps such as informing users, exposing third party logos, and signing Data Processing Agreements and Data Sharing Agreements with third parties to clarify both parties' responsibilities.

When users cancel their accounts, the system will completely delete all their personal information to ensure that their rights are protected.



## Case: Providing more technical options for user information encryption, and offer continuous support for transformation and upgrading of encryption technology

Since the enactment of the *People's Republic of China's Cryptography Law* and the implementation of related standards and algorithms, sensitive personal information in databases must be encrypted in accordance with regulatory requirements. As a response, the Company introduced database encryption middleware to further improve the efficiency, stability, and reliability of encryption, as well as to ensure the subsequent update and upgrade of sensitive data encryption algorithms. We have also improved database encryption tools by adding new encryption tools while maintaining the original encryption API. The new encryption tools have significantly improved the dependability and sustainability of user information encryption while also protecting user privacy.

### ◆ Regular external audits

In order to achieve safe operation in accordance with laws and regulations, the Company takes responsibility for enterprise information security, conducts self-inspection on compliance on a regular basis, and rectifies problems identified in strict accordance with the time frame. To protect data, the company adheres to the industry's highest standards and accepts regular audit and verification by third parties. We will hire an external third-party security company to conduct a comprehensive penetration test of all our network information systems at least once a year in order to identify and address security vulnerabilities and risks. In addition, at least once a year, we will engage an external third-party security company to conduct a compliance check on users' personal information protection for all of our active APPs in order to identify and fix problems related to personal information and privacy protection. This year, we completed the penetration test and compliance check on personal information protection. All identified vulnerabilities and problems have been repaired and resolved.

Meanwhile, we classify protection objects using our own systems and business, and we finish filing classification protection. The filing system encompasses all of the Company's information systems. Such full-scale coverage ensures that the level corresponds to the system's actual situation. We hire a qualified agency to evaluate all third- and second-level filing systems for classified cybersecurity protection on an annual and biennial basis. All of our third- and second-level systems passed the assessment in 2022.

### ◆ Training and publicity

To increase awareness of information security and privacy protection, the Company provides privacy and information security training to all employees at least twice a year, including offline training and online lectures. On our internal online education platform, we launch information security training courses for all employees, with content covering cybersecurity awareness, data compliance, and personal information protection. We interpret relevant laws and regulations and provide a recap of corporate compliance solutions to keep all employees from breaching information security protection.



Autohome Information Security training

Furthermore, the Company distributes a monthly journal on information security to all employees, covering a wide range of topics such as security awareness, our security requirements, technical security knowledge, and security compliance requirements. The awareness of all our personnel on risks related to privacy protection and information security has been continuously enhanced through daily publicity and the occasional release of risk tips, and the ability to identify and prevent risks has been significantly strengthened, laying a solid foundation for the construction of a comprehensive and efficient information security management system.



Autohome Information Security training

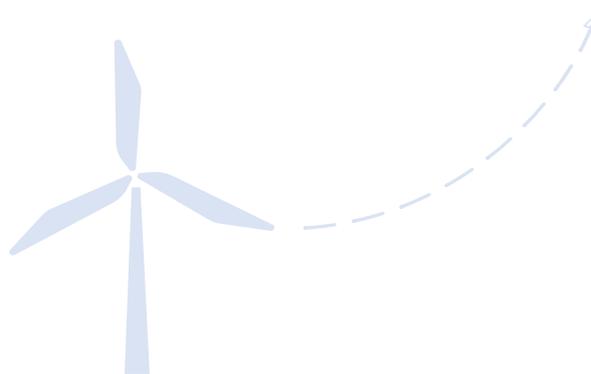
### ◆ Complaints and adjustments

The Company has put in place a mechanism for consultations and complaints about personal information, as well as a process for handling complaints. The *Privacy Policy* specifies and provides valid means and procedures for enquiring, deleting and correcting user information, revoking consent, and logging out, and expressly states that no unreasonable terms shall be imposed for the aforementioned requests. We receive and respond to personal information consultations and complaints in a timely manner via our customer service hotline, online customer service in our applications, and dedicated mailbox. We keep records of the receipt and handling of complaints and reports on users' personal information, and contact these users on a regular basis.



#### The Privacy Policy of Autohome

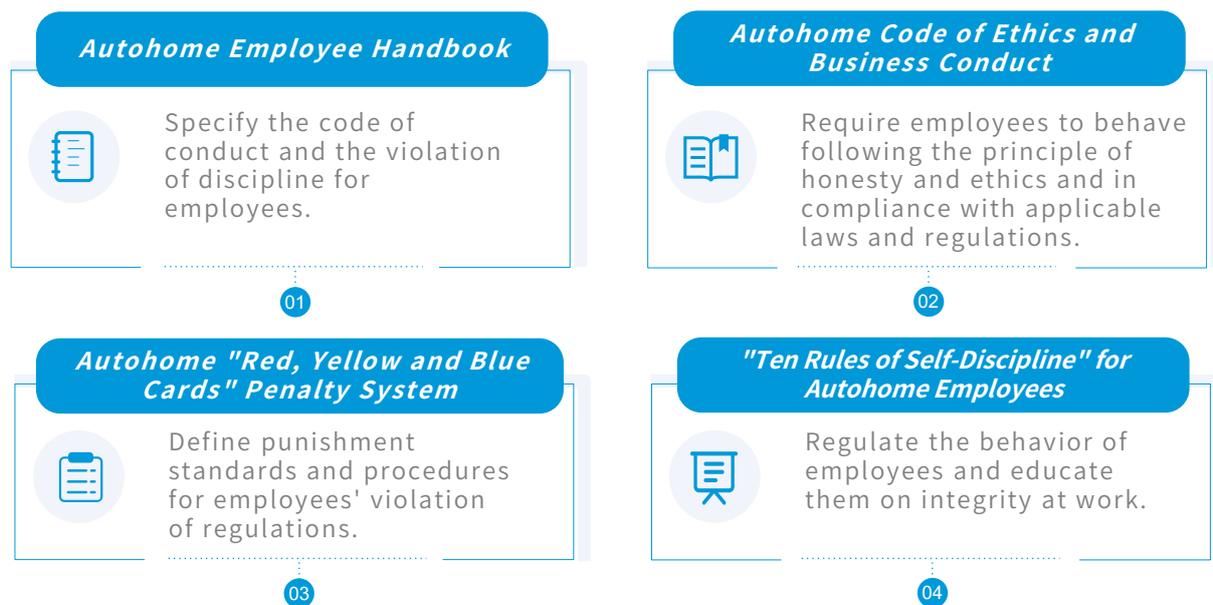
<https://www.autohome.com.cn/about/falv.htm>





## (2) Strengthening the integrity construction

The Company abides by the code of business ethics and industry guidelines, and strictly follows the *Criminal Law of the People's Republic of China*, the *Foreign Corrupt Practices Act* and other external laws and regulations. We have formulated a comprehensive and detailed internal management systems and requirements, such as the *Autohome Employee Handbook*, the *Autohome Code of Ethics and Business Conduct*, the *Autohome "Red, Yellow and Blue" Cards Penalty System*, and the *"Ten Rules of Self-Discipline" for Autohome Employees*, which are designed to regulate employees' business ethics and behavior. The Company has also taken practical measures against bribery and corruption, and clarified the penalty standards and procedures for violations of the law, so as to fundamentally prevent improper business practices such as influence peddling, and create a clean working environment.



### ◆ Focusing on the integrity

To strengthen the top-level system of business ethics, the Company has established the Compliance Committee, comprising the Company's Head of Compliance (i.e. the Chief Financial Officer, CFO), the Legal Department and the Internal Compliance Department, with the CFO as the Chairman of the Committee. The Committee is responsible for overseeing compliance with the Code of Ethics and Business Conduct, compliance with the Foreign Corrupt Practices Act, prevention of insider trading, whistleblowing investigations and other related matters. In 2022, we updated the Autohome Code of Ethics and Business Conduct, which has further clarified the requirements of the Code of Business Ethics, so as to better guide and regulate employees' behavior in compliance.

### ◆ Partner integrity monitoring mechanism

In order to encourage suppliers and related partners to act with honesty, integrity and self-discipline and by law in their business activities with Autohome, the Company required them to sign the *Commitment on Integrity (Anti-Corruption and Anti-Bribery)* when agreements are concluded, so as to strictly prevent violations of law and discipline, and ensure fair and open cooperation. This will also raise the awareness of both parties to strive for survival by quality, sustained cooperation by reputation and development by integrity. We will make constant efforts to strengthen the control of integrity during cooperation, regular select and evaluate partners, and take immediate actions to suspend the cooperation with partners involved in integrity violations, in a bid to accelerate the building of an open, transparent, competitive and orderly business environment.

### ◆ Periodic ethical audit

The Company has established an Audit Committee under the Board of Directors, comprising three independent directors. The Committee is responsible for overseeing the compliance with the Company's code of business conduct and ethics, including reviewing the adequacy and effectiveness of internal control procedures and receiving quarterly reports from the Compliance Committee on compliance with the code of business conduct and ethics.

