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2024

AUTOHOME

Environmental, Social and Governance (ESG) Report



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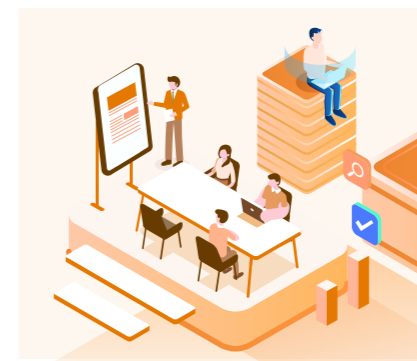
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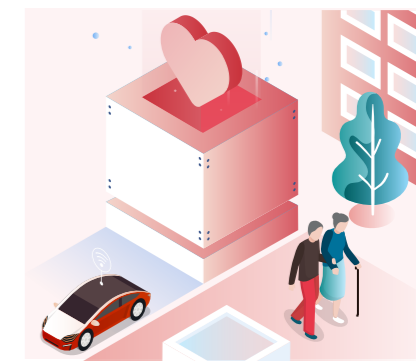
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About this Report

Introduction of the Report

This is the 2024 environmental, social and governance report issued by Autohome Inc., designed to objectively disclose its environmental, social and governance (hereinafter referred to as "ESG") performance. For ease of presentation, "Autohome", "the Company", "we", "us" or "our" are used to refer to Autohome Inc. in the report.

Reporting Boundary

Time frame: This report covers the period from January 1, 2024, to December 31, 2024, which is consistent with the 2024 Annual Report, with some content involving information before and after the period.

Disclosure boundary: The disclosure boundary of this report covers the headquarters of Autohome together with its regional subsidiaries and business centers, which is consistent with the 2024 Annual Report.

Description of Information

The financial information in the report is sourced from Autohome's audited financial statements for the year 2024, while other information is derived from relevant internal statistical reports and documents. All monetary figures are denoted in RMB, unless otherwise stated.



Reporting Principles

This report has been prepared in accordance with the *Environmental, Social and Governance Reporting Code* (the "HKEX ESG Code") as set out in Appendix C2 of the *Main Board Listing Rules* issued by Hong Kong Exchanges and Clearing Limited (the "HKEX"), following the principles of materiality, quantification, balance and consistency as outlined in the guide. Additionally, the report references major ESG rating indices such as MSCI and S&P CSA, and incorporates recommendations from the International Sustainability Standards Board (ISSB). It seeks to transparently, fairly and adequately reflect the current status of the Company's management and performance results in ESG for the year, so as to help readers have a more comprehensive understanding of the Company's ESG performance.

"Materiality": Significant stakeholders and ESG topics 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 represented 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 the conversion factor, are described in the appropriate chapters.

"Balance": This report provides an unbiased picture of the issuer's performance, to avoid selections, omissions, or presentation formats that may inappropriately influence a decision or judgment by the report readers.

"Consistency": Unless otherwise stated, the information disclosed in this report follows the same statistical methodology as in previous years.

Language

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

Access to the Report

This report is published electronically for readers' reference and is accessible on the Company's investor relations website (<http://ir.autohome.com.cn>) as well as the Stock Exchange of Hong Kong website (www.hkexnews.hk). To reduce environmental impact, the Company encourages and advises readers to utilize the electronic version. For any suggestions or feedback regarding Autohome's ESG management, please reach out to us via email at ir@autohome.com.cn.

Letter from Our Chairman



Mr. Quan Long
Chairman of Autohome

Our Valued Shareholders, Partners, and Friends,

As the global economy continues to embrace green transformation and industrial transformation, Autohome remains steadfast in its founding mission, "empowering the sustainable development of the automotive industry", actively fulfilling our responsibilities as a corporate citizen. Today, we are proud to present the "2024 AUTOHOME Environmental, Social and Governance (ESG) Report", which highlights our efforts, actions, and aspirations for a more sustainable future.



Corporate Governance:

Compliance as the Foundation, Technology for Good

Compliance and information security are fundamental to our operations. We strictly adhere to national laws, regulations, and industry standards by building a robust risk management framework. Through technological innovation, we safeguard user information and enhance data privacy. In managing our content ecosystem, we prioritize authenticity, objectivity, and professionalism. By combining technology with human oversight, we uphold the credibility and trustworthiness of our platform.

Social Responsibility:

Co-Creating Shared Value Based on a People-Centered Approach

We are dedicated to fostering a fair, diverse, and inclusive workplace. Our career development and well-being programs are designed to support both personal growth and corporate development. Beyond our workplace, we actively engage in online and offline public welfare initiatives. At the same time, we collaborate with industry partners to build an open ecosystem, promoting standardization and transparency in automotive consumer services to protect consumer rights effectively.

Environmental Commitment:

Advancing Green Operations to Drive Low-Carbon Transition

In response to China's "dual-carbon" strategy, Autohome has set its own operational targets for carbon neutrality. We integrate sustainable practices into our corporate strategies, aiming to improve energy efficiency and reduce emissions from data centers and workplaces, fostering collaboration throughout the value chain to collectively address climate change.

Building a sustainable future takes persistence and teamwork, with every step forward shaped by shared efforts and commitment. By staying true to our principles and working together, we can navigate change and make steady progress. Looking ahead, Autohome will remain committed to leveraging its platform and technological strengths to enhance service experiences with a user-centric approach. The Company will continue to create a smarter and more convenient automotive lifestyle service platform for its users. Through the integration of online and offline services, we strive to build a more comprehensive service ecosystem, accelerate the digital transformation of the automotive industry, and contribute to the high-quality development of China's automotive sector.

Statement from Our Board of Directors

Autohome's Board of Directors (hereinafter referred to as "the Board") assures that there are no false records, misleading statements, or material omissions in this report. The Board hereby makes the following statement regarding its oversight and management efforts in ESG matters.

Governance Structure

Autohome places significant emphasis on environmental, social, and governance (ESG) issues. The Board, serving as the highest decision-making body for ESG management, assumes full responsibility for overseeing ESG initiatives, formulating objectives and strategies, and ensuring the continuity of sustainability efforts. The management is tasked with executing ESG-related decisions. The ESG Working Group, comprising representatives from various departments, promotes interdepartmental collaboration and implements associated mechanisms to facilitate seamless operations.

Management Policy and Strategy

Autohome strictly complies with ESG-related laws and regulations governing corporate operations while engaging in extensive and in-depth communication with various stakeholders through diverse channels. During the reporting period, we assessed and prioritized the materiality of ESG topics relevant to key stakeholders, considering our business characteristics and the industry development environment, adopting domestic and international peer benchmarking studies, and engaging in internal and external stakeholder communications. We identified and managed relevant risks, reviewed progress toward ESG-related objectives, actively embraced constructive opinions and suggestions, and consistently addressed key issues. In this report, we also highlight our management practices and performance concerning key ESG topics.

Sustainability Practices

In 2024, the Board conducted deliberations on improving the ESG governance structure, identifying key ESG topics, setting ESG objectives, and managing ESG risks. These deliberations bolstered the Company's ESG management and chartered the course for priority ESG efforts. During the reporting period, the Company revised its ESG objectives to more effectively scrutinize and manage its environmental impacts. The Board conducted regular reviews and evaluations on the progress towards the ESG objectives.

This report, approved by the Board at its meeting on April 2nd, 2025, aims to provide an objective overview of the Company's ESG endeavors in 2024, disclosing both progress made and the effectiveness of our efforts.

About Autohome

Autohome is the world's leading automobile content community and online destination for automobile consumers. Since our establishment in 2005, we have been dedicated to providing auto consumers with comprehensive, accurate, and efficient one-stop services spanning areas such as car display, purchase, use, and replacement. Our vision is to become the world's premier "content ecosystem + tool service + trading platform" one-stop auto lifecycle service provider geared to B and C-end users.

Having evolved through media-oriented, platform-based, and intelligent transformation phases, Autohome has partnered with various partners in the automotive industry chain to build an integrated online-offline service ecosystem. This infrastructure provides consumers with a seamless, time-saving, and cost-efficient car-buying experience while helping OEMs, dealerships, and used car businesses enhance conversions and achieve transactions, contributing to the thriving development of China's automotive industry.

On December 11, 2013, Autohome was officially listed on the New York Stock Exchange under the stock code "ATHM".

On March 15, 2021, Autohome was listed on the Stock Exchange of Hong Kong under the stock code "2518".

Annual KPI Table

Governance Responsibility

Conducted **29** compliance training sessions throughout the year with **100%** coverage of integrity training for directors and employees

Organized **12** sessions for business ethics promotion and training and **32** integrity-focused programs

No incidents of user personal information leakage and **No** data leakage incidents

318 patent proposals filed with **128** newly accepted applications

100% supplier signing rate for the *Letter of Commitment on Integrity (Anti-Corruption and Anti-Bribery)*

Environmental Protection

Scope 1 emissions: 420.54 tCO₂e,
Scope 2 emissions: 1,514.10 tCO₂e,
Total emissions: 1,934.64 tCO₂e

Achieved **100%** usage rate of LED lighting and Organized tree-planting activities, with over **130** peach saplings planted

Processed **90,720** instances of electronic stamping

Talent Development

25.71% of our employees engaged in the Company's equity incentive program

full-time employees' five social insurances and the housing fund, as well as supplementary commercial medical insurance coverage reached

100%

A total of **57,146** hours of employee training throughout the year

participants

3,083

Products and Services

24/7 manual content monitoring by dedicated front-end specialists

4,132,170,000 pieces of content were audited throughout the year

Conducted **265** user satisfaction surveys

Achieving a **99.1%** satisfaction rate

Social Contribution

Nearly **100** participants in public welfare projects

Contributed a total of service **878** hours

Total charitable donations amounted to nearly **850,000** RMB

Honors and Awards in 2024

October 2024
Corporate Governance Award, Asia Responsible Enterprise Awards
Enterprise Asia

October 2024
Top 100 Software Information Technology Service Competitiveness Enterprises for 2024
China Federation of Electronics and Information Industry

October 2024
Top 100 Enterprises in Comprehensive Capabilities, China Internet Enterprises Comprehensive Capabilities Index (2024)
Internet Society of China

November 2024
"Best Energy Conservation and Emission Reduction Initiative Award", Hong Kong International Finance Forum
Hong Kong International ESC Alliance

December 2024
"The Listed Company with the Most Investment Value", China Securities Golden Bauhinia Awards
Co-presented by The Hong Kong Chinese Enterprises Association and others

December 2024
Outstanding Brand of Listed Companies in 2024, Golden Cicada Awards
China Times

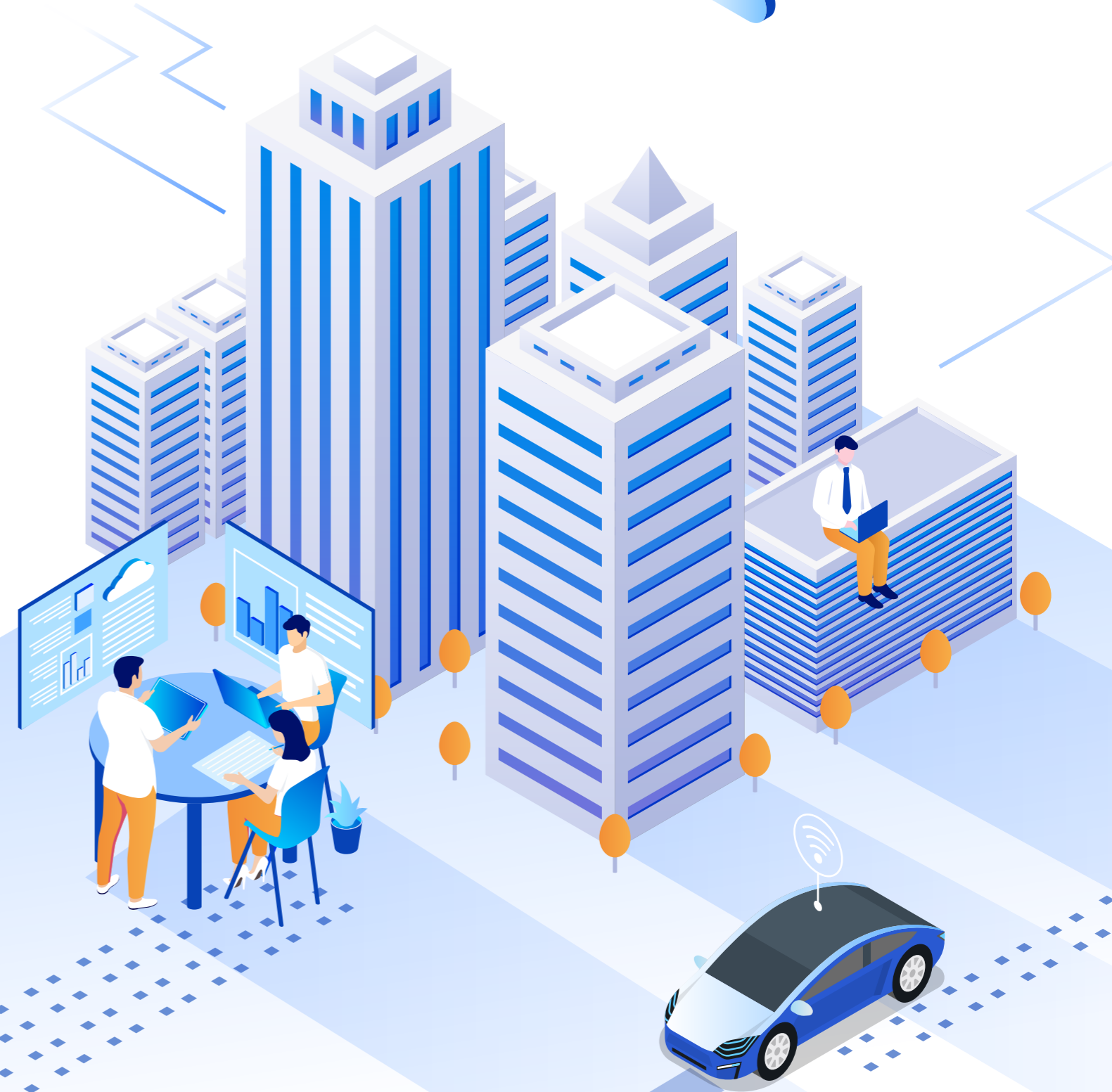
December 2024
2024 ESG Innovation Benchmark Case
Xinhua News Agency