The Company will conduct an annual special audit led by the Internal Compliance Department, covering high-risk sectors requiring special attention every 2 to 3 years. During the special audit in high-risk sectors, we will conduct audit on external suppliers' business ethics based on actual projects if procurement projects are involved. If there is a breach of business ethics by an insider or relevant tip-off, we will carry out an investigation of the insider and the corresponding business, and report the audit results to the Audit Committee.

### ◆ Publicity and training

To raise employees' awareness, the Company makes constant efforts in optimizing the publicity and training on integrity at work. In 2022, we continued to provide training for all new employees on the code of ethics and business conduct, covering "Code of Ethics and Business Conduct", "Foreign Corrupt Practices Act", "Anti-Fraud Reporting", "Insider Trading", "Confidentiality System", "Commercial Bribery under Chinese Law" and other modules. We have engaged all the employees in the special anti-corruption campaign of "Three Don'ts" (i.e. "do not have the audacity, opportunity, or desire to become corrupt") and various forms of case study to effectively enhance the awareness of integrity among all staff. We convey our spirit in the special campaign of "Three Non-Corruptions" and determination to resist corruption through posters, videos, special training, articles in the Home of Integrity and other on-line and off-line channels. The Company also communicates key issues relating to the Foreign Corrupt Practices Act to all Directors by questionnaire per annum and receives feedback. These training and campaigns for new and senior employees fully showcase the Company's philosophy of and requirements for anti-fraud, anti-corruption and anti-bribery.

#### Training on code of ethics and business conduct for new employees

**(100% of coverage, with 1,910 employees participated in 2022)**

All new employees will complete the training and examination within 3 months, covering "Code of Ethics and Business Conduct", "Foreign Corrupt Practices Act", "Anti-Fraud Reporting", "Insider Trading", "Confidentiality System", "Company Information Release Standard" and "Commercial Bribery under Chinese Law".

#### Posters & videos on anti-corruption

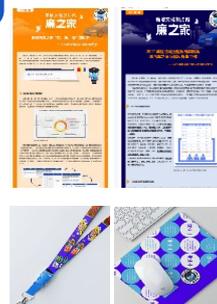
**(800 views, with all employees engaged off-line)**

We convey our spirit in the special anti-corruption campaign and our determination to resist corruption through on-line and off-line posters and videos. The anti-corruption videos were repeatedly broadcast on large screens in public areas. The off-line posters were displayed prominently on the poster board, mainly advocating the spirit of anti-corruption and our reporting channels.

#### The Home of Integrity

**(over 2,700 views, with all employees engaged by email)**

We published our recent integrity events in the Home of Integrity, including the special anti-corruption campaign, avoidance of conflict of interest, "Red, Yellow and Blue" penalties, and notification of violations. In 2022, we published five issues of the Home of Integrity simultaneously through OA system, Autohome APP and email.



Articles in the Home of Integrity

Original peripheral products on integrity of Autohome



## Kick-off meeting of "Three Don'ts" special campaign & training on warning cases

(over 4,200 views, with 2,000 employees engaged)

In March 2022, the Party Committee of Autohome, the leadership of the Economic Management Committee, the working group on the special campaign, and over 120 department heads and team leaders participated in the off-line kick-off meeting & video conference of Autohome's special anti-corruption campaign with the theme of "do not have the audacity, opportunity, or desire to become corrupt". A 35-minute video was then uploaded to the Home of Learning for online learning.



On-line/off-line posters for the special anti-corruption campaign

Short video of the special anti-corruption campaign

## ◆ Reporting and adjustments

### Reporting channels

- External websites
- Internal OA official website
- Monthly email sent to all employees
- Supplier bidding & procurement platform

### Reporting follow-up

- *Measures for Investigation and Handling of Employee Frauds and Violations*
- *Reporting and Anti-fraud Management Process*

### Reporting protection

- Notice on whistleblower protection and awarding

The Company sets specific and public reporting channels, including external websites, internal OA official website, monthly email sent to all employees, supplier bidding & procurement platform, to ensure that reports can be delivered promptly to the right person.

The Company has well-defined regulations for reporting follow-up. Reports related to fraud and bribery are processed by the Internal Compliance Department. We have established full-fledged and efficient internal management systems to standardize the follow-up, processing and approval process related to reporting. Among them, the *Reporting and Anti-fraud Management Process* clarifies the purpose of anti-fraud work, the concept and forms of fraud, the accountability for anti-fraud processing, and the investigation (jointly performed by Internal Compliance Department, Legal Department and HR Department) and reporting, as well as remediation and punishment. The *Measures for Investigation and Handling of Employee Frauds and Violations* further clarifies the investigation, handling and approval procedures for employee frauds and violations, which highlights the structure of the punishment execution team, and the rights and obligations of employees. In addition, the Internal Compliance Department reports whistleblowing cases and follow-up actions to the Compliance Committee every month.

Since 2020, the Company has published and implemented regulations and processes related to whistleblower protection and awarding, which further illustrates principles and scope of report acceptance, reporting channels, and whistleblower protection and awarding. Details are published on the Company's internal website and the external bidding & procurement platform, providing even secured incentives for internal or external whistleblowers.



Notice on whistleblower protection and awarding

For reports related to internal corruption, we will organize a special investigation team to conduct immediate action. Based on the investigation result, we will implement the punishment standards and procedures as per the Company's *Measures for Investigation and Handling of Employee Frauds and Violations*, the "Red, Yellow, and Blue" Cards Penalty System and other relevant policies. Illegal cases will be reported to judicial authorities in accordance with the law. Then, based on the nature and causes of specific cases, we will perform rectification, summarize experiences, review the overall cases and formulate targeted improvement measures to prevent recurrence of similar cases.

In 2022, there were no concluded litigation cases involving corruption made by the Company and its employees.

### (3) Advertising compliance management

For advertising and publicity compliance management, the Company strictly abides by laws, regulations and standards, including *the Advertising Law of the People's Republic of China*, the *Detailed Implementing Rules for the Regulation on Advertising* and the *Interim Measures for the Administration of Internet Advertising*, and has formulated the *Internal Advertising Review Standards* and other internal rules and policies to protect the rights and interests of the Company and others, and ensure that the publicity contents are true and legal. Meanwhile, we follow up on updates of relevant national laws and regulations, and conduct corresponding publicity and trainings for relevant personnel in charge of advertisement publishing and review to learn about the latest policies and industry standards.



## ◆ Publicity and training

In 2022, the Company carried out trainings on the advertising law through online and offline channels to all new and existing employees engaging in advertising business, content review & publishing, and strictly implemented special compliance management on advertising to eliminate potential risks.

### Case: Inviting government authorities to give trainings on latest advertising regulations

To enable employees better understand the legal obligations of Autohome as an advertisement publisher and the red lines of advertising content, on October 10, 2022, the Company's Legal Department invited officer from the Advertising Department of Haidian District Administration for Market Regulation to give trainings on advertising law, including introducing relevant provisions of the *Advertising Law of the People's Republic of China*, and the *Measures for the Administration of Internet Advertising*, to ensure the compliance of the Company's advertising business.



Offline training on advertising law

## (4) IP management

The Company strictly complies with the *Patent Law of PRC*, the *Copyright Law of PRC*, the *Trademark Law of PRC*, the *Computer Software Protection Regulations of PRC* and other IP laws and regulations, and has formulated the *Autohome IP Management Measures*, the *Autohome Management Regulations for Science and Technology Service Invention Award*, the *Autohome Guidelines for Trademark Registration Application*, the *Autohome Procedures for Software IP Application* and other internal rules and regulations, forming an IP management and protection system covering patent rights, copyrights and trademark rights. At the same time, we require relevant staff to study the latest laws and regulations to ensure the compliance and timeliness of the IP we used, so to prevent from infringing other's IP while safeguarding our own interests.

## ◆ Content creator intellectual property rights protection

To protect legitimate rights and interests of content creators, the Company utilizes advanced searching technologies and algorithms to monitor all platforms 7\*24. If any infringement was detected, we will collect electronic evidence as per court permission immediately, send deletion notice to the infringer and inform our lawyer, who will send a lawyer's letter and follow up the rights protection lawsuit. The individual or platform causing the infringement will be blacklisted. We will promptly determine the response plan for infringements made by large or medium platforms. For those made by illegal websites, we will directly order them to delete relevant content. As of December 31, 2022, with the originally generated content monitoring technology, Autohome protected 2,017 articles, more than 630,000 pictures and 2,224 videos; detected 856 infringements among over 550,000 articles, 2.6 million pictures, and 130,000 videos of all websites under monitoring, which greatly protected content creators' IP production.

In terms of trademark monitoring and protection, during the trademark application, the Company monitors trademarks that are suspected of infringing competitors' trademarks and trademarks found similar during preliminary review, and promptly intercept the trademark if any infringement is detected and summarize monthly based on the monitoring results. Meanwhile, we monitor trademarks of all kinds on the Internet that have been approved and about to be published. We will send warning notice promptly if similar trademarks are detected and raise objections against trademarks that may infect the Company. During the trademark use and rights protection period, we continuously monitor the Internet, protect rights against illegal and fraudulent use of the Company's trademarks or use of similar logo, notarize the infringement facts, and determine the rights protection plan based on the type and content of the specific notary. As of December 31, 2022, we found 177 trademarks similar to ours and raised objections to intercept 16 trademarks; discovered 80 fraudulent or similar trademarks, 8 of which received cancellation application.

## ◆ Innovation and development achievements

Based on our comprehensive and systematic IP management system and various efficient and accurate management measures, the Company is committed to safeguarding innovation achievements and creating an environment for independent innovation. In order to encourage employees to invent patents and conduct technological innovation, the Company has set up "Special Awards for Product Technology", which are calculated quarterly and paid with salary. Since the establishment of the award system, we have issued awards for 13 times. Among them, 732 employees won the "Patent Acceptance Award" with 360 inventions; 331 employees won the "Patent Authorization Award" with 117 inventions.

As of December 31, 2022, the Company has issued 280 patent authorizations, including 158 invention patents, 1 utility model and 121 appearance designs; and submitted 474 patent applications, including 468 invention patents. In addition, the Company has issued 563 trademark authorizations and submitted 790 software copyrights.

## (5) Supplier management

The company works closely with its suppliers to jointly explore a green and compliant sustainable development path. We developed stringent supplier quality management standards that clarify the classified supplier management system and establish corresponding requirements for supplier selection and assessment, addition and change of standards and processes, risk and performance evaluation, monitoring and improvement, and exit mechanism.

### KPI: Suppliers

Region	Number of suppliers
Mainland China and Hong Kong, Macao and Taiwan	9,958
Overseas	367

The Company's suppliers are divided into two categories: physical product suppliers and service suppliers. Fixed asset suppliers, printing material suppliers, and administrative goods suppliers are examples of physical product suppliers. We highlight the green supply chains and product responsibility standards of such suppliers. We impose strict requirements on the safety management and protection of employee rights and interests of service suppliers, which include software service suppliers, market suppliers, decoration and construction suppliers, content cooperation suppliers, content production suppliers, and training suppliers. We have strict requirements on all suppliers and include environmental and social terms in the contract to bind on their practices to ensure the stability of the supply chain and strengthen supply chain management.

We use a multi-index evaluation method for supplier risk and performance evaluation and adhere to four principles: systematic and comprehensive, simple and scientific, stable and comparable, flexible and operable. The evaluation is conducted online with three modules, namely the "basic information



evaluation", the "monthly performance evaluation" and the "quarterly manual evaluation". All admitted suppliers are subject to evaluation (with the exception of individual suppliers, overseas suppliers, and non-contract payment suppliers). The evaluation rate reaches 100%. The last-place elimination policy is implemented for a specific category of suppliers to ensure suppliers' sense of competition and to strengthen their determination to continue improving management. If there are violations of laws and regulations, the system will either deal with them directly or order suppliers to leave based on the results of risk control monitoring. We strive to reduce the environmental and social impacts of supply chains while pursuing mutual benefits with partners in order to achieve "sunshine procurement" (open, transparent, and scientific procurement) and sustainability.

We work with our suppliers to create a fair and clean cooperation environment and to establish long-term win-win cooperation on the basis of continuously reducing the environmental and social impacts of supply chains. During supplier bidding and procurement, we prominently display an advocate for the establishment of a fair and transparent business culture in the supplier-end of the Company's bidding and procurement platform, and we provide integrity reporting channels. Furthermore, the Internal Compliance Department, in collaboration with the Administration Department's procurement team, reviews quotations and bidding procedures to analyze suppliers' behavior during previous biddings in order to prevent potential bidding rigging. We will suspend cooperation or stop working with suppliers involved in risks under special circumstances to ensure a fair environment for sunshine procurement from the source.

## Case: Maintaining integrity to co-create the Sunshine Home

In April 2022, the Company sent promotional email to more than 2,800 active suppliers with the theme of "upholding integrity to co-create the home of sunshine". The email exemplifies Autohome's integrity philosophy, lays out strict integrity requirements, emphasizes Autohome's reporting channels, and broadens petition coverage. Furthermore, we highlight Autohome's requirements for overall supplier management in every email sent to suppliers during the procurement year, and we provide them with the *Autohome Supplier Compliance Guidelines* to learn and follow.



A letter to Autohome suppliers

06



Pursuing  
people-centered  
philosophy





The Company always considers talents as the driving force for the healthy development of enterprises and the foundation for value creation. To attract more talents, we provide competitive remuneration and benefits, respect and safeguard employees' rights and interests; care about employees' occupational health and safety, promote sustainable development of the Company and employees; reinforce talent building and cultivation, striving to create a platform where employees can improve professional capabilities while seeking long-term development.

## (1) Employees' rights and interests protection

The Company strictly abides by the *Labor Law of PRC*, the *Labor Contract Law of PRC* and other relevant laws and regulations, and has formulated internal rules and manuals such as the *Autohome Employee Handbook 2022 Edition*. The *Autohome Employee Handbook 2022 Edition* regulates work related to protection of employees' rights and interests. We prohibit any form of child labor and forced labor, promise equal opportunities from recruitment, admission, remuneration and benefits, training, promotion, to resignation and retirement, and uphold diversity and inclusiveness with zero-tolerance to any discrimination and harassment regarding race, ethnicity, religious belief, gender, age, health status, nationality or other protected groups, aiming to eliminate employment discrimination and implement work equality. In addition, we regulate the employee resignation management process to protect employees' rights and interests of all kinds during resignation.

### ◆ Talent acquisition

The Company continues to build a high-quality talent team. We utilize campus recruitment, websites and other channels to introduce industry talents and reserve new forces based on fairness, justice and openness.

### KPI: Employee recruitment and turnover

Indicator		2022年
Total number of employees		5,355
Gender	Male	3,480
	Female	1,875
Age	Below 30	1,836
	31 to 50	3,495
	Over 50	24
Region	Mainland China	5,348
	Hong Kong, Macao and Taiwan	4
	Overseas	3
Job level	Senior management	79
	Middle management	887
	Junior management (including junior supervisor)	4,389

Indicator		2022年
<b>Employee turnover</b>		25.4%
<b>Gender</b>	Male	27.4%
	Female	22.0%
<b>Age</b>	Below 30	36.3%
	31 to 50	22.0%
	Over 50	23.8%
<b>Region</b>	Mainland China	28.1%
	Hong Kong, Macao and Taiwan	0.0%
	Overseas	20.0%

### ◆ Remuneration and benefits

The Company provides fair, reasonable and competitive remuneration, incentives and benefits. The *Autohome Employee Handbook 2022 Edition* defines the remuneration system and its management. The handbook also provides performance bonus policies for excellent performance and fulfilment of corporate culture made by employees and teams. To further motivate employees, we implement a corporate-wide equity incentive mechanism and has formulated and implemented the *Autohome Long-term Incentive Management Manual*, which clarifies the long-term incentive position and management on pricing, authorities and incentive granting.

We also provide employee care and other non-remuneration benefits to achieve work-life balance. In addition to various social insurances, we provide solid vacations and organize various activities for all employees, including daily fruit and afternoon tea, the Goddess Day, the Family Open Day, the Production Research Festival, the Autohome Anniversary, football club, fitness offers, etc. to create a harmonious, pleasant, lively and progressive corporate culture, and enhance employees' sense of integration and identity. All these enable our employees to enjoy achievements of the Company's development while working hard. We deliver our care to employees by concrete actions to improve employees' work experience and happiness.

#### Case: Exquisite festival gifts for exclusive care

In each statutory holiday, such as the Spring Festival, the Mid-Autumn Festival and the Dragon Boat Festival, we prepare exquisite and exclusive gifts for all employees, so as to increase employees' sense of ceremony and belonging.



Autohome exclusive festival gifts



### Case: 1024 "We all are product researchers"

We hold an exclusive festival for the production research group on each October 24. Focusing on features of production research, which reflects the Company's recognition of programmers' efforts, the activity is open to all employees and aims to encourage icebreaking and collaboration through cross-departmental team building.



Production research festival

### Case: "Goddess Day" festival

On each March 8, we carry out exclusive activities online and offline for female employees, to show our appreciation for their efforts and contributions in work and bring them unique caring experience.



"Goddess Day" festival

### Case: "Family Open Day" to know the Company

As an important window for employees' families to know the Company, the "Family Open Day" is held every year for employees' families to experience the working atmosphere, study the Company's major events, and comprehensively learn about our corporate culture, brand, strength and work value.



"Family Open Day"

### Case: Organizing employee clubs to promote healthy lifestyle

We advocate work-life balance and organize various sports and club activities for employees. By doing this, we aim to enrich employees' life while allowing them to show themselves, improve physical fitness, and continuously enhance sense of corporate cultural identity and team cohesion.



Autohome football club

### ◆ Employee communication

The Company regularly conducts internal communications online and offline and provides various communication channels, striving to create an internal communication mechanism in multiple dimensions and high frequency. We carry out "Chairman Online" and "Chairman Reception Day" for employees to initiate one-one talk with the Chairman for any questions and suggestions that they may have. We also hold offline "Sharing Meeting" for department heads to share the department's responsibilities and business plans with employees and give one-one talk to help employees efficiently solve problems, so as to protect employees' rights and interests and improve employee satisfaction.