01

Steady Progress with Robust Governance

Autohome continuously enhances its corporate governance framework, strengthens risk management and compliance awareness, and integrates ESG governance into daily operations to drive sustainable development.

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- ESG Governance 17



Corporate Governance

Effectiveness of the Board

Autohome strictly complies with the *Company Law of the People's Republic of China* and other relevant laws and regulations, as well as the regulatory rules in the capital market, including those issued by the New York Stock Exchange and the Stock Exchange of Hong Kong. We have established a highly efficient and robust corporate governance structure. Under the Board, the highest decision-making body, the Company has formed three professional committees: the Audit Committee, the Compensation Committee, and the Nomination and Corporate Governance Committee. Each committee strictly carries out its duties in accordance with its clearly defined terms of reference.

In 2024, the Board and its committees successfully completed nine Board meetings or written resolutions, five Audit Committee meetings or written resolutions, four Compensation Committee meetings or written resolutions, and three Nomination and Corporate Governance Committee meetings or written resolutions. These efforts have laid a strong foundation for the Company's stable and sustainable operations.

During the reporting period, the Company conducted a board performance evaluation, gathering stakeholder feedback through questionnaires to enhance the overall efficiency of the Board.


Board Independence and Diversity

The Company strictly complies with the requirements of the New York Stock Exchange regarding the independence of directors, ensuring fairness and objectivity in decision-making. In the selection and appointment of board members, we conduct a comprehensive assessment of candidates based on factors such as gender, ethnicity, age, and professional expertise. The independent and diverse board fosters a scientific and professional decision-making mechanism, effectively safeguarding the interests of shareholders and other stakeholders. According to the Company's *Board Charter*, directors elected by the Board must undergo re-election at general meeting of shareholders. In 2024, directors previously appointed by the Board were re-elected at the general meeting of shareholders.

As of the end of the reporting period, the Board of Autohome consisted of seven directors, including one female director, with one executive director, three non-executive directors, and three independent non-executive directors. These directors bring diverse expertise from sectors including the automobile industry, the Internet sector, and risk management, ensuring strong decision-making and effective risk response capabilities.

Tax Policy

Autohome rigorously adheres to national tax laws and regulatory frameworks in its operations, ensuring its robust growth.



Autohome's Tax Policy Commitments

- Ensuring compliance with tax laws and regulations in all countries and regions of operation
- Opposing the abuse of tax rules and committing to refrain from transferring generated value to low-tax jurisdictions
- Emphasizing the commercial substance of the Company and the reasonableness of its tax structure, while pledging not to employ tax structures lacking commercial substance
- Ensuring that the transfer price is determined in accordance with the rule of fair trade and that the interests of all parties are in line with the principle of independent trading
- Opposing the use of secrecy jurisdictions or so-called "tax havens" for tax avoidance purposes and undertaking not to engage in such practices
- Abiding by national tax laws and regulations, with the Board implementing strict approval and supervision procedures for the tax policies applicable to the Company

Risk Governance

Risk Management Framework

Autohome continuously strengthens its risk identification and control capabilities by establishing a comprehensive risk management framework. The Company has developed an enterprise-wide risk management system comprised of each business unit based on management policies such as the *Regulations on Risk Control of Marketing Activity Access*, the *Regulations on Management of Operational Activities*, and the Internal Audit Policy. This framework clearly defines the risk governance responsibilities of key business units, including main business operations, finance, legal affairs, internal audit, and content security, ensuring the smooth execution of risk management processes.

The Company has implemented the "Three Lines of Defense" risk management model, which takes a comprehensive approach by involving business units in actively identifying risks and fostering cross-departmental collaboration for risk identification. Front-office, mid-office, and back-office functions, including business, operations, risk control, and compliance, work in coordination to review business compliance, identify anomalies, and formulate response plans, thereby enhancing Autohome's overall risk management capabilities.



Autohome's three lines of defense for risk management

Risk Identification and Response

Autohome's Board, which holds the highest responsibility for network security, information security, and privacy protection, supervises and manages the monitoring, operation, and handling of network security, information security, and privacy protection within the Company. The Company has established a Security Committee as a specialized executive body. This committee is led by the Vice President of Content Security as the Committee Director, with the CTO (Chief Technology Officer) and the Vice President overseeing enterprise and consumer user business serving as Deputy Directors. Additionally, the committee's Executive Secretary and managers at the middle level or above serve as members in charge of specific business units. The committee is tasked with monitoring regulatory trends and identifying emerging risks, and conducting investigations into specific risks such as those associated with the cybercrime industry chain.

In the process of risk identification, we actively embrace advanced technologies, incorporating algorithms, artificial intelligence, and other emerging technologies. The main risks currently facing us are market environment risks inherent in ongoing operations, and long-term risks such as those related to anti-commercial bribery and public opinion. Furthermore, given the advancements in technology and the evolution of the internet, we place great emphasis on those emerging risks with a prudent and diligent approach to ensure the Company's long-term sustainable development.

Risk Management and Audit

In 2024, the Company carried out internal audits focused on risk management targeting critical operational processes and proposing corrective action plans. Additionally, the Company organized various promotional and training initiatives to enhance risk awareness among all employees, particularly those in critical positions.

Our Audit Committee, the management, and the Internal Audit Team are responsible for holding in-depth discussions our major risks and responses, identifying major operational risks, and formulating internal audit strategies and work plans for the upcoming year based on current response measures.

Autohome adopts a targeted approach to risk management and prevention based on different risk categories. In 2024, the Company placed particular emphasis on financial statement risks, procurement acceptance risks, and expense reimbursement risks. To address financial statement risks, Autohome established a risk control matrix to standardize risk management across all relevant departments. These departments report their risk control practices to the Internal Audit department and management, ensuring the smooth operation of the risk management mechanism. For procurement acceptance and expense reimbursement risks, Autohome conducted a thorough review of irregular procurement or reimbursement cases identified by the procurement and accounting teams, as well as projects flagged by audit indicator monitoring. Following a detailed assessment, the Company evaluated violations and issued targeted alerts and rectification measures for the affected departments or teams. Additionally, we carried out specialized reviews and assessments in areas such as user growth and content operations, outsourced personnel management, and related-party transactions. These efforts enhanced operational efficiency and mitigated operational and management risks through improved governance practices.

During the reporting period, the Company executed 13 specialized risk audit projects targeting processes, operations, and employee conduct to identify and eliminate major business risks. A total of 40 optimization recommendations were proposed to relevant departments, of which 35 have been properly addressed, achieving an annual issue resolution rate of 88% and an on-time resolution rate of 100%. These efforts have significantly bolstered the Company's risk management capabilities.

Risk Awareness Cultivation

Autohome prioritizes enhancing employees' risk awareness to strengthen the Company's compliance management. The Company regularly send out informative emails to all employees as a standard precaution and promotes awareness of compliance-related knowledge relevant to its business operations. Additionally, we swiftly share updates on newly enacted laws and regulations, and analyzes high-profile compliance penalty cases to serve as warnings.

The Company engages professional external teams to deliver specialized compliance training on intellectual property protection, personal information protection, and related areas through blended online-offline formats. Training materials were accessible to all employees via our internal online platform. Employees in key roles received targeted training on operational changes during key personnel development programs. We also integrated fundamental compliance knowledge into the onboarding training for new hires, emphasizing the importance of compliance from the start. Throughout 2024, we conducted 29 online and offline compliance training sessions, covering crucial topics including intellectual property protection, content security, personal information protection, and anti-corruption measures.

ESG Governance

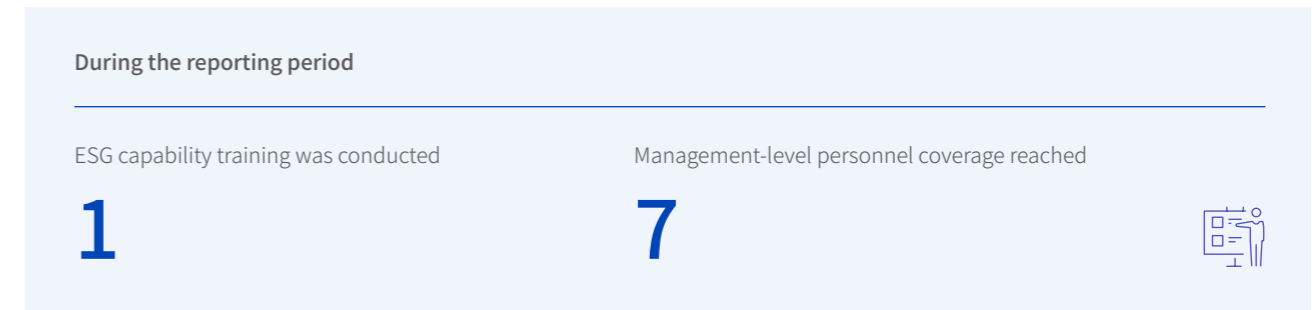
ESG Governance Structure

Autohome has established a comprehensive three-tier ESG governance framework encompassing the Board, the management, and cross-departmental collaboration. The Board, as the highest ESG governance body, is tasked with devising ESG strategies and objectives, receiving ESG-related updates, making decisions, and overseeing the implementation of related work. The management, authorized by the Board, provides leadership in executing ESG-related decisions. The ESG Working Group, a multi-departmental body, ensures the effective implementation of tailored ESG initiatives through inter-departmental and top-down coordination, significantly boosting the efficiency of the Company's ESG efforts.



Autohome's ESG Management System

To improve the Company's overall ESG governance capability, we organized specialized training sessions for the Board and relevant employees, which supports our ESG work. During the reporting period, we conducted an ESG capability training session, covering seven management-level personnel. The training included ESG policy interpretation and corporate governance optimization. Through systematic training, the management has gained a deeper understanding of ESG principles and enhanced relevant skills, laying a solid foundation for achieving the Company's ESG goals.