## (2) Emphasizing health and safety

The Company strictly abides by *the Labor Law of PRC* and other laws and regulations related to occupational health and safety, and has established the employee health and safety management system. We provide safe and comfortable office environment, advocate healthy and balanced working style and protect employees' occupational health and safety.

### ◆ Health management

To protect employees' health, the Company provides annual health check to help them discover, understand and manage their health problems in a timely manner. During the pandemic, we prepared pandemic prevention packages containing necessary medicines, sanitizer, alcohol, thermometers, etc., together with multiple other measures, to protect employees' health and safety.



2022 health check poster



小政温馨提示：  
身体不舒服？  
没准我能帮到你！

Workplace medicine box poster

### ◆ Safety protection

We irregularly organize trainings on safety knowledge and skills and arrange fire drills to further improve employees' awareness of fire prevention, as well as self-rescue and risk response capability.



## Case: Fire protection education to enhance safety awareness

On October 26, 2022, we invited Mr. Qingsheng Zhao, former Deputy Director of the Guidance Office of Fire Prevention Department of Beijing Public Security Fire Corps, to lecture on fire prevention. On November 1, we organized a fire drill participated by all employees to harness the fire prevention knowledge in daily practice. This training provided comprehensive fire safety knowledge and firsthand experience of the danger of fire accident, and demonstrated different fire prevention and rescue methods, as well as the use of facilities and equipment.



Autohome fire prevention training and fire drill

### KPI: Employee health and safety

Indicator	2022年	2021年	2020年
Total number of died at work	0	0	0
Percentage of died at work	0	0	0
Working days lost due to work-related injuries	0	0	0

## (3) Assisting coordinated development

The Company values talent cultivation and always regards employee development as an important driving force behind enterprise development. We develop specific career development plan for each position and assist employees to improve their career development path and progression system, aiming to achieve co-development of both the Company and employees.

### ◆ Talent development

The Company provides a dual-path career development system of "professional path" and "management path". The professional development path focuses on the refinement of professional capabilities while the latter focuses on management ability. We will provide well-defined career development path based on employees' intentions and abilities.

To accurately assess the professional growth and future development potential of our employees, we regularly conduct individual performance assessment. The assessment includes two parts: performance targets and cultural values. Employees' performance is scored by their direct leaders, and subject to review and adjustment by the leader of a higher level, HRBP (human resources business partner) and respective business head. After the performance assessment, employees can log in the performance system to check their results and give feedback. Their direct heads will carry out targeted communication and coaching to effectively promote their development.

### ◆ Professional training

The Company has formulated a series of talent cultivation management systems, including the *Autohome Academy (Autohome Online Learning Platform, or Xuegong in Chinese) Student Management System, the Autohome Academy Management System and the Autohome Academy Course Management System*, to provide career development training courses in multiple dimensions and layers, establish diversified self-improvement channels for certain positions, and create a talent development system with Autohome's characteristics and in line with the industry development.

#### *Autohome Academy Student Management System*

This system regulates compulsory learning courses and requirements for all employees, including new joiners, new managers (new team leaders) and new directors (new department heads).

#### *Autohome Academy Management System*

This system illustrates the structure of Autohome Academy, personnel division and responsibility, and requirements for the review and upload of courses.

#### *Autohome Academy Course Management System*

Targeting at all employees, the system regulates the content and resource management of the training system of Autohome Academy, and encourages employees to review and disseminate knowledge, share and learn excellent experiences.

### 📖 Case: "TOP elite training camp" for department heads

The annual "TOP" elite training camp is targeted at all department heads. Committed to the philosophy of "thinking, acting, and leading", the camp integrates various interesting programs, including the integration and expansion project "rowing outward bound" and the thinking course "six thinking hats", aiming to improve mutual cooperation, team integration and transposition thinking. In 2022, a total of 47 department heads participated in the "TOP" elite training camp.



Department heads in the "TOP elite training camp"



## Case: Cultivation program for management trainees

The 2022 cultivation program for management trainees will be conducted from 2022 to 2024, aiming to cultivate young talents and future core force for the Company. The program covers occupational training, business coaching, outward bound and other courses to assist management trainees to better understand the Company's strategies and businesses. All management trainees have completed occupational training and outward bound. They also have rotated 5-7 core positions before worked in a fixed position. The program will further empower management trainees through business and professionalism.



2022 cultivation program for management trainees

## Case: Autohome Academy Forum

In this year, we successfully held the first Autohome Academy Forum. Yu Yang, CCTV special commentator for the 20th CPC National Congress, was invited to interpret the spirit of the 20th CPC National Congress to all employees, which clicked more than 1,000 views online and offline. As a platform for employee empowerment built by the Company, Autohome Academy Forum aims to broaden employees' horizons and improve their thinking. Leaders from various industries and fields are invited to discuss the latest topics about economy, politics, society and technologies.



Autohome Academy Forum

## KPI: Employee training

Indicator		2022年
Percentage of participants by gender	Male	100%
	Female	100%
Percentage of participants by job level	Senior management	100%
	Middle management	100%
	Grassroots staff	100%
Average training hours received by gender	Male	34.6
	Female	44.6
Average training hours received by job level	Senior management	56.1
	Middle management	50.2
	Grassroots staff	35.1

07



# Promoting green operation





In active response to national and industry guidelines and policies on environmental protection, the Company incorporates green development into business operations and identifies and copes with possible climate change risks. In this regard, we promote green lifestyle through reinforced waste management, optimized resource utilization, and leading new energy vehicles development, taking practical measures to reduce carbon emissions, contributing to China's strategic target of achieving "peak CO2 emissions before 2030 and carbon neutrality by 2060".

## (1) Climate change response

The climate change is exerting profound impacts on the global ecosystem, natural environment, as well as social economy and enterprise development. The Company pay close attention to global climate change and integrates mitigation of and adaptation to climate change into the Company's ESG management. In FY2022, by referring to the classification by the Task Force for Climate-related Financial Disclosure (TCFD), the Company identified and assessed the potential impact on its development brought by transition risks and entity risks, and took active measures to avoid impacts of climate change on business operation and explore new business opportunities.

In order to cope with impacts brought by climate change, the Company has identified climate change risks and responses based on actual operations:

### ◆ Transition risks

Source	Description	Responses
<b>Policy and regulation risk</b>	<ul style="list-style-type: none"> <li>Stricter requirements on carbon emission reporting and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Identify and disclose our carbon emissions in operation;</li> <li>Identify, prevent and control legal risks, and carry out legal risk management.</li> </ul>
<b>Technology risk</b>	<ul style="list-style-type: none"> <li>Against the backdrop of China's "carbon peaking and carbon neutrality" goals, the task of low-carbon transition for energy saving and consumption reduction is arduous, which requires to improve overall energy efficiency and increases cost burdens on enterprises.</li> </ul>	<ul style="list-style-type: none"> <li>Grasp opportunities to deploy new energies, select green equipment and data centers, and strengthen energy-saving and emission-reduction management in operations.</li> </ul>
<b>Market risk</b>	<ul style="list-style-type: none"> <li>As the public consumption shifts towards low carbon, failure to reduce carbon emissions in production and operation may lead to a decline in operating income resulted from lower demands for related products and services by downstream customers due to consumption preference for low-carbon products.</li> </ul>	<ul style="list-style-type: none"> <li>Set up the new energy vehicle module on the platform, communicate the concept of sustainable development to users through diversified marketing methods, and motivate users to select new energy vehicles.</li> </ul>
<b>Reputation risk</b>	<ul style="list-style-type: none"> <li>Stakeholders are increasingly concerned about the Company's performance in green and low-carbon development and its responses to climate change. The Company's reputation may be detained if it fails to meet expectations.</li> </ul>	<ul style="list-style-type: none"> <li>Accelerate low-carbon transition;</li> <li>Establish a green and low-carbon corporate image, such as promoting new energy vehicles, participating in innovative new energy technologies, and advocating green travel.</li> </ul>

### ◆ Entity risk

Source	Description	Responses
<b>Acute risk</b>	<ul style="list-style-type: none"> <li>Extreme weather such as floods, deluges, blizzards, and typhoons may interrupt the power supply, network, security and stability of data centers, thereby threatening the Company's ordinary course of business.</li> </ul>	<ul style="list-style-type: none"> <li>Keep a close eye on extreme weather forecasts provided by the climate sector;</li> <li>Establish emergency response plan, select remote backup centers, and establish the disaster tolerance mechanism in equipment deployment, network egress and core systems.</li> </ul>
<b>Chronic risk</b>	<ul style="list-style-type: none"> <li>The rise in average temperature may cause adverse effects on the Company's operation and maintenance, including shortened service life of facilities and equipment in data centers and higher power consumption in the operation of offline experience stores.</li> </ul>	

### ◆ Climate change opportunities

Source	Description	Responses
<b>Resource efficiency</b>	<ul style="list-style-type: none"> <li>Lower operating costs resulted from reduced energy consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Formulate energy-saving management measures and achieve energy-saving and emission-reducing targets progressively;</li> <li>Select premium energy-saving and environmental-friendly products and suppliers.</li> </ul>
<b>Goods and services</b>	<ul style="list-style-type: none"> <li>Intensifying climate change around the world pushes more and more users to choose environmental-friendly products or services.</li> </ul>	<ul style="list-style-type: none"> <li>Based on the national "carbon peaking and carbon neutrality" strategy and users' actual demands, formulate strategies to promote new energy vehicles and used cars, and enhance competitive advantages by setting up new energy vehicle purchase module, exploring the recycling and trading system for waste power batteries of new energy and building a one-stop trading platform for used cars.</li> </ul>

## (2) Promoting the "carbon peaking and carbon neutrality" strategy

As a world-leading automobile Internet platform that owns abundant enterprise-side and user-side resources, the Company plays a crucial role in connecting upstream and downstream in the automotive ecology. and can efficiently reach automobile consumers, automobile OEMs, dealers and used car dealers. Being a social influencer, we actively undertake corresponding social responsibility regarding carbon reduction, and strive to be the "engine" of the automotive industry in its transition efforts to "carbon peaking and carbon neutrality". We are committed to establishing a green automotive ecology and driving accelerated low-carbon transition. In this regard, we guide consumers to choose green travel mode, empower OEMs in green transition and assist dealers to conduct online marketing and digital operation, contributing to China's grand target of achieving "peak CO2 emissions before 2030 and carbon neutrality by 2060".



### ◆ Accounting for carbon emission

At the beginning of 2022, the Company conducted an internal accounting of greenhouse gas (GHG) emissions in accordance with the Greenhouse Gas Protocol. In 2021, our total GHG emissions were 21,099.69 tonnes of CO<sub>2</sub> equivalent, divided into the following three categories:

Scope 1	Scope 2	Scope 3
<ul style="list-style-type: none"><li>Direct emissions from sources owned or controlled by the Company (Scope 1) were 852.59 tonnes of CO<sub>2</sub> equivalent, accounting for 4.04% of total emissions.</li></ul>	<ul style="list-style-type: none"><li>Indirect emissions from electricity or other energies purchased (Scope 2) were 1,367.73 tonnes of CO<sub>2</sub> equivalent, accounting for 6.48% of total emissions.</li></ul>	<ul style="list-style-type: none"><li>Indirect emissions from the supply chain or other relevant activities made by the Company (Scope 3) were 18,879.37 tons of CO<sub>2</sub> equivalent, accounting for 89.48% of total emissions.</li></ul>

### ◆ "Carbon neutrality" goal

In response to the national goal of "carbon peak and carbon neutrality" and carbon emission reduction targets of the automotive industry, and to better address the challenges posed by climate change, the Company is committed to achieving carbon neutrality in operations by 2030, ahead of the country and the automotive industry. Taking carbon reduction as one of our corporate priorities, we jointly released the *Autohome Carbon Neutrality Action Report 2021* with Peking University's Guanghua School of Management in August 2022, using the report as a "proclamation" and "action plan" for carbon neutrality and setting the milestone goal of "achieving carbon neutrality in operations by 2030". As an automotive internet platform featured with data mining, technology application and system link capabilities, we will follow the path of "energy conservation and efficiency improvement - additional renewable energy development - carbon elimination" to achieve decarbonization, and continuously make great efforts to provide consumers with high-quality automotive consumption and life services. We will explore green power trading and renewable energy business models in due course, call on all employees to participate in carbon reduction, increase of carbon sinks and ecological protection activities, and gradually reduce the carbon emission intensity per unit of output value, to pursue green and zero-carbon growth. At the same time, we give full play to the leading role of high-quality content, digital products and intelligent platforms, actively guide consumers to act in a green manner, and encourage more people to take low-carbon actions, jointly supporting the sustainable development of the automotive industry by realizing green and low-carbon goals with concrete actions.



*Autohome Carbon Neutrality Action Report 2021*

## ◆ Facilitating the low-carbon transformation of the automotive industry

We are well aware that the automotive industry generates carbon emissions not only during utilization of cars, but also during their manufacturing in the upstream industry chain. To solve carbon emission problems of the automotive industry, we need to take actions across the whole industry chain throughout the whole life cycle, and promote green and low-carbon manufacturing, thus further improving the emission reduction capacity of the automotive industry. Under the guidance of "carbon peak and carbon neutrality", it is inevitable that the new power system mainly based on new energy and new energy vehicles will develop together. To promote low-carbon development in the automotive industry led by technological innovation and market promotion, we will actively build a one-stop vehicle ecological platform that is conducive to the green transformation of the automotive industry chain, and continue to empower the high-quality development of the new energy vehicle industry chain.

### Case: 2022 World New Energy Vehicle Congress

From August 25 to 28, 2022, as a platinum sponsor and strategic cooperation media of the World New Energy Vehicle Congress, the Company conducted in-depth reporting on the congress throughout the period by actively using its media advantages, and hosted the 2022 New Energy Vehicle User Ecological Development Forum. At this congress, Mr. Quan Long, Chairman and CEO, shared Autohome's "carbon neutrality" strategy and path for carbon reduction; Mr. You Zhou, Vice President, shared the Report on *Charging Behavior Insight and Consumption Space*, providing new ideas and perspectives for new energy vehicle OEMs, charging service providers and related industry enterprises.



Scene of 2022 World New Energy Vehicle Congress

### Case: Construction of a recycling and trading system for new energy waste power batteries

While the new energy vehicle industry chain is developing vigorously, the current retired power batteries are exposed to a lengthy transaction, with potential risks in testing, quotation, financing, logistics and other aspects. To solve a series of market problems of retired power batteries, at the end of September 2022, the Company and Beijing BITNEI Corp., Ltd. ("Beijing BITNEI"), based on their exclusive strategic cooperation relationship, reached a cooperation intention to facilitate the construction of a recycling and trading system for new energy waste power batteries and promote the pilot project, aiming at initially building a recycling and trading system for new energy waste power batteries in 2023. At the same time, we hope to advance efficient trade and circulation through the national battery traceability platform and compliant recycling of waste batteries by promoting the systematic construction of a recycling and trading system for waste power batteries, thus further accelerating the sustainable development of the new energy vehicle industry.



## Case: Our new energy business has attracted international media attention

On the evening of November 4, 2022, Mr. Craig Yan Zeng, the Chief Financial Officer of the company, accepted a live television interview with CNBC, a world-renowned financial media, to introduce the construction of the company's Energy Space Station, as well as its forward-looking layout in new energy, new retail and other business areas, and discussed the recovery of auto consumption, the progress of offline experience stores, auto finance and other topics. Nowadays, foreign media represented by CNBC have begun to pay attention to our new energy business and show great interest in its future layout. The company's new energy business is gradually creating international influence, thus further promoting the overall development of the new energy vehicle industry.



The Chief Financial Officer accepts the live streaming of CNBC



Screen of CNBC news report

### (3) Optimizing resource utilization

To effectively promote the steady implementation of "carbon peak and carbon neutrality", we strictly comply with the *Environmental Protection Law of the People's Republic of China*, the *Energy Conservation Law of the People's Republic of China*, the *Beijing Municipal Household Garbage Management Regulations*, the *Beijing Municipal Smoking Control Regulations* and other relevant laws and regulations, and have formulated internal system documents such as the *7S Management Specification for Workplace Environment V5.0* to carry out several environmental protection measures in all office areas including energy conservation, water conservation, waste management and paperless office and strengthen the optimization of energy conservation and consumption reduction, striving to reduce the negative impact of the company's operation on the ecological environment, and practicing the enterprise's concept of green and sustainable development.

#### ◆ Practicing green office

To enhance employees' awareness of energy conservation, the Company has actively conducted publicity about saving electricity for all employees, posted signs related to energy conservation and emission reduction in all major office areas and on large power equipment, and strengthened supervision on employees' electricity consumption in their daily work. Employees are required to make active response and take various energy conservation measures formulated by the Company, such as setting the indoor air-conditioners at energy-saving temperature; turning off lights and air-conditioners and cutting off the power supply of equipment when leaving the office. In addition, we have paid close attention to energy consumption indicators in selecting and leasing data centers. The current average annual power utilization efficiency of outsourced data centers is between 1.3 and 1.4, which is lower than the standard level in Beijing and consistent with the industry-leading level.

In addition to actively practicing the concept of energy conservation, the Company is also committed to calling on its employees to reduce resource consumption. In terms of saving water, we endeavor to advocate practicing the green concept of water conservation among employees to enhance their awareness of water conservation. In terms of saving paper, we require face recognition for all corporate printing, advocate double-sided printing throughout the workplace, and actively practice paperless office by using electronic documents in the bidding process and electronic seals in contracts. We adopt online internal publicity, such as OA notifications, Ding Talk, emails for all employees, TV in conference room, advertising machines and electronic screens at the front desk, to minimize the amount of paper used and improve employees' electronic administrative capability.

In terms of waste management, the Company has established a strict management system for sorting household garbage generated in daily operations, and carried out daily publicity about household garbage sorting knowledge. Currently, garbage sorting has been basically achieved. Hazardous wastes such as toner cartridges, ink cartridges and waste batteries are sent to suppliers for closed-loop harmless treatment to fully guarantee the safety and effectiveness of waste treatment.