Communication with stakeholders

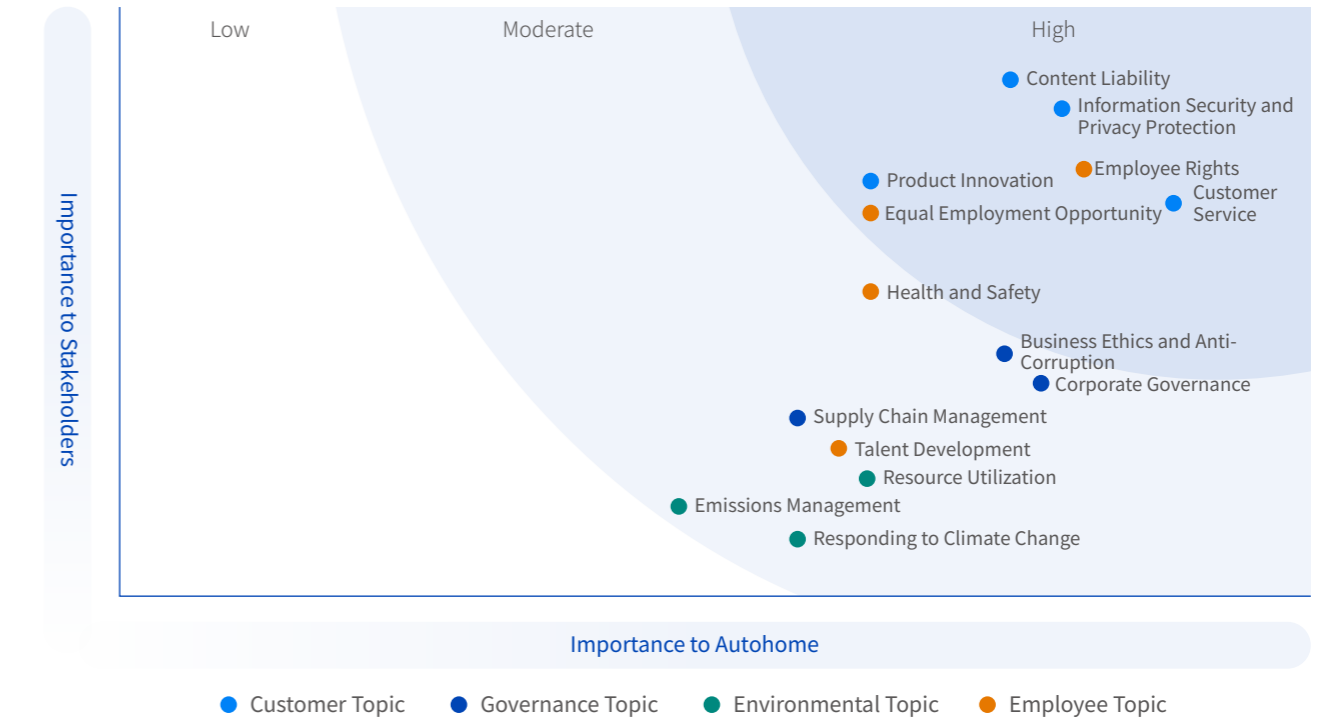
Autohome values stakeholder engagement and maintains an open approach to understanding stakeholder concerns, incorporating their feedback as a fundamental reference for ESG initiatives. By integrating stakeholder communication outcomes with its business characteristics, the Company has identified a list of key stakeholder groups and established effective communication and feedback channels.

Key Stakeholders	Primary Communication Channels
Governments and regulators	<ul style="list-style-type: none"> Information disclosure Regulatory meetings
Shareholders and investors	<ul style="list-style-type: none"> Shareholders' meetings Information disclosure (annual and interim reports, performance announcements, corporate announcements at HKEX, information on the page of investor relations, etc.)
Employees	<ul style="list-style-type: none"> Employee opinion survey Internal communication meetings with employees Internal corporate announcements
Individual users	<ul style="list-style-type: none"> Customer satisfaction survey and follow-up calls Daily operation/communication Complaints and feedback Questionnaires
Suppliers and partners	<ul style="list-style-type: none"> Supplier management policy Peer exchange
Dealers and OEMs	<ul style="list-style-type: none"> Dealer management policy On-site investigation
The public and community	<ul style="list-style-type: none"> Public welfare activities Social media

Autohome Key Stakeholders & Communication Channels

Materiality Topics Assessment and Priority

Through profound analysis of industry trends and regulatory developments, coupled with the best practices observed among our peers and the standards outlined by international rating agencies, Autohome systematically compiled a list of ESG material topics. For each issue, we conducted extensive research, analysis, and assessment through surveys, online and offline meetings, and in-depth interviews, to gather their opinions and expectations regarding Autohome's ESG practices. Based on this, Autohome has identified an ESG materiality matrix and list, comprising a total of 14 topics spanning the domains of environment, society, and governance.



Autohome's 2024 ESG Materiality Matrix

Importance	Name	Perspective	Importance	Name	Perspective
High	Customer Service	Customer Topic	Moderate	Corporate Governance	Governance Topic
	Information Security and Privacy Protection	Customer Topic		Business Ethics and Anti-Corruption	Governance Topic
	Employee Rights	Employee Topic		Health and Safety	Employee Topic
	Content Liability	Customer Topic		Talent Development	Employee Topic
	Product Innovation	Customer Topic		Resource Utilization	Environmental Topic
	Equal Employment Opportunity	Employee Topic		Supply Chain Management	Governance Topic
				Responding to Climate Change	Environmental Topic
				Emissions Management	Environmental Topic

Autohome's 2024 Material Topics List

02

Compliance and Shared Responsibility

Autohome upholds compliance as the cornerstone of its development, emphasizing business ethics, safeguarding information security and user privacy, actively advancing the development of intellectual property rights, and carefully fostering a sustainable supply chain. The Company has established a well-structured governance framework and an efficient multi-department coordination system. ■

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Business Ethics

To cultivate an integrity-driven business environment, Autohome has institutionalized and systematized business ethics governance, strictly complying with laws and regulations such as the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, and the *U.S. Foreign Corrupt Practices Act*. In 2024, the Company revised several internal policies, including the *Autohome "Red, Yellow and Blue" Cards Penalty System*, the *Autohome Implementation Guidelines for Handling Violations by Employees*, the *Autohome Complaint and Whistleblower Management Measures*, and the *Autohome Measures for Investigating and Handling Malpractices and Violations by Employees*. These revisions refined business ethics management procedures, established clear ethical standards for employees, and outlined detailed penalty provisions.

Governance Responsibilities and Structure

Autohome's Board has established an Audit Committee composed of three independent directors to oversee the Company's business ethics practices. The committee is responsible for assessing the effectiveness and adequacy of internal control procedures and receives quarterly reports from the Compliance Committee on these matters, providing strong support for subsequent decision-making. The Compliance Committee serves as the Company's management body of business ethics, chaired by the CFO, who oversees the implementation of business ethics policies, ensures compliance with the code of business ethics, prevents insider trading, and safeguards whistleblower protection mechanisms. The Internal Audit Department submits a monthly compliance report to the Compliance Committee, provides synchronized updates on training and whistleblower feedback, issues compliance alerts to employees via email, and prevents employees from engaging in improper stock trading activities.

Business Ethics Audit

Autohome has formulated an annual special audit plan, led by our Internal Audit Department. We conduct internal audits at least once every 2-3 years, focusing on high-risk areas of significant concern. The Company prioritizes high-risk areas, investigating various aspects such as the business ethics of external suppliers for procurement projects and potential violations of business ethics by internal personnel, especially when such violations are reported. The outcomes of these audits are compiled by the Internal Audit Department and then reported to the Audit Committee.

In 2024, the Company conducted two thorough reviews of employee conflicts of interest. In line with the *Autohome Employee Conflict of Interest Management Policy*, we established protocols for managing employee interest relationships and conflict risks. Employees must declare potential conflicts during onboarding, with declarations required twice a year from all staff, assessed and audited by the Internal Audit Department. Simultaneously, we issued educational materials clarifying declaration requirements, principles, and timelines. The declaration system prominently displays restricted behaviors related to conflicts of interest

to assist accurate reporting and identify potential conflicts, strengthening compliance management.

Under the *Autohome Gift and Gratuity Submission and Registration Policy*, the Company further standardizes gift and gratuity reception and registration processes. Quarterly reviews are conducted on gift submission, disposal status, and inventory management to ensure ethical employee conduct.

Autohome incorporates compliance requirements into employee performance evaluations. Employees confirmed to have violated regulations are penalized under the *Autohome "Red, Yellow and Blue" Cards Penalty System (2024 Edition)*. Based on severity, penalties are imposed on direct and related responsible parties in accordance with the *Autohome Implementation Guidelines for Handling Violations by Employees (2024 Edition)*, which include financial measures (such as monthly salary deductions, salary increase restrictions, and adjustments to long-term incentives and equity) as well as other consequences (6 categories including restrictions on promotions, awards, and annual performance).

Business Ethics Training

Autohome intensifies business ethics training and awareness initiatives, promoting a culture of integrity. In 2024, the Company conducted 12 business ethics training sessions and organized 32 integrity-focused training programs through new employee orientation, online and offline training sessions, and awareness campaigns, achieving 100% participation rate from all employees including full-time, part-time staff and contractors. The training completion rate for both our directors and employees reached 100%, reinforcing ethical awareness and embedding integrity principles across the organization. We utilized the compliance mailbox to remind employees of tradable and non-tradable periods, while also implementing controls through an external third-party system to prevent violations of stock purchase regulations.

To further strengthen corporate integrity, Autohome conducts annual and quarterly surveys, as well as other investigations to educate employees on anti-corruption laws and regulations while collecting feedback. All directors are required to disclose their related parties and any transactions with the Company, as well as report any gifts received, non-salary financial transactions, specifying their sources and amounts. These measures effectively enhance the integrity awareness of company directors and reinforce ethical business practices.

2024

Business ethics training	Integrity - focused training
12	32
sessions in total	sessions in total

Cover all employees, including part - time employees and contractors. The proportion of the company's directors and employees receiving integrity training reaches

100%



Ethics Training for New Employees

- We mandate ethics and business conduct training for all new hires, requiring **100%** completion of training and passing a full-score assessment within three months of onboarding. In 2024, a total of **491** employees completed training and examination on professional ethics, accumulating **245.5** training hours.

Integrity Culture Promotion

We promoted integrity culture through various means, including posters, meetings, training sessions, and talks:

- The integrity education film *The Path Beneath Our Feet* was broadcast in "The Home of Learning", conference rooms, and on digital displays in common areas within the Company, reaching **2,006** viewers with **334.3** total viewing hours.
- Hosted the "Zero Tolerance" campaign launch and "5.15" Anti-Economic Crime Day events, engaging over 150 company leaders, core department heads, and team leaders.
- Conducted eight integrity compliance briefings and case-based warning education sessions, reaching 360 key personnel, including executives, department heads, and team leaders, to reinforce ethical awareness across leadership tiers.
- Organized eight F1 integrity compliance training sessions, covering more than **340** new hires, introducing Autohome's integrity culture and fostering awareness of ethical conduct from the outset.
- Held an online compliance Q&A during International Anti-Corruption Day, covering all employees with scenario-based content related to the identification of internal violations within the Company.

Integrity Thematic Activities

We organized on-site thematic activities to reach key personnel and enhance the Company's integrity culture:

- Organized **2** thematic education activities for over **40** core leaders and nearly **40** employees in key positions at education bases.
- Held **4** "Autohome Police-Enterprise Service Day & Compliance Consultation Day" events, with **2** sessions featuring local law enforcement agencies.
- Co-hosted the "Tea for Integrity" cultural advocacy event with external enterprises, engaging over **750** employees.
- Launched the second annual 919 Autohome Integrity and Compliance Day series, covering all employees.
- Conducted online and offline interactive integrity-themed activities, with approximately **250** employees participating in compliance quizzes and engaging in the "Taste of Integrity" event.

Business Ethics Communication

- Through OA system, the column of "Home of Integrity", and company-wide emails, Autohome regularly disseminates business ethics information, updated internal integrity policies, published decisions on internal punishments, and shared major events related to internal and external integrity practices. In 2024, a total of 8 issues were released, garnering over 14,000 hits online.

Highlights on Integrity and Compliance Training and Advocacy Programs in 2024

Autohome Business Ethics Creative Video & Poster Campaign

Autohome organized a creative video and poster campaign with the theme "Upholding Integrity, Sounding the Alarm Against Corruption". The Company encouraged all employees to actively create themed posters and used DingTalk notifications to announce and promote the event to the entire workforce, aiming to enhance employees' sense of loyalty, responsibility, integrity, and public service. A total of two video submissions and six poster entries were collected through Ping An Group's internal evaluation platform for corporate-wide excellence recognition. Among them, the video *The Path Beneath Our Feet* won the second prize for excellent works at Ping An Group and was broadcast in "The Home of Learning", conference rooms, and on digital displays in common areas within the Company.



The Path Beneath Our Feet, Autohome's 2024 Integrity Education Film

Autohome Integrity and Compliance Comic Series

To raise employees' awareness of integrity and compliance, Autohome launched a themed comic series creation activity. The comics transformed key company policies into visually engaging illustrations. Topics included rejecting gifts and gratuities, declaring conflict of interest, recusal procedures for family member engagements, and protecting business secrets. Employees were encouraged to actively participate, and the activity was promoted through both online and offline channels. The response from employees was positive, contributing many easy-to-understand and highly relevant works that aligned with corporate and staff needs.