小政：  
Hi~帮忙关下灯



小政温馨提示：  
低碳节能  
夏季26℃、冬季20℃

Posting energy conservation signs and advocating turning off lights when leaving



小政温馨提示：  
一纸一树一森林  
二次用纸也挺好~



小政温馨提示：  
也许一张就够了



小政温馨提示：  
够用就好

Tips for saving paper



Practicing garbage sorting and environmental protection



## Case: Popularizing conservation and environmental protection

Since July 2022, we have actively popularized environmental protection knowledge to all employees, so as to raise their awareness of energy conservation and environmental protection, and promote green environmental protection actions. We have broadcast videos related to environmental protection on a loop on all floors of our office areas and produced posters about environmental protection knowledge to remind our employees in an all-round manner, in an effort to strengthen their attention to resource conservation, environmental protection and eco-civilization construction, and to raise their awareness of low carbon and environmental protection.



Posters of environmental protection knowledge popularization activities

## KPI: Emissions <sup>1</sup>

Indicator	Year 2022
<b>GHG emissions (Scope 1 and Scope 2) (tonnes of CO<sub>2</sub> equivalent)</b>	<b>1,532.58</b>
<b>GHG emissions per office floor area (tonnes of CO<sub>2</sub> equivalent/m<sup>2</sup>)</b>	<b>0.06</b>
<b>Direct GHG emissions (Scope 1) (tonnes of CO<sub>2</sub> equivalent)</b>	<b>118.84</b>
• Refrigerant leakage	28.55
• Petrol	69.22
• Natural gas	21.07
<b>Indirect GHG emissions (Scope 2) (tonnes of CO<sub>2</sub> equivalent)</b>	<b>1,413.74</b>
• Electricity purchased	1,413.74
<b>Air pollutant emissions (kg)</b>	<b>8.65</b>
• Nitrogen oxides	8.20
• Sulphur dioxide	0.45
<b>Total hazardous waste (tonnes)</b>	<b>0.04</b>
<b>Total hazardous waste per person (kg/person)</b>	<b>0.02</b>
<b>Total non-hazardous waste (tonnes)</b>	<b>106.08</b>
<b>Total non-hazardous waste per person (tonnes/person)</b>	<b>0.04</b>

<sup>1</sup> Notes:

① The statistical scope of the Company's environmental data includes the office in Beijing.

② Due to its business nature, the main gas emissions of the Company are greenhouse gases derived from refrigerant leaks, natural gas, fuel consumption of official cars and the use of purchased electricity.

③ The inventory of greenhouse gases includes carbon dioxide, methane and nitrous oxide which are mainly generated from purchased electricity and fuels. GHG emissions data is presented in carbon dioxide equivalent and is based on the Baseline Emission Factors for Regional Power Grids in China – Emission Reduction Projects in 2019 《(2019减排项目中国区域电网基准线排放因子)》 issued by the Ministry of Ecological Environment of the People's Republic of China and the 2019 Refinement to the IPCC 2006 Guidelines for National Greenhouse Gas Inventories 《(IPCC 2006 年国家温室气体清单指南2019修订版)》 issued by the Intergovernmental Panel on Climate Change (IPCC).

④ The type of hazardous waste involved in the operation of the Company mainly includes waste toner cartridges of printing equipment, which are uniformly collected by qualified recyclers.

⑤ The type of non-hazardous waste involved in the operation of the Company mainly includes uniformly disposed domestic waste inside office buildings and food waste from canteen and cafe. These are not included in the accounting scope.

## KPI: Use of energy and resources <sup>2</sup>

Indicator	Year 2022
<b>Total energy consumption (MW·h)</b>	<b>2,360.56</b>
<b>Energy consumption per office floor area (MW·h/m<sup>2</sup>)</b>	<b>0.09</b>
<b>Direct energy consumption (MW·h)</b>	<b>374.69</b>
• Petrol	270.46
• Natural gas	104.23
<b>Indirect energy consumption (MW·h)</b>	<b>1,985.87</b>
• Electricity purchased	1,985.87
<b>Water consumption (tonnes)</b>	<b>14,749.5</b>
<b>Water consumption per office floor area (tonnes/m<sup>2</sup>)</b>	<b>0.57</b>

<sup>2</sup>Notes:

① Total energy consumption is calculated based on converted factors of electricity and gasoline consumption in the national standard General Rules for Calculation of the Comprehensive Energy Consumption (GB/T 2589-2020).

② Autohome's water resources consumed come from the municipal water supply. In the use of water resources, in 2022, the Company had no issues in sourcing water.

③ Autosome's operations do not involve the production of physical products. KPI A2.5- Total packaging material used for finished products does not apply.

### ◆ Low-carbon environmental practices

The Company regards energy conservation and environmental protection awareness education as an important part of corporate social responsibility. Autohome vigorously advocates for a green and low-carbon lifestyle among employees, through extensive publicity on potential dangers arising from energy and environmental problems.

#### Case: Autohome "Flea Market"

From August 5 to 6, 2022, the fourth two-day "Flea Market" event was held for which stallholders were recruited among all employees of the company. A total of 12 stallholders signed up to participate and brought their unused items to the company for on-site trading, selling more than 220 items with total sales of RMB5,706.8. The "Flea Market" has been held for four times since 2019. It aims to recycle personal unused items and enhance employees' awareness of diligence and thrift, providing employees with face-to-face trading platform, and cultivating their awareness of low carbon and environmental protection.



Scene of the fourth "Autohome Flea Market"



## Case: Second-hand clothes to deliver love

From September 5 to October 15, 2022, we undertook the used clothes donation activity themed by "used clothes to deliver love", in which all employees were encouraged to donate used clothes offline and online. After collection, the clothes were all sent to the recycling platform, with more than 100 clothes donated. The activity aims to make employees attach importance to green environmental protection and provide clothing recycled to children in mountainous areas to show our care.



Scene of used clothes donation

## KPI: Environmental target setting

Target type	Target description
<b>Emission targets</b>	<ul style="list-style-type: none"> <li>Achieving carbon neutrality in operations by 2030.</li> </ul>
<b>Energy use efficiency targets</b>	<ul style="list-style-type: none"> <li>With the data in 2021 as a base, by the end of 2026, the Company will reduce its electricity consumption per capita by 3% by integrating centralized energy management in office areas, installing energy-saving lamps, and increasing the publicity of power conservation;</li> <li>The Company will achieve a 100% adoption rate of LED energy-saving lamps by 2023.</li> <li>By 2026, the Company's ratio of alternative fuel vehicles will increase to 50%, and hybrid and pure electric vehicles will be preferred for subsequent replacement.</li> </ul>
<b>Water use efficiency targets</b>	<ul style="list-style-type: none"> <li>The Company will achieve a 100% installation rate of automatic sensor faucets, water-saving toilets and automatic sensor flushing toilets by 2023.</li> </ul>
<b>Waste reduction targets</b>	<ul style="list-style-type: none"> <li>Since 2022, the Company has arranged cleaners to assist employees in sorting garbage, and popularized garbage types among all employees to comprehensively implement garbage sorting and recycling.</li> </ul>

08



Jointly  
working for a  
better home



In addition to actively fulfilling its social responsibilities, the Company has long been committed to social welfare and charity, with the aim to protect the environment for human survival, safeguard the safe and healthy growth of children and teenagers, and promote the sustainable development of nature and society by giving full play to its industrial strengths with firm professionalism and humanistic care. In recent years, we have made active responses to the needs of the governments, employees and the public for building a better home, and carried out diversified public welfare projects and community activities to contribute to a better home. In 2022, a total of RMB 1,000,000 donated in Autohome's public welfare activities nationwide, with a total of 160 hours invested in Beijing.

### ◆ Youth automobile public welfare activities

The Company firmly believes that the integration of its industrial strengths with social welfare is the right direction for the sustainable and stable development of public welfare initiatives. We have undertaken the "Youth Automobile Innovation Collecting Campaign" for two consecutive years, which aims to guide young people to become interested in science, technology and automobiles from childhood, help them understand the civilization and development of the automobile industry, and stimulate their imagination to participate in future automobile design and plan their future career, cultivating potential talents for improving China's automobile industry.

#### Case: Youth Automobile Innovation Collecting Campaign

In August 2022, we continued to host the "Youth Automobile Innovation Collecting Campaign". It was first held in 2021, and the event this year has witnessed a significant increase in the number of participating regions and works compared with last year. More than 8,000 works from over 10 countries and regions around the world were received in this event, and ultimately more than 40 award-winning representatives gathered to attend the award ceremony. We are fully recognized by the China Association for Science and Technology and the China Society of Automotive Engineers for our full commitment to the youth automobile public welfare. On August 27, 2022, the Company was awarded the honorary title of "Renewable energy Science Popularization Pioneer".



Scene of Youth Automobile Innovation Collecting Campaign

### ◆ Public welfare activities for children and teenagers on traffic safety

Children and teenagers are the hope of a family, require the care of the society and matter the future of the country. As a leading automotive content platform in China, the Company actively fulfills its corporate social responsibilities, and uses interesting and vivid video courses on traffic safety to encourage children and teenagers to accept staged and continuous learning of traffic rules, which enables them to effectively accumulate traffic safety knowledge, strengthen safe travel awareness and prevent injuries from traffic accidents, thus ensuring the safe growth of children and teenagers.

Meanwhile, we have guided all sectors of society from different fields to take actions on traffic safety of children and teenagers through our media matrix. We share the same belief in protecting the traffic safety of children and teenagers with the community and other similar major enterprises. Many high-quality we-media users enthusiastically called on the public to learn about children traffic safety and create a safe travel environment for children. Many well-known enterprises have made responses and jointly launched initiatives to publicize children's travel safety knowledge in many specific scenarios, such as navigation, car riding, road crossing, self-driving tours, and cycling.

In addition, together with the China Society of Automotive Engineers, Ping An Auto Owner, Ping An Bank Credit Card and Beijing Auto Museum, we initiated a topic on the Internet, focusing on the core and hot problems of children's travel safety, and calling on all people to participate in relevant discussions in the forms of videos, pictures and texts, with over 10 million views, so as to provide a new line of defense for children's traffic safety.

#### Case: Autohome "Traffic Light Class"

The "Traffic Light Class" is the Company's first content brand focusing on children's traffic safety and interest in automobile culture. A series of video courses on traffic safety are specially designed for children aged 5 to 12 and their parents, which help children to build systematic and scientific traffic safety awareness in a professional and fun way, and inspire social concern to protect children's safe travel. The content covers basic traffic knowledge and safety knowledge of walking, cycling and road risk avoidance to help children establish a systematic and solid knowledge system of traffic safety.



"Traffic Light Class"





## Case: "Traffic Light Class" × "Kaishu Story"

In September 2022, when the school semester began, travel reached its peak, and the issue of children's traffic safety was of great concern to all sectors of society. The Company cooperated with "Kaishu Story" at the beginning of the school semester, by actively exerting their influence, to enhance children's traffic safety awareness and guide the society to attach importance to children's travel safety for creating a safe traffic environment. We attracted children and their parents to participate extensively through fun and interactive online games which cover a wide range of knowledge including traffic lights, zebra crossings, road belts, automobile blind area, automobile light language and seat belts, detailed in all aspects of children's traffic safety. During the event, Traffic Light Class and "Kaishu Story" also provided wonderful and free traffic safety stories for a limited time, which constantly strengthened children's traffic safety awareness, effectively helped children to establish a traffic safety knowledge system, and improved their traffic safety education and behavior cultivation. In just a few days, the event acquired more than 40 million views, which resulted in widespread concern and discussion among the public, and provided additional protection for children's safe travel.



Posters of "Traffic Light Class" × "Kaishu Story"

### Case: "I am a traffic safety publicity officer" Works Collecting Campaign

The Company has jointly initiated and launched a series of activities entitled "I am a traffic safety publicity officer" in conjunction with the Popular Science Education Center of China Society of Automotive Engineers, Beijing Auto Museum, Fengtai Traffic Detachment and other units, which spread the theme of "obeying traffic laws and regulations for safe and civilized travel" to teenagers through themed works collection, animated short film dissemination, live cloud classes and other forms. More than 1,500 primary and secondary school students were attracted to participate in the campaign, with more than 1,000 works including handwritten newspaper, calligraphy, paintings and poster designs widely disseminated on platforms such as Autohome. Children have physically performed their roles as "traffic safety publicity officers", enabling every member of the family to establish traffic safety awareness. On December 2, 2022 (National Traffic Safety Day), police officers from Fengtai Traffic Detachment and the guide of Beijing Auto Museum jointly conducted live broadcast of the "traffic safety cloud class for teenagers" through the Autohome App, which attracted roughly 764,000 online viewers with highly interactive Q&A.



Poster of "I am a traffic safety publicity officer" and relevant works

### Case: "Traffic from the View of Traffic Police"

To raise the traffic safety awareness of users and popularize the knowledge of civilized driving, in 2021, the Company, in cooperation with "Beijing Traffic Police", produced a large number of traffic safety publicity products and jointly created the first official cooperative content IP "Traffic from the View of Traffic Police", which was presented through various cooperation models such as video recording of traffic police, shooting of law enforcement scene, live broadcast of law enforcement process and traffic-related Q&A, and gained wide recognition from all walks of society with over 60 million views and real interactions with 70 thousand users.



Pictures of "Traffic from the View of Traffic Police"



## Case: "Road Safety Travel" series of public welfare activities on traffic safety popularization

On the 11th "National Traffic Safety Day" in 2022, the Company, together with the China Road Safety Association and the China Association of Automobile Manufactures, co-organized a series of public welfare activities on traffic safety popularization under the name of "Road Safety Travel", themed on "enhancing traffic safety awareness and ensuring children's road safety", and carried out both online and offline traffic safety education for children through practice and preaching. The activities have fully mobilized the participation enthusiasm of children and teenagers, guided students to enhance their safety awareness and self-protection awareness, and encouraged all sectors of society to pay attention to the traffic safety of children and teenagers.



Scenes of "Road Safety Travel" activities

### ◆ Education-related donations to remote areas

The Company has been committed to helping teenagers in more remote areas. We learned about the difficulties in commuting encountered by local teachers and students after practical experience, gained an insight into the lack of local learning and living resources, and made more people pay attention to the benefits and living conditions of teachers and the accessibility and quality of the education for students in remote areas through recording of public welfare travel activities.

## Case: Records of "Charity Bike Ride" donation

Ping An Hope Primary School in Jinhe Town, Genhe City, Inner Mongolia is located in a very harsh environment with high altitude and low temperature all year round, which leads to extremely difficult material delivery and inconvenient commuting for teachers and students.

To make teachers' commuting more convenient and improve the learning environment of students, from September 19 to 23, 2022, the Company organized the "Charity Bike Ride" public welfare activity. Featured with our "motorcycle culture", two donated motorcycles loaded with stationery, sports equipment and other school supplies were successfully delivered to teachers and students after more than 400 kilometers of riding from Hulunbuir, receiving enthusiastic response at the donation ceremony. We filmed the entire three-day donation trip (mostly on muddy and mountainous roads), and produced a documentary to be released as one of the Autohome series products. The documentary was viewed more than 3.4 million times, and netizens made frequent interaction, with 624 messages, all of which were high-quality and positive comments.



Records of "Charity Bike Ride"

### ◆ Harmonious development between human and nature

Relying on its media resources and social influence, the Company devotes itself to delivering the concept of sustainable development for protecting natural resources of the protected areas to more people.

#### Case: "Travel Notes: Hoh Xil"

On June 20, 2022, the Company's Travel Notes team set out with materials. After a period of quarantine and high-altitude adaptation training, the team officially entered the Hoh Xil Nature Reserve to carry out patrol work, travelling 150 kilometers over 7 days. During this period, the team members experienced various tests including personnel evacuation due to altitude stress, brown bears visiting the camp, accidental damage to vehicles, and the death of Tibetan antelopes in childbirth, and finally completed the filming of the documentary Travel Notes: Hoh Xil. The documentary contains three episodes and 20 re-created videos, with roughly 11,716,800 views and 34,319 interactive messages on the website.

During the entire patrol process, under the assistance of the forest police, the team recorded the daily patrol and the patrol experiences shared by the team members, aiming to show the real scene of Hoh Xil to all users, including the Autohome platform, so that they can understand the valuable contribution of the ordinary patrol members, and promote sustainable and harmonious development between man and nature.