Outstanding works from the integrity and compliance comic series

Violation Investigation and Handling

Autohome has established a comprehensive system for managing violations, implemented a rigorous process for investigating violations and established clear standards for addressing employee misconduct. Under the *Autohome "Red, Yellow and Blue" Cards Penalty System*, we have identified 41 red card penalty infractions, 29 yellow card penalty infractions, and 15 blue card penalty infractions. According to the *Autohome Code of Business Conduct and Ethics*, if violations of ethical standards are found during special audits or whistleblower investigations, and accountability for the violation is required, the penalty recommendations will be formed by the Company's Penalty Panel and approved by the management. Based on the severity of the violation, penalties are applied to the responsible and related individuals. Penalties, as per the *Autohome Implementation Guidelines for Handling Violations by Employees (2024 Version)*, include financial penalties, restrictions on promotions, and limitations on awards and honors. In 2024, the Company handled 13 employee violations, penalizing 23 individuals. No corruption lawsuits were filed against the Company or its employees that were concluded in 2024.

Autohome's Violation Investigation and Handling Flow

Organize personnel to investigate actions and behaviors that violate national laws and regulations, as well as the Company's operational and management rules and regulations.

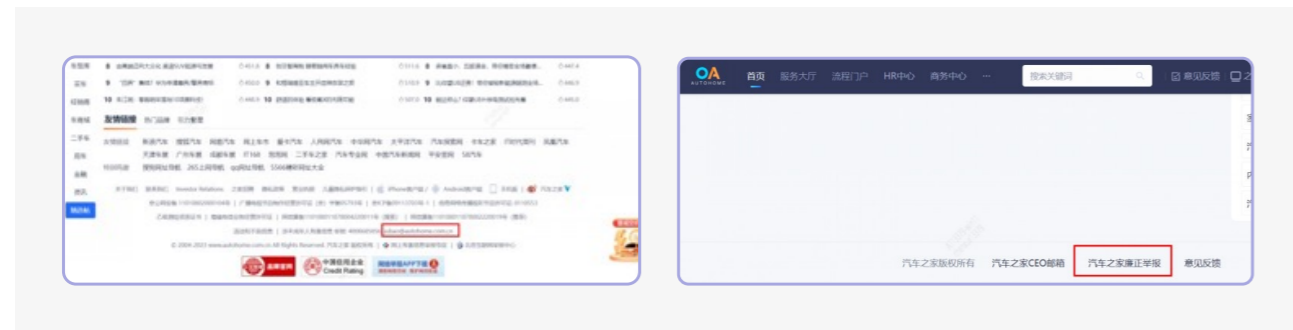
The Company's Internal Audit Department provides handling recommendations for confirmed fraud or violations, as well as for offenses requiring designation and penalties under the *Autohome "Red, Yellow and Blue" Cards Penalty System*, and submits them to the Penalty Panel for review. Upon approval by the Company's management, decisions and notices regarding penalties will be issued based on the specific circumstances.

Individuals suspected of violating the law will be referred to public security organizations for investigation.

Business Ethics Oversight and Whistleblower Protection

Autohome recognizes the critical role of whistleblowing in advancing ethical business practices and values feedback, complaints, and reports from employees, suppliers, clients, and users. We provide integrity reporting channels across various platforms, including Autohome's official website, internal OA website, and suppliers' recruiting platform, along with a dedicated whistleblowing hotline. All reports received through these channels are strictly handled in accordance with the *Autohome Complaint and Whistleblower Management Measure (2024 Edition)*.

For reports involving potential violations or misconduct, the Internal Audit Department conducts an initial verification upon receiving a complaint. Based on the preliminary findings, a targeted audit investigation is carried out if necessary. If a violation is confirmed, appropriate actions are taken in accordance with laws and regulations as well as company policies.



Autohome's reporting and complaining channels

To encourage active employee participation in upholding business ethics, the Company provides comprehensive protection and incentives for whistleblowers. Relevant provisions are outlined in the Employee Handbook, explicitly stating that any threats, intimidation, or retaliation against whistleblowers will be subject to strict penalties.



Autohome's announcement on whistleblower protection and reward

Information Security and Privacy Protection

Autohome strictly abides by laws, regulations, and industry norms such as 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*, and the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services*. The Company has established and continuously improved its information security and privacy protection management system, and has developed dozens of policies governing these aspects. These policies clarify the Company's information security and privacy protection management objectives, principles, security frameworks, and specific security requirements, enhancing the requirements for network security, data security, user information protection, data lifecycle, and other aspects, ensuring the security of all business operations. In 2024, the Company updated several policies, including the *Autohome Information Security Standard* and the *Autohome Information Security Norm*, introducing more detailed regulatory requirements for information security and privacy protection. Autohome has also assembled a dedicated information security team responsible for formulating security management policies and standards. After approval by senior management, these policies are disseminated to all employees via email, our OA system, and the Autohome APP system, ensuring standardized implementation of information security practices across all business operations.

Management Structure

The Board as the highest responsible body for network security, information security, and privacy protection, supervises and manages the monitoring, operation, and handling of network security, information security, and privacy protection within the Company. The Company has established a Security Committee as a specialized executive body for information security and privacy protection. This committee is led by the Vice President of Content Security as the Committee Director, with the CTO and the Vice President overseeing enterprise and consumer user business serving as Deputy Directors. Additionally, managers at the middle level or above serve as the Executive Secretary and members in charge of specific businesses. The Security Committee, together with the network, data, algorithms, content, products, government regulatory communications, business groups, and other segments, establishes an effective and coordinated information security management system, ensuring the solid implementation of the Company's information security and privacy protection efforts.

The Company's management will periodically report to the board of directors on the situation in key areas such as network security. In the event of a network security incident, the Company's management will coordinate decision-making with the assistance of the Security Committee and other relevant

departments within the Company. Disclosure of significant network security incidents will be made in accordance with the *Rules on Network Security Risk Management, Strategies, Governance, and Event Disclosure for Listed Companies*, and other relevant laws and regulations. Additionally, the Company's management will promptly report significant network security events to the board of directors.

We adhere to established principles and methods to distinguish and categorize data based on their attributes or characteristics. Through this process, we establish a suitable classification system and arrangement order, enhancing the standardization and efficiency of data usage and management processes. To facilitate this, we have formulated the *Autohome Data Security Standard-Data Classification and Grading*, which classifies data according to multiple factors such as business characteristics, security requirements, data relevance, data scope, scope of influence, degree of influence, and data disclosure requirements. We have established corresponding security management and control measures, such as access control, data encryption and decryption, and data desensitization. Additionally, we have developed a holistic authorization framework.



Autohome did not experience any major network security incidents in 2024

Information Security and Privacy Protection Audits

The Company adopts the common industry standards for data protection and undergoes regular audits by third-party companies to validate the implementation of security measures. We classify protection targets according to our unique system and business requirements and complete the filing of classified protection. This filing system encompasses all our information systems, ensuring comprehensive coverage and alignment with each system's actual conditions. We engage a qualified cybersecurity classified protection assessment organization to conduct assessments of all our Level 3 protection-filed cybersecurity systems once in a year and biennial assessments of our Level 2 protection systems. In 2024, all registered Level 3 and Level 2 systems successfully passed their respective annual security audits and obtained certification from regulatory evaluation bodies. Following the Ministry of Industry and Information Technology's (MIIT) requirements, we engaged a third-party firm to assess the security risks associated with our registered critical industrial and information data. The evaluation found no high-risk vulnerabilities, and the Company successfully passed the assessment. Additionally, in 2024, the Company was awarded the Label of Personal Information Protection Impact Assessment (PIA) by the China Cybersecurity Industry Alliance (CCIA) Data Security Working Committee and the Data Security Community (DSC).

The Company conducts annual activities to enhance information security management, including internal security system tests, attack and defense drills, and internal information system security assessments, to comprehensively scan for security vulnerabilities and address any detected issues. We encouraged the information technology and security teams within our business units to conduct self-inspections and corrections in both front and back offices, with review from the Internal Audit Department. Front office enhancements focused on rigorously verifying account information, labeling user accounts, implementing account network address attribution, thoroughly cleaning up harmful account information, desensitizing sensitive information, and updating privacy policies¹. In the back office, measures included de-identifying sensitive information storage, scanning for weak passwords, conducting APP privacy compliance tests, and performing multi-dimensional security self-reviews. We also hire professional third-party security companies for attack and defense drills and optimize our security strategies based on their reports. For key business systems associated with financial statements and related processes, the Company conducts annual self-assessments and external audits of relevant information systems. In 2024, the self-assessment identified four permission control issues, which were of low risk and have been rectified. The external auditors did not find significant control deficiencies in the information systems.

¹ Autohome Privacy Policy: <https://www.autohome.com.cn/about/falv.htm>

The Company engages in external compliance testing of user personal information protection for all apps at least once a year. In 2024, the Company invited external organizations to assess the privacy compliance of our apps-Autohome, Auto Quotation, and usedautohome.com. The assessment found compliance with regulations in terms of personal information collection, subjects of personal information, protection of children's information, and privacy protection policies. In 2024, the Company did not experience any incidents involving the security breach of users' personal information.



Autohome has been awarded the PIA label by the China Cybersecurity Industry Alliance (CCIA) Data Security Working Committee and the Data Security Community (DSC)



Emergency Response

The Company has formulated the *Regulations on Emergency Response to Network and Information Security Events* and a set of emergency response plans tailored to malicious codes, data breaches, network intrusions, network information security incidents, and system vulnerabilities. These plans ensure the full implementation of emergency security control and management actions. We also have detailed emergency handling mechanisms and established a duty system to ensure that designated personnel are accessible to address security incidents on weekdays, rest days, and holidays. Additionally, we organize emergency drills that simulate urgent information security incidents to test the effectiveness of our systems. Meanwhile, Autohome collaborates with leading domestic crowdsourced security testing platforms, engaging "white hats" to assist in testing for information security vulnerabilities and conducting targeted fixes. Through a bug bounty program that rewards ethical hackers for valid vulnerability discoveries, we incentivize multi-stakeholder participation in collaborative cybersecurity enhancement, with a total reward pool of nearly RMB 90,000 distributed throughout the year.



In 2024, the Company

did not have any data leakage incidents

Autohome Information Security Incident Simulation Drill

In 2024, Autohome conducted a practical network security drill by simulating a real-world hacker intrusion scenario. This deep-dive exercise aimed to uncover potential security issues and accurately validate the effectiveness of the security defense system. The drill covered all IDC data centers, public cloud servers, and all systems, with the attackers attempting to gain access to servers or data without impacting business continuity or availability. The total duration of the drill was no less than 40 hours. Following the drill, a professional team promptly compiled a report, performed a review, and submitted it for analysis. The exercise proved valuable in helping the Company mitigate compliance risks caused by security vulnerabilities, eliminate potential security threats, and foster a secure business environment, thereby continuously improving the Company's overall security capabilities.



Principle of Privacy Protection

Autohome places the highest priority on safeguarding users' rights, interests, and privacy security, making every effort to implement stringent security measures. We implement the principle of "data minimization" across our applications in strict accordance with national laws, regulations, and standards. This approach enables us to provide customers with convenient services while ensuring a strong security framework for information protection. We have developed the *Autohome User Agreement* and the *Autohome Privacy Policy*, which clearly outline the types and specific details of users' personal information collected at each stage of engagement, as well as how users' personal information is collected, utilized, shared, transferred, disclosed, stored, deleted, and transmitted. They underscore the importance of obtaining users' informed consent, ensuring that personal data is utilized appropriately and securely.

The Company has integrated privacy protection into its overall compliance and risk management framework. We engage third-party organizations at least once annually to conduct compliance testing and generate a report on our privacy policy. This allows us to promptly implement corrective measures for any identified issues to maintain policy rigor and effectiveness. Additionally, any modifications to our privacy policy in our daily business operations shall undergo thorough reviews by responsible internal departments and external legal experts to ensure compliance while safeguarding user rights.

User-centric data protection is at the core of our approach. We prioritize the rights of users as data subjects and provide clear guidance on how to access, modify, delete, cancel accounts, change or revoke authorization, and withdraw consent to the collection of personal information. In Autohome Privacy Policy, we publish effective methods and procedures for inquiring, correcting, revoking consent, and deleting and canceling user information. Additionally, we emphasize that we do not impose unreasonable conditions on these requests, ensuring comprehensive protection of users' rights over their personal data.

Throughout the information processing lifecycle, Autohome strictly complies with all compliance requirements. Unless explicitly stipulated by laws and regulations, Autohome shall not share users' information with any company, organization, or individual without the consent of users. Furthermore, we only provide users' personal information to third parties offering related services to fulfill specific services, thereby ensuring that information collection and sharing are limited to the necessary scope and purpose.

In 2024, Autohome's personal information protection impact assessment in scenarios involving information sharing with dealerships and used car merchants achieved a two-star rating.



- When accessing users' personal information during actual business operations, our system repeatedly generates prompts requesting explicit user authorization. The collection of personal information is tailored to individual user needs and scenarios, ensuring that only relevant information is collected. Internally, we carefully assess the types of information collected for all business and scenarios, with third-party security firms validating these measures with the principle of data minimization.
- After obtaining users' authorization, the Company collects and lawfully utilizes their personal information within the framework of the privacy policy while protecting users' personal information during service provision. Personal data is encrypted or stored anonymously, with strict access control mechanisms on data access rights and the Multi-Factor Authentication (MFA) technology to prevent data breaches and ensure the confidentiality, fairness, effectiveness, and recoverability of the data processing system and services. Users can directly review the details of the collected personal information in the app and request actions such as export, correction, or deletion from the Company.
- In managing the engagement of third parties for processing users' personal information and the sharing of personal information with third parties during app services and operations, the Company has identified security and privacy risks across various scenarios. Users are informed of such instances through clear disclosures such as informing users, displaying third-party logos, and signing the *Data Processing Agreement* and the *Data Sharing Agreement* with third parties. These agreements clarify responsibilities in privacy protection for both parties and improve the management of third-party involvement.
- When users opt to close their accounts, the system will completely delete all their personal information.

Autohome Management Initiatives for User Personal Information

The Company is comprehensively enhancing the application of innovative technologies in encrypting user information and providing support for the upgrade of encryption technology. While ensuring the encryption of sensitive data, we have introduced database encryption middleware, integrating new encryption tools into the existing API framework. This improved encryption efficiency, stability, and reliability, while laying the foundation for future encryption algorithm upgrades. The encryption tools are equipped with advanced encryption algorithm upgrading functions, significantly enhancing the stability and durability of user information encryption. This ensures robust user privacy protection. Moreover, we leveraged the open-source engine OpenSCA for vulnerability detection. Through software composition analysis, dependency analysis, feature analysis, reference identification, and compliance analysis, we thoroughly examine software components for potential security vulnerabilities and open-source license risks. This approach ensures the secure integration of open-source components in applications.

Privacy Protection Promotion and Training

The Company places significant emphasis on information security and privacy protection training, offering at least two training sessions annually for all employees, along with specialized training for key personnel. A hybrid learning approach is adopted, combining online and offline methods. Internally, the Company utilizes the "The Home of Learning" learning platform to provide security awareness courses covering cybersecurity awareness, legal and regulatory compliance, data compliance, and personal information protection. Furthermore, we actively participate in regulatory training sessions and invite external experts for specialized workshops. In 2024, Autohome conducted three internal training sessions on information security and privacy protection.



Training on information security and data privacy protection

In 2024, Autohome organized a series of training sessions focusing on data compliance regulations, technical perspectives on data security compliance, and case study analysis. The sessions included "Practical Compliance in Lead Business", "Data Compliance Requirements and Practices from a Technical Perspective", and "Legal Training on Trade Secrets and Confidentiality". These training programs effectively enhanced employee awareness of privacy security and protection.

In addition, the Company has participated in APP privacy protection workshops organized by the China Academy of Information and Communications Technology (CAICT) and the Beijing Communications Administration. Moreover, experts from CAICT, under the guidance of the Ministry of Industry and Information Technology (MIIT), were invited to host a "Personal Information Protection Training for APP Development". The training was attended by the CTO, Deputy Party Committee Secretary, and over 70 key personnels from primary departments, significantly improving compliance awareness of the organization to safeguard user rights.



Autohome organizes training on information security and data privacy protection

The training was attended by the CTO, Deputy Party Committee Secretary, and

over **70**

key personnels from primary departments



The Company emphasizes daily compliance reinforcement, regularly distributing monthly information security awareness newsletters to all employees and implements risk alerts across critical domains such as security awareness, corporate security requirements, technical security knowledge, and security compliance requirements. This initiative strengthens employee vigilance regarding information security and privacy protection.

Complaints and Handling

The Company has established a comprehensive mechanism for handling inquiries and complaints about personal information and has a complaint follow-up process. We offer users multiple channels, including a customer service hotline, online customer service through the APP, and dedicated email addresses. Upon receiving a complaint, immediate action is taken to process and resolve the issue, with incentives across the process of complaint acceptance and handling. Furthermore, regular follow-ups are conducted to verify the effectiveness of corrective actions, safeguarding user rights and satisfaction.

We also sent out 304 report emails to address potential infringements. 3,210 110

Intellectual Property

Autohome strictly abides by intellectual property-related laws and regulations such as the *Patent Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, and the *Computer Software Protection Regulations*. To strengthen our intellectual property protection framework, we have developed key policies such as the *Autohome IP Management Measures*, the *Guidelines for Trademark Registration Application*, and the *Procedures for Software IP Application*. These guidelines help ensure that patents, copyrights, trademarks, and other intellectual property assets are properly managed and protected. Our approach is proactive, focusing on managing intellectual property with care while respecting the rights of creators and safeguarding our own assets.

To clearly communicate our stance, we have publicly shared our *Statement on Intellectual Property Rights*, which details our responsibilities in protecting intellectual property achievements. We have also set up multiple channels to protect rights holders. These include avenues for reporting infringements, where violations can be addressed by removing or disabling related content to minimize risk. Furthermore, we encourage content publishers to share feedback, helping us foster a healthy and transparent intellectual property ecosystem.

Autohome actively manages intellectual property applications

and strategic planning by monitoring and issuing real-time alerts on newly disclosed patents. We have standardized and automated our IP application process, categorizing workflows to improve efficiency while ensuring both the quality and quantity of applications. Our approach includes a structured, multi-level system for managing IP assets, allowing us to track and govern them effectively. This helps drive the implementation of our IP strategies across the Company.

In 2024, Autohome launched a holistic, dynamic IPR early warning and management system, enabling online management and real-time monitoring of patents, software copyrights, and trademarks. This platform enables online oversight and real-time monitoring of patents, software copyrights, and trademarks. It also offers detailed reviews of our IP assets and monitors competitor activity, providing instant risk alerts. This system enhances our understanding of industry trends, optimizes our patent portfolio, and strengthens our market competitiveness by promoting better patent use and management.

For internal IP applications, employees can track the progress of their submissions through the system. Public information is accessible to all staff, promoting transparency. Additionally, suppliers can register their IP applications with our Intellectual Property Administration, ensuring clear and open communication in the IP management process.

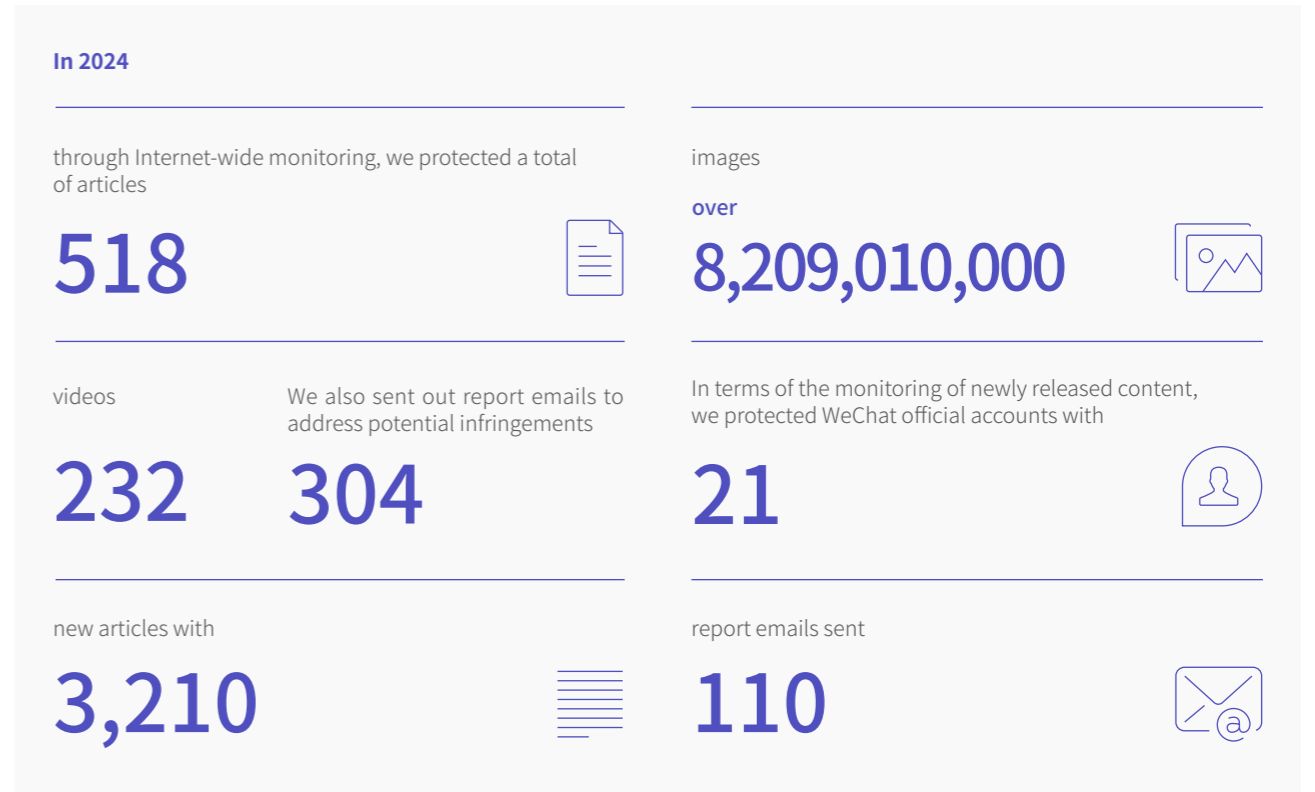
Protecting the Rights and Interests of Content Creators

Autohome is dedicated to safeguarding the legitimate rights and interests of content creators. To ensure comprehensive protection, we have developed an advanced early warning system that monitors key areas, including original content across the Internet, internet court activities, competitive product patent analysis, and trademark monitoring. Using cutting-edge search technology and algorithms, this system provides 24/7, precise monitoring across multiple platforms.

When infringement is detected, we act quickly. We initiate legal proceedings within the permitted scope to collect electronic evidence.

At the same time, we issue a takedown notice to the infringing party and forward the details to our legal team. They then issue a formal cease-and-desist letter and manage the entire rights protection process, ensuring timely and effective action.

To enhance enforcement, we blacklist repeat infringers or platforms. For medium to large platforms involved in infringement, we assess the situation promptly and develop appropriate response strategies. In cases where illegal websites are found infringing, we act immediately by issuing takedown orders.



We take a proactive approach to trademark monitoring and protection, maintaining close oversight throughout the trademark application process. This includes tracking potential infringements from competitors and monitoring similar trademarks during the preliminary approval stage. When infringement is identified, we act quickly to intercept it and compile monthly reports summarizing our monitoring results.

Our protection network extends across all approved trademarks

during their publication period, with precise monitoring across all categories online. If similar trademarks are identified, we issue immediate warnings and raise objections to mitigate risks at the source. We also enhance trademark usage control through advanced, internet-wide monitoring tools to combat unauthorized use and similar logo imitations. When infringements are confirmed, we conduct notarization and develop targeted strategies to protect our brand and interests. In 2024, the Company successfully resolved a major intellectual property lawsuit, ultimately reaching a settlement.

Innovation Achievements

Autohome prioritizes nurturing a culture of independent innovation in intellectual property rights within the Company. We have established the *Management Regulations on Reward for Inventions* and set up the "Special Reward for Product Technology" to incentivize employees' passion. In 2024, we held two specialized training sessions on intellectual property applications to support and assist employees' innovation efforts. As of December 31, 2024, we had awarded the "Invention Patent Acceptance Award" to 118 inventions, granted the authorization award to 93 patents, and distributed over RMB 760,000 in rewards, benefiting a total of 459 individuals.