Group photo and stills of the "Travel Notes: Hoh Xil" team

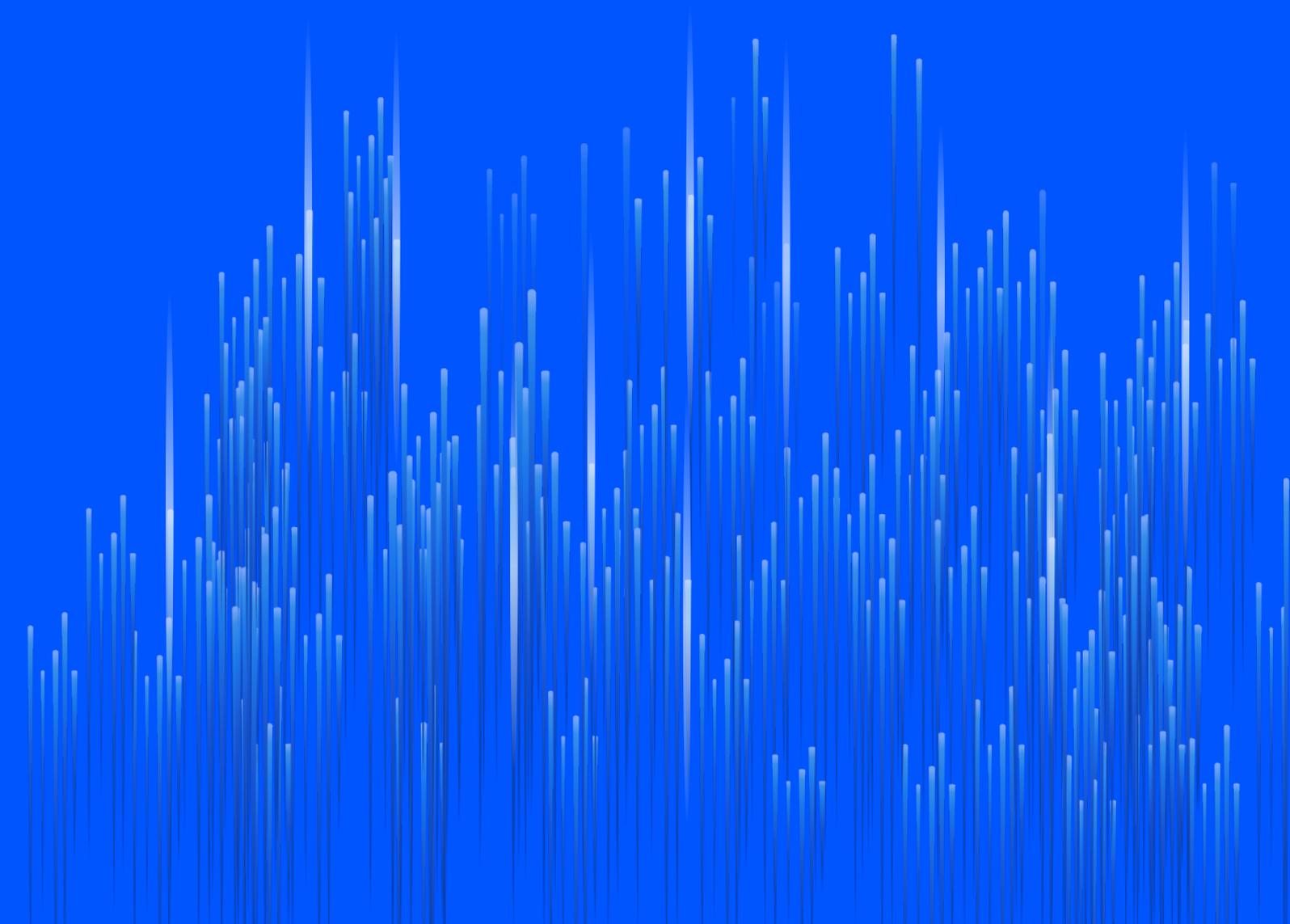


Acceptance certificate from and silk banner for Hoh Xil Forest Public Security Bureau





# Appendix



## Appendix Index of ESG indicators of the Stock Exchange of Hong Kong Limited

Area	Issue	Disclosure requirements	Location in this Report
<b>Governance Structure</b>	-	A statement from the board containing the following elements: (1) a disclosure of the board's oversight of ESG issues; (2) the board's ESG management approach and strategy, including the process used to evaluate, prioritize and manage material ESG-related issues (including risks to the issuer's businesses); and (3) how the board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the issuer's businesses.	ESG governance - Statement of the Board of Directors
<b>Reporting Principles</b>	-	Reporting principles underpin the preparation of an ESG report, informing the content of the report and how information is presented. An issuer should follow these reporting principles in the preparation of an ESG report: <b>(1) Materiality:</b> The threshold at which ESG issues determined by the board are sufficiently important to investors and other stakeholders that they should be reported. <b>(2) Quantitative:</b> KPIs in respect of historical data need to be measurable. The issuer should set targets (which may be actual numerical figures or directional, forwardlooking statements) to reduce a particular impact. In this way the effectiveness of ESG policies and management systems can be evaluated and validated. Quantitative data should be accompanied by a narrative, explaining its purpose, impacts, and giving comparative data where appropriate. <b>(3) Consistency:</b> The issuer should use consistent methodologies to allow for meaningful comparisons of ESG data over time.	About this Report
<b>Reporting Boundary</b>	-	A narrative explaining the reporting boundaries of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the scope, the issuer should explain the difference and reason for the change.	About this Report
<b>Environmental</b>	A1 Emissions	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Promoting green operation - Optimizing resource utilization
		A1.1 The types of emissions and respective emissions data.	Promoting green operation - Optimizing resource utilization
		A1.2 Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Promoting green operation - Optimizing resource utilization
		A1.3 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Promoting green operation - Optimizing resource utilization

Area	Issue	Disclosure requirements	Location in this Report
Environmental	A1 Emissions	A1.4 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility). Promoting green operation - Optimizing resource utilization	Promoting green operation - Optimizing resource utilization
		A1.5 Description of emission target(s) set and steps taken to achieve them.	Promoting green operation - Optimizing resource utilization
		A1.6 Description of how hazardous and non-hazardous wastes are handled, and a description of reduction targets(s) set and steps taken to achieve them.	Promoting green operation - Optimizing resource utilization
	A2 Use of Resources	General Disclosure: Policies on the efficient use of resources, including energy, water and other raw materials.	Promoting green operation - Optimizing resource utilization
		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).	Promoting green operation - Optimizing resource utilization
		A2.2 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Promoting green operation - Optimizing resource utilization
		A2.3 Description of energy use efficiency target(s) set and steps taken to achieve them.	Promoting green operation - Optimizing resource utilization
		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.	Promoting green operation - Optimizing resource utilization
		A2.5 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Our operations do not involve the production of physical products. KPI A2.5- Total packaging material used for finished products does not apply.
	A3 The Environment and Natural Resources	General Disclosure: Policies on minimizing the issuer's significant impacts on the environment and natural resources.	Promoting green operation - Optimizing resource utilization
		A3.1 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Promoting green operation - Optimizing resource utilization
	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.	Promoting green operation - 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.	Promoting green operation - Climate change response

Area	Issue	Disclosure requirements	Location in this Report
Social	B1 Employment	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	Pursuing people-centered philosophy - Protecting employees' rights and interests
		B1.1 Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	Pursuing people-centered philosophy - Protecting employees' rights and interests
		B1.2 Employee turnover rate by gender, age group and geographical region.	Pursuing people-centered philosophy - Protecting employees' rights and interests
	B2 Health and Safety	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	Pursuing people-centered philosophy - Emphasizing health and safety
		B2.1 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Pursuing people-centered philosophy - Emphasizing health and safety
		B2.2 Lost days due to work injury.	Pursuing people-centered philosophy - Emphasizing health and safety
		B2.3 Description of occupational health and safety measures adopted, how they are implemented and monitored.	Pursuing people-centered philosophy - Emphasizing health and safety
	B3 Development and Training	General Disclosure: Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Pursuing people-centered philosophy - Assisting coordinated development
		B3.1 The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Pursuing people-centered philosophy - Assisting coordinated development
		B3.2 The average training hours completed per employee by gender and employee category.	Pursuing people-centered philosophy - Assisting coordinated development
	B4 Labor Standards	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labor.	Pursuing people-centered philosophy - Protecting employees' rights and interests



Area	Issue	Disclosure requirements	Location in this Report
Social	B4 Labor Standards	B4.1 Description of measures to review employment practices to avoid child and forced labor.	Pursuing people-centered philosophy - Protecting employees' rights and interests
		B4.2 Description of steps taken to eliminate such practices when discovered.	Pursuing people-centered philosophy - Protecting employees' rights and interests
	B5 Supply Chain Management	General Disclosure: Policies on managing environmental and social risks of the supply chain.	Strengthening the foundation of management - Supplier management
		B5.1 Number of suppliers by geographical region.	Strengthening the foundation of management - Supplier management
		B5.2 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Strengthening the foundation of management - Supplier management
		B5.3 Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Strengthening the foundation of management - Supplier management
		B5.4 Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Strengthening the foundation of management - Supplier management
	B6 Product Responsibility	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labeling and privacy matters relating to products and services provided and methods of redress.	Fulfilling product responsibility - Enhancing service quality, Strictly controlling the quality of content  Strengthening the foundation of management - Information security and privacy protection, Advertising compliance management, IP management
		B6.1 Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Our operations do not involve the production of physical products and KPI B6.1 is not applicable.
		B6.2 Number of products and service related complaints received and how they are dealt with.	Fulfilling product responsibility - Enhancing service quality



Area	Issue	Disclosure requirements	Location in this Report	
Social	B6 Product Responsibility	B6.3 Description of practices relating to observing and protecting intellectual property rights. Strengthening the foundation of management - Advertising compliance management, IP management	Strengthening the foundation of management - Advertising compliance management, IP management	
		B6.4 Description of quality assurance process and recall procedures.	Fulfilling product responsibility - Strictly controlling the quality of content	
		B6.5 Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Strengthening the foundation of management - Information security and privacy protection	
	B7 Anti-corruption	General Disclosure: Information on: (1) the policies; and (2) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.		Strengthening the foundation of management - Strengthening the building of integrity culture
		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.		Strengthening the foundation of management - Strengthening the building of integrity culture
		B7.2 Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.		Strengthening the foundation of management - Strengthening the building of integrity culture
		B7.3 Description of anti-corruption training provided to directors and staff.		Strengthening the foundation of management - Strengthening the building of integrity culture
	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.		Working together for a better home
		B8.1 Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport).		Working together for a better home
		B8.2 Resources contributed (e.g. money or time) to the focus area.		Working together for a better home