By December 31, 2024, the Company had 318 patent proposals, 128 newly accepted patent proposals, of which 127 were invention patents and 1 was appearance patent. In 2024, we obtained 99 new authorized certificates, of which 77 were invention patents and 22 were appearance patents, setting a new historical record. Regarding software copyright registration, we submitted 272 applications and obtained 272 granted certificates. In terms of trademarks, we submitted 74 applications and obtained 66 trademark registration certificates and renewal certificates.

Supplier Management

Autohome maintains a strong focus on supply chain management practices, actively building a green and sustainable supply chain system. In 2024, the Company further refined policies such as the *Autohome Supplier Management System* and the *Supplier Operations Manual*, optimizing key aspects such as supplier management, assessment, evaluation, and communication. Leveraging an intelligent management system, we ensure full lifecycle oversight of our suppliers, maintaining a supply chain that is both stable and efficient.

Supplier Approval

- We evaluate the necessity of site visits based on specific circumstances and thoroughly assess the qualifications of suppliers requiring such visits, guided by the *Autohome Supplier Evaluation Report on Site Visits*.
- For physical product suppliers, our priority is to ensure adherence to green supply chain principles and product responsibility standards within their supply chains. Meanwhile, service suppliers are subjected to stringent criteria, especially regarding safety management and protecting employee rights and interests, ensuring full compliance with relevant standards and regulations.

Adding and Changing Suppliers

- We strictly follow internal standardized processes and enhance the management of supplier records.

Supplier Risk and Performance Assessment

- Guided by four core principles: systematic, concise and science-based, stable and comparable, and flexible and operable, we employ a multi-indicator comprehensive approach to supplier performance evaluations. The evaluations are conducted online, with assessments conducted based on collectively procured items and on contractual agreements for other items.
- Our risk and performance evaluations cover all officially admitted suppliers, except for individual, offshore, and non-contractual payment suppliers, achieving a 100% assessment rate.
- Besides, all Autohome suppliers, except for individual and overseas ones, have been integrated into the Tianyancha credit system, effectively preventing and managing supplier risks.

Monitoring and Improvement Management of Suppliers

- To ensure the quality of supplier services, we have implemented a mechanism to phase out underperforming suppliers for specific categories. For suppliers with lower overall scores, we conduct interviews and surveys to monitor and drive their corrective actions, thereby improving their service levels. If a supplier is found to be in violation of laws or regulations, the supplier management system will take immediate action based on risk control monitoring data, either by directly addressing the issue or ordering the supplier's exit, ensuring compliance and high-quality operation of the supply chain. Additionally, we have introduced detailed supplier deduction rules in our supplier disposal regulations to further refine violation management. In 2024, a total of 28 suppliers were included in the supplier blacklist.

Communication with Suppliers

- We underscore cooperation and communication with suppliers, helping them enhance their capabilities. During the annual supplier review, we focus on promoting and emphasizing the contents and requirements regarding supplier blacklisting and anti-corruption measures. This information was further communicated through our supplier portal, ensuring all suppliers in our network were informed. In 2024, we organized communication and training sessions for all suppliers on four aspects, including updates to management systems, initiatives, and online system functionalities, achieving 100% coverage.



Autohome's launched supply chain risk control system "ProcureShield"

Autohome independently developed and continuously optimizes the "ProcureShield" risk management system, with three new risk control modules added in 2024. This system establishes a comprehensive data repository for risk control, enabling full-process monitoring of business workflows and displaying risk control results on a visualized integrated platform. The system addresses potential compliance risks in key areas such as supplier management and procurement management by using advanced judgment, early warning, and termination strategies to construct a proactive risk control system. It intercepts risks in advance, minimizing the chances of collusion and bid-rigging, and provides periodic reviews of hidden risks and rapid response actions.

Through this system, we effectively regulate procurement execution by demand departments, promote transparent procurement, ensure rigorous and compliant procurement management, and intensify risk control, reinforcing our operational defenses. Since the system went live, we have successfully identified and intercepted 48 risk items.

Suppliers by Region / Number

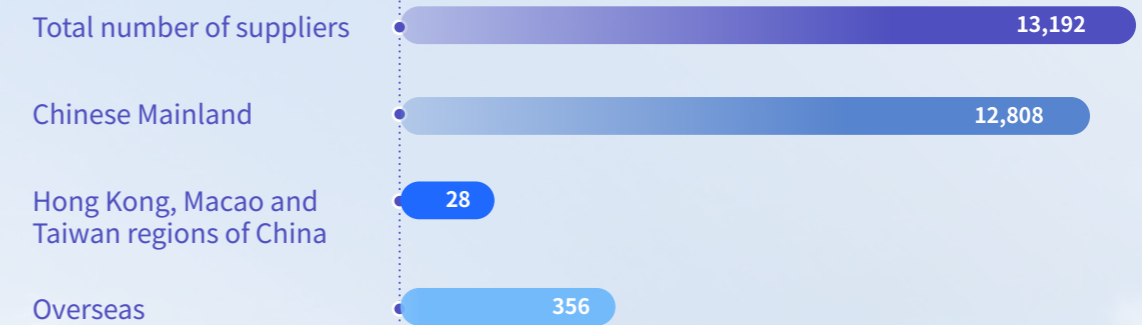


Table Number of Autohome's Suppliers by Region

Supplier Business Ethics

Autohome is committed to fostering a sustainable and ethical supply chain, working closely with suppliers to minimize risks and ensure stable, efficient operations. We actively promote transparency in procurement and strive for mutual benefits with our partners. To uphold integrity and sustainability, we enforce clear management principles during procurement, setting strict standards for ethical conduct, social responsibility, and environmental protection. These measures regulate supplier conduct and foster a well-ordered, healthy supply chain ecosystem.

To oversee these efforts, we have established the Procurement Management and Discipline Committee, led by the Vice President and supported by key departments in supply chain and compliance management. During procurement, we emphasize integrity through our supplier platform and align all partners with the *Autohome Supplier Management System*. Integrity requirements are communicated explicitly during contract signing, and suppliers are required to participate in commercial ethics training to fully understand and adhere to our ethical standards. We also conduct regular awareness activities to reinforce these principles. Through our supplier portal, we have achieved a 100% participation rate in business ethics training.

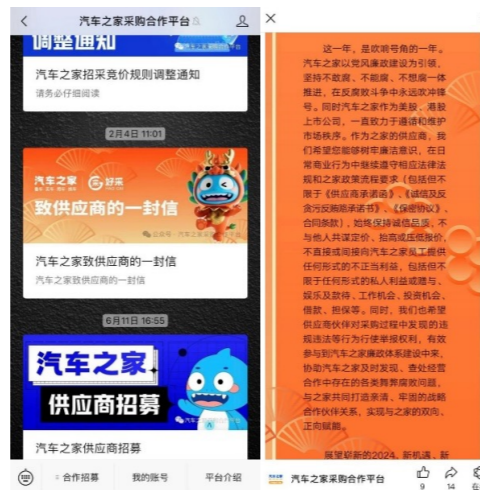
Additionally, suppliers are provided with clear channels to report any corruption cases, with outlined scopes and reporting guidelines. All suppliers are required to sign the *Letter of Integrity, Anti-Corruption, and Anti-Bribery Commitment*, while procurement employees must sign the *Letter of Employee Integrity and Self-Discipline Commitment* before assuming their duties—both commitments have achieved a 100% signing rate. To further strengthen ethical practices, we maintain ongoing communication with suppliers. We regularly share advocacy materials, such as A Letter to Suppliers from Autohome via our WeChat official account, "Autohome Procurement Cooperation Platform".

The signing rate of the *Letter of Integrity, Anti-Corruption, and Anti-Bribery Commitment* for procurement employees is

100%



Autohome's supplier integrity and anti-corruption reporting channel



Autohome's Publication of A Letter to Suppliers from Autohome



Autohome's supplier management platform outlining compliance requirements

Supplier Information Security and Privacy Protection

At Autohome, we prioritize information security and privacy protection throughout our collaboration with suppliers. To ensure compliance, we have established clear guidelines such as the *Supplier Data Compliance Obligation Audit Checklist* and the *Lead Generation Business Compliance Guidelines*. These documents outline our strict requirements for suppliers and partners involved in handling sensitive data.

Before sharing any data, we obtain user consent and ensure

transparency about who will receive the information and why. We enter into Data Processing Agreements with our suppliers and business partners and partners who handle data on our behalf. We clearly define the scope, purpose, and duration of data processing, along with the responsibilities of each party regarding data protection. Furthermore, where regulations allow, we conduct audits to assess suppliers' data processing practices. This ensures their systems, capabilities, and security measures align with our standards, safeguarding information security across the entire supply chain.

Green Procurement

We integrate green and sustainable development into our operations and procurement processes, prioritizing eco-friendly products. For employee holiday gifts, we adhere to green procurement principles, choosing environmentally friendly packaging to help minimize our ecological footprint.

Highlights of Autohome's green procurement initiatives in 2024:

- The New Year gift boxes featured eco-friendly insulated pads crafted from cork oak bark. The material is non-toxic, odorless, and free from harmful substances, ensuring safe use. It is also fully recyclable and naturally biodegradable, leaving no environmental impact after disposal.
- The outer packaging of the 2024 Mid-Autumn Festival gift boxes was made using eco-friendly pulp molding techniques with recycled paper and printed with environmentally safe inks. The production process was optimized to reduce waste, and the final product is fully biodegradable.
- The 2024 Dragon Boat Festival backpacks were made from recycled plastic bottles, with a total of 115,000 bottles repurposed, reducing approximately 3.45 tons of carbon dioxide emissions.



03

Content Excellence & Service Innovation

Autohome consistently upholds an innovative approach, striving to be a leading global platform for automotive content and online services. We uphold strict content quality standards, prioritize user experience, and actively seek user feedback to ensure the delivery of high-quality, trustworthy content. Additionally, we are committed to ethical marketing practices, ensuring that all advertising content is truthful and reliable.

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● Technology Innovation	50



Content Management

Principles

Autohome implements a strict and transparent content control strategy. Through our platform's announcement section, "Content Traffic Light", we use a "red-green-light" standard as the core review guideline. We encourage the publication of green-light content, such as news about new energy vehicles and professional automotive articles. Conversely, we strictly prohibit red-light content, including violence, pornography, hate speech, terrorism, extremist propaganda, misinformation, cyber harassment, self-harm, discrimination, and content harmful to minors. At the same time, this section serves as a guide, encouraging users to share legal, compliant, and positive content, while clearly outlining what is encouraged and what is prohibited.

In adherence to national laws and regulations, Autohome takes social responsibility seriously, ensuring the platform's safe and stable operation. By promoting healthy, diverse content, we aim to create a positive, engaging online automotive community for users, the platform, and society as a whole.

Governance

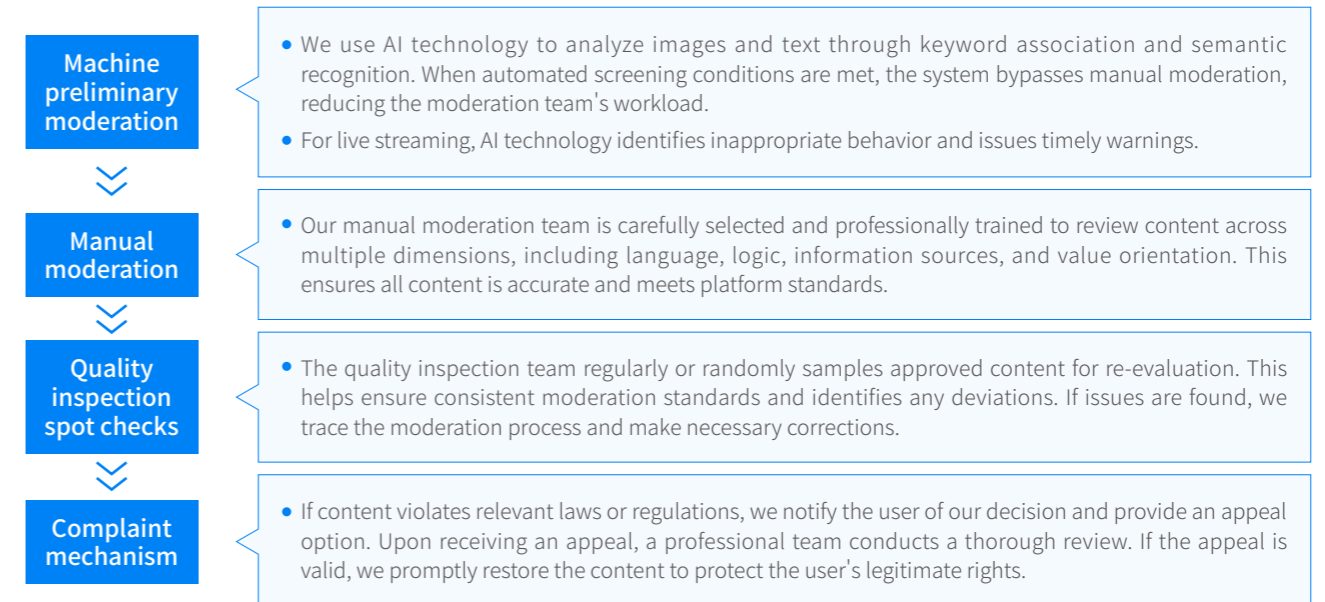
Autohome has established a Safety Committee, focusing on safeguarding key areas such as platform content, data, products, and algorithms. It oversees content governance and directly reports to the Board, ensuring effective and professional management of content security.



Approaches

Content Moderation Mechanism

To maintain a healthy platform ecosystem, Autohome enforces a "moderation before posting" mechanism for all published content. This includes preliminary machine moderation, manual reviews, and random quality inspections, supported by a complaint mechanism for users to report concerns. After content is approved and published, a dedicated team conducts 24/7 real-time monitoring. For content involving extreme behavior, misinformation, or other harmful material, we apply strict moderation standards to minimize violations.



Autohome's Content Moderation Process

Content Control Initiatives

Protection of Minors	Autohome places a strong emphasis on protecting minors. We enforce strict review policies for all content involving minors, including images, GIFs, and memes that could be inappropriate or borderline. Such content is promptly rejected in accordance with regulatory guidelines.
Content Cleanup	In response to industry developments, Autohome undertook a comprehensive review to standardize historical content and ensure compliance. This large-scale cleanup involved reviewing approximately 4 billion pieces of data over four months. Through rigorous screening, we identified and addressed about 8.42 million instances of non-compliant content, accounting for 0.08% of the total. During this process, we optimized our moderation strategies based on content types, such as images, text, video, audio, and registration information. Each category underwent focused moderation, which streamlined resources, reduced the need for frequent rule adjustments, and significantly enhanced efficiency.
Handling of Violating Accounts	In 2024, we deleted over 9,700 accounts due to violations related to usernames, avatars, behaviors, and published content.
Prevention of Telecom Fraud	To combat telecom fraud, we implemented a targeted strategy focused on specific indicators, such as misleading activity instructions, exaggerated winning probabilities, inducements to top-ups, and clickable website links. Relevant keywords were integrated into our machine recognition system for stricter screening of content involving websites, inducements to click, prize claims, and cash-related topics. As a result, 26 related accounts were banned.

Training

In 2024, Autohome held three targeted training sessions for its content moderation team, content quality labeling team, and operations and content production staff. These sessions covered themes such as the "Two Sessions" and the "75th Anniversary of the Founding of the People's Republic of China", and other major national political events, with an average of 25 participants per session. To strengthen content production risk management, the moderation team also conducted 430 additional training sessions, totaling 370 hours of training.

Daily Quality Inspection Error Analysis Training

To reduce errors from misinterpretation, we conduct daily training sessions focused on analyzing quality check errors. These sessions offer one-on-one guidance, providing in-depth explanations and root cause analysis.

Quality Issue Summary Training

Monthly sessions are held to summarize key quality challenges and corresponding solutions. This helps employees stay informed and better manage quality issues, ensuring consistent product and service standards. A total of 12 sessions were conducted.

Synchronized Compliance Update Training

Whenever compliance policies change, we promptly organize synchronized training sessions, both online and on-site, to ensure an accurate and thorough understanding of new regulations.

Overview of Moderation Team Training

Number of content moderation items	pieces	4,132,170,000
Number of non-compliant content items	pieces	100,210,000
Rate of non-compliant content items	%	2.43
Number of harmful information items cleared through manual moderation	pieces	13,490,000
Number of harmful information items cleaned up through machine and big data	pieces	86,710,000
Rate of non-compliant content items being handled	%	100.00
Number of information items on cyber violence	pieces	406,295.00
Number of information items on tobacco products	pieces	176.00
Number of pornographic information items	pieces	422,375.00
Number of information items on alcohol products	pieces	763.00
Number of information items on weapons	pieces	6,044.00
Number of information items on gambling	pieces	98,541.00
Number of information items on discrimination	pieces	7,238.00
Number of information items on privacy violations, information leaks, and human flesh searches	pieces	105.00

KPI Table for Content Control in 2024

Responsibility in Advertising

With a strong sense of social responsibility, Autohome is committed to ensuring the compliance and sustainable development of its advertising business. We strictly adhere to relevant laws and regulations, 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*. Autohome has meticulously refined its *Regulation on Internal Advertisement Review*, establishing detailed review criteria and operational procedures. This ensures that every advertisement displayed on the platform is authentic, lawful, and compliant.

We have set clear and stringent entry criteria for advertising content, with explicit guidelines regarding the types of products and behaviors permitted. Oversight is provided by the board of directors and management, who guide the strategic direction of the advertising business. Certain types of advertisements are strictly prohibited, including those promoting: Tobacco products, alcoholic beverages, weapons, and gambling; Content involving violence, graphic imagery, discriminatory messages, misleading information, culturally sensitive issues, or material harmful to children's welfare; and, Content that threatens health and safety and includes detrimental elements, such as illegal hunting, wildlife trade, and online fraud schemes. To enhance user transparency, all promotional materials must be clearly labeled as "Advertisement".

The Company has implemented a rigorous and systematic full-process advertising review mechanism, with the *Advertisement Law of the People's Republic of China* serving as its core framework. The review process consists of three key stages: machine preliminary moderation, manual moderation, and quality inspection spot checks. All advertisements first undergo an automated screening process to identify potential issues. Preliminarily screened content is then reviewed by

the manual moderation team for a more detailed evaluation. The quality inspection team conducts random spot checks. During the review process, special attention is given to extreme expressions commonly found in advertising copy, such as "mos", "No.1", and "internet-wide", as well as the dress code of individuals featured in advertisements. This thorough process helps eliminate improper marketing practices, reduce negative impacts on minors, and prevent false claims, exaggerated promotions, and objectionable content like vulgarity or pornography.

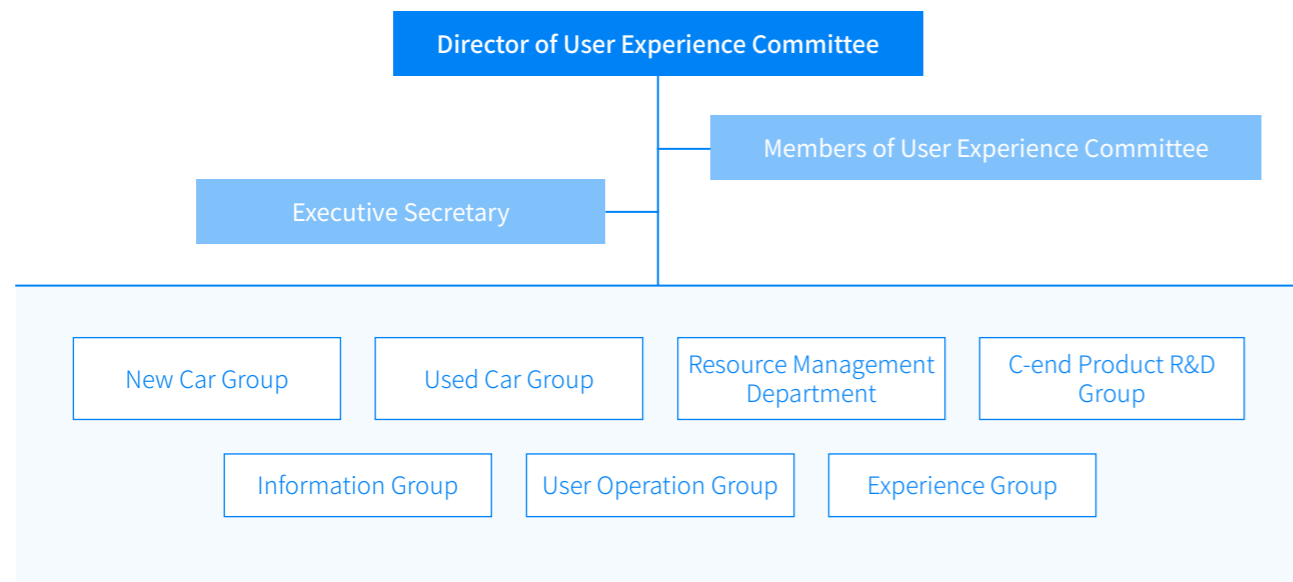
Autohome recognizes the importance of responsible advertising in maintaining a healthy platform ecosystem. To proactively mitigate potential violations, we focus on key risk areas, including regulated commodities, items requiring filing, extreme expressions, overly revealing attire, and suggestive content, elements that may violate advertising laws. We conduct specialized training for sales department employees, offering in-depth analysis of real cases encountered during the ad review process. Following the training, the sales team communicates the Company's requirements to all dealers, helping to elevate the overall quality of advertising content on the platform.



User Experience

User Experience Management System

Autohome has established a user-centered and service-oriented user service management system to ensure timely and effective services and support for our users. The Company has set up the User Experience Committee, collaborating across departments to continuously optimize user experience. We have formulated the *Customer Service Center Service Manual*, which explicitly outlines standardized service specifications aimed at delivering consistent and high-quality services to users. In addition, we have formulated regulations such as the *Regulation on the Ratio of Customer Service Center Quality Inspections*, the *Customer Service Center Quality Inspection Standards*, and the *Customer Service Center Quality Inspection Process* to ensure that we provide users with superior services and experience through regular quality spot checks on frontline customer service.



User Experience Committee Structure



User Service Experience Enhancement

In 2024, we launched a User Experience Initiative to systematically analyze user feedback, identify key issues, and implement bi-weekly review cycles for continuous product and service improvements and reduce customer complaints. Through a number of measures such as optimizing the regulatory mechanism, improving the rights reminder information, and systematically solving the full-link card points, we have significantly improved the service efficiency and user satisfaction, and finally achieved an average customer complaint rate of 36%. Specific improvements included, a 15% reduction in complaints related to lead generation harassment, a 73% decrease in complaints regarding Autohome's car purchase subsidy program, a 36% drop in complaints about car wash services and a 20% reduction in refueling service complaints.

Process Development

- Formulated an after-sales logistics operation manual and standardized processing procedures to improve efficiency in after-sales logistics.
- Established standardized message templates for specific business lines, replacing callback phone calls with automated system messages to enhance operational efficiency.
- Completed the information feedback process for used car dealership partnerships to enhance information exchange and cooperation effectiveness with the merchants.

Copy Optimization

- Provided SMS copywriting optimization suggestions for the "Smart Effect Store" and "Super Subsidy" campaigns to improve the effectiveness of marketing information.
- Optimized user notification messages for forum bans (C-end), creating a smoother experience when users encounter account restrictions.

Evaluation System

- Developed and refined a supplier service evaluation system, assessing suppliers based on two key criteria-fulfillment services (out-of-stock rate, product damage rate, and delivery service) and after-sales handling (processing efficiency, communication & coordination, and service quality). This aims to improve overall supplier service quality.

Refined Management

- Implemented a detailed, three-tier tagging system for categorizing user issues to ensure faster and more accurate resolutions across various business scenarios.
- Collected user feedback and actively promoted optimizations through a structured demand analysis → targeted response → two-way communication → weekly tracking workflow, increasing the accuracy and adoption rate of user-requested improvements. As a result, the user demand adoption rate increased to 38.5% in 2024.

Process for User Service Experience Enhancement

Caring for the Disadvantaged

Autohome is committed to supporting vulnerable groups by integrating inclusive design principles into its user interaction experience. We prioritize simplicity, intuitive navigation, and high-contrast visuals to ensure our platform is accessible to all users, regardless of age or physical condition.

To better serve elderly users and those with visual impairments, we have introduced features like large font size options and an eye protection mode within our app. Users can easily customize their reading experience by adjusting the "font" settings, making it more comfortable to engage with our content.

Listening to Users' Voices

Autohome prioritizes user feedback, striving to deliver higher-quality, user-centric automotive information and services. Through rigorous user research and in-depth interviews, we extensively gather insights to refine our products and services.

User Research

Autohome conducts extensive user research to better understand the needs of the automotive community. Our focus areas include consumer interests, purchasing preferences, brand and model inclinations, payment capacity, and user demographics.

To ensure efficient and comprehensive data collection, we primarily adopt online research methods. Leveraging Autohome's expertise in automotive information and services, we accurately identify and engage with core user groups. Additionally, we expand our research scope through social media platforms like WeChat and Weibo, using their large user base and diverse communication features to distribute surveys. This multi-platform approach helps us gather broader and more diverse insights, integrating user feedback to provide a deeper understanding of evolving demands. This data-driven approach lays a solid foundation for service upgrades, ensuring our automotive services better align with user needs, and continuously enhancing the breadth and depth of the user experience.

Since May 2024, our customer service team has been actively compiling user inquiries related to the product database and assigning them to relevant teams for resolution. As of December 6, we have identified 95 user requests and successfully solved 328 inquiries.



User Research Flowchart

Interviews with Users

In 2024, Autohome conducted in-depth user interviews to gain deeper insights into product usage, user experiences, and consumer preferences. Participants were recruited through third-party suppliers, SMS surveys, and automated calls. Interviews were conducted via online Tencent meetings and offline focus groups, with each session focusing on a specific theme and targeting eight key user groups, including new Autohome users and female users. Over the year, we conducted 31 interviews with 579 participants, gathering 341 valuable pieces of feedback, 164 of which were adopted.

Based on user feedback, Autohome made targeted improvements. For example, in response to concerns about outdated or hard-to-find new car content, we launched the New Car Calendar feature, which ensures that subscribed users receive timely updates on the latest vehicle models. Since its launch, the feature has attracted 685,000 subscribers, with an active engagement rate of 40.33% after accessing the content.

Customer Complaint

Autohome places great importance on handling customer complaints efficiently. We have established a comprehensive set of guidelines, including the Major/Emergency Reporting Mechanism, the Complaint Handling Process for Each Business Segment, the Complaint Handling Process for Typical Problems, and the Detailed Complaint Handling Protocols for Business of Various Channels. These policies ensure that every step of the complaint-handling process is well-defined, allowing us to provide timely and satisfactory resolutions for every customer inquiry.

Upgrading customer service system	We upgraded the customer service instant messaging (IM) system, transitioning it from "Jiajia Xiaoqi" (Autohome's AI assistant) to a new IM service platform. Enhancements include optimized agent transfer logic, chat emojis, front-end chat message copying, and historical chat record retention, significantly improving user convenience. Effective IM online sessions increased by 18%, demonstrating a notable improvement in service quality.
Enhancing frontline staff's operational capability	Daily Q&A sessions: Conducted 30-minute morning and evening meetings to address complex issues faced by frontline staff. Specialized training: 1,252 individuals participated in the training sessions, which consisted of in-person instruction, online remote learning, and scenario simulations. The training covered business knowledge, skill enhancement, and simulations of various business handling scenarios.
Extending service hours	Extended human customer service hours to 8:00 AM - 10:00 PM daily
First-inquiry responsibility	For urgent or major incidents, frontline agents must report within 10 minutes, and team leads must submit reports within 30 minutes via the incident reporting group. Upon notification, management must immediately inform department heads, PR, and legal teams.
Closed-loop timeliness management	General complaints must be resolved within 24 hours. Major complaints must be reported within 30 minutes and handled on a case-by-case basis.

Measures in Responding to Customer Complaints

Case	Issue	Solution
Optimization of Membership Car Wash Redemption Code Prompt	The prompt timing for using the membership car wash annual card did not align with the actual availability. The user requested the redemption of the car wash coupon and a refund for their offline payment.	The customer service team communicated the issue to the business team and informed the user that the request could not be fulfilled. It also suggested optimizing the prompt wording for better clarity.
Blacklist User Unblocking Process	A user was unable to register an account due to being flagged on the blacklist.	The customer service team verified that the user had repeatedly registered and deactivated accounts while posting abnormal content. Given the extended ban period, a special request for account reinstatement was approved, and the user was reminded to adhere to community guidelines.
Dispute Over Rejection of A Super Subsidy Order	A user's invoice for the car purchase cashback event was rejected due to an issue with the car brand and model. Believing they met the eligibility criteria, the user requested the cashback benefits.	Customer service facilitated the communication between the business team and the user. The user was advised to re-upload the purchase invoice and contract for reassessment.
Complaint About Proof of Purchase Upload Requirements for the Super Subsidy	A user's submission for the Super Subsidy event was rejected because parts of the purchase contract were obscured due to a confidentiality agreement on car pricing. The user disputed the rejection.	After verification, customer service explained the rules outlined on the order details page and addressed concerns about information security. The user was also reminded about the limitations of the event's quota.
Delayed Final Payment After Selling a Car	A user sold a car via the platform, but the dealer refused to pay the remaining balance, citing the absence of compulsory insurance, and became unresponsive.	Upon receiving the complaint, customer service proactively contacted the dealer and urged them to settle the outstanding payment.

Customer Complaint Cases

In 2024, Autohome launched several channels to collect user opinions and feedback, including the APP, mobile and PC feedback platforms, the 400 hotline, online instant messaging, public opinion cell phones, and proactive follow-up visits to users. Over the year, a total of 34,858 complaints were received, with a 100% response rate and a complaint resolution rate of 99.95%.

◆ Satisfaction Improvement

Autohome prioritizes customer satisfaction as a key driver for enhancing service experiences. We actively gather suggestions and feedback through satisfaction surveys, using these insights to guide the continuous optimization of our products and services. To boost customer satisfaction, a user satisfaction plugin was added to the web page to collect real-time feedback from users about the products they are viewing. Compared to traditional surveys, this approach significantly increased user participation and enabled more accurate identification of issues.

Optimized homepage OPU distribution mechanism

Solved homepage content quality issues, increasing the satisfaction rate by **13.2%** compared to last year

Improved image library metrics

Addressed image library coverage issues, increasing the satisfaction rate by **4.7%-5.1%** compared to last year

Enhanced data-related tasks

Solved issues with incomplete configuration coverage and data accuracy, increasing the satisfaction rate for the configuration details of cars available for sale by **5.7%** compared to last year

User Satisfaction Plugin Enhancement Effects

In 2024, the Company focused on metrics such as the proportion of net promoter users, user detractors, and reasons for recommendation in its satisfaction surveys. A total of 265 surveys were conducted, covering 1,972,889 users, with an average satisfaction rate of 99.1%. Furthermore, Autohome conducted 13 NPS surveys throughout the year. Of these, 12 were conducted on the Autohome website, and one was conducted by a third-party supplier, covering 25,548 users. Results from the Autohome site surveys indicated a positive upward trend in NPS, averaging around 51% per month, reflecting an improvement over the previous year.

2024

Autohome focused on metrics such as the proportion of net promoter users, user detractors, and reasons for recommendation in its satisfaction surveys.

Throughout the year
265 surveys

Covering
1,972,889 users

Average satisfaction rate
99.1%

NPS surveys throughout the year

13 surveys

Autohome website

12 surveys

Third-party supplier

1 survey

Covering

25,548 users



NPS surveys throughout the year

Technology Innovation

As the automotive industry accelerates its digital transformation, Autohome remains committed to advancing technological innovation while strictly adhering to cybersecurity and data security regulations for intelligent connected vehicles. Guided by its internal management framework and policies, the Company steadily advances its technological innovation efforts.

Online, Autohome leverages cutting-edge technology to enhance user interaction, delivering accurate automotive information and intelligent recommendation services. Offline, we utilize technological advancements to redefine events like auto shows and test drives, offering immersive experiences.

To foster a culture of innovation, Autohome encourages employees to submit creative ideas across various domains, including content creation, application products, commercial products, and technological research and development. Once reviewed and approved, these ideas are recognized as "Spark Points", with contributors receiving corresponding rewards. Adopted ideas receive full support from professional teams,

ensuring successful implementation. This innovation incentive mechanism motivates employees, continually strengthening the Company's R&D capabilities and driving technological progress. In 2024, the Company invested a total of RMB 1.318 billion in research and development.

In 2024, the Company's investment in research and development reached

1.318 billion RMB

Innovation Achievements

Amid the automotive industry's accelerated shift toward intelligence and digitalization, Autohome has strengthened its innovation efforts by aligning with industry trends and focusing on user and business needs. This approach has resulted in significant achievements in research and development this year.

Autohome Scenario-based Visual Database - Enhancing Vehicle Selection Efficiency

As an industry-first, the scenario-based visual database uncovers the four key scenarios that car buyers need when viewing vehicles: nighttime driving, interior spatial utilization, intelligent driving, and cabin experience. It integrates 46 automotive accessories displayed in real-life contexts, three dynamic road condition simulations displaying vehicles' intelligent driving capabilities, and over 15 interactive features related to intelligent cabins. This immersive approach visualizes vehicle applications in real-life scenarios, allowing users to envision how they would use the vehicle in these situations. The intuitive and relevant gallery material provides users with key decision-making support during the car selection process, enhancing both consumption and experience. In 2024, the database has served over 50 million users.



Autohome Scenario-based Visual Database Interface



AI Chatbot

With the accelerated digital transformation in the automotive industry, Autohome has developed an AI chatbot that integrates AI intelligence and IM robots, prominently improving operational efficiency and providing practical insights for the industry's digital transformation.

AI Intelligence: Empowering Multiple Scenarios, Optimizing Business Processes

AI intelligence plays a crucial role in various business processes, greatly enhancing operational efficiency. In store operations, the AI initialization time for new stores was reduced from 30 minutes to 5 minutes, and basic setup time decreased from 1 hour per week to just 15 minutes. The pricing feature saves 40 minutes each day for price intelligence gathering. In terms of content creation, AIGC assists with writing marketing articles, reducing the time from 1 hour to only 10 minutes. During customer follow-ups, the AI system can identify high-intention customers, saving DCC 1 hour of work each day. On the decision-making front, the SiNan 2.0 transforms data interpretation into interactive responses, which reduced data review and analysis time from 30 minutes to 5 minutes.

IM Robot: Efficient Communication for Enhanced Sales Conversion

The IM robot, primarily used in sales communication scenarios, can replace consultants in interacting with users and resolving queries, handling various types of consultations. Through multi-dimensional guidance, it facilitates user retention and conversion, quickly establishing communication channels between merchants and users to considerably reduce merchants' operational costs. Its transaction rate is 1.1 times higher than the market average, showcasing its powerful sales capability.

04

Clean and Low-carbon Development for a Green Future

In response to global efforts to combat climate change, Autohome places a strong emphasis on environmental responsibility. We actively promote energy conservation, emission reduction, and resource efficiency while optimizing waste management processes. By embracing the principles of green development, we strive to contribute to ecological sustainability and continue advancing on the path toward a greener future.

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- Green Operations 66



Responding to Climate Change

Climate change poses significant risks to human well-being and the global environment. In response, Autohome has integrated climate change considerations into its overall development strategy, setting clear goals and gradually enhancing the climate resilience of its operations to better manage risks and mitigate adverse impacts.

Governance

The Board, as the highest decision-making body for ESG governance, plays a pivotal role in addressing climate change. It leads the development of dedicated teams for carbon neutrality and drives climate change governance across all levels of the organization.

Strategy

To comprehensively assess climate-related risks and opportunities, Autohome conducted a climate change scenario analysis and established evaluation timeframes. In terms of physical climate risk analysis, the Company referenced the recommendations in Appendix D of the HKEX ESG Code and carried out a benchmarking exercise using the Shared Socioeconomic Pathways (SSPs) outlined in the IPCC's Sixth Assessment Report (AR6) as the basis for physical scenario analysis. In terms of climate transition risk analysis, the Company focused on future energy composition and emission trends, selecting two global energy scenarios (Global Energy Scenarios and GEC) from the International Energy Agency (IEA) as the basis for transition scenario analysis.

Scenario Type	Scenario Option	Temperature Rise	Scenario Definition
Physical climate scenario	SSP1-2.6	Below 2°C	Low-emission scenario aligned with the <i>Paris Agreement</i>
	SSP5-8.5	4.5-6°C	Worst-case emission reduction scenario
Transition climate scenario	Net Zero Emissions by 2050 Scenario (NZE Scenario)	Below 2°C	Achieving global net-zero emissions by 2050, in line with the <i>Paris Agreement</i>
	Announced Pledges Scenario (APS)	2-3°C	All countries make emission reduction commitments and exert effort

Autohome Scenario Selection

Time Period

Autohome has categorized climate risk management into short-term (2025-2026), medium-term (2027-2030), and long-term (2030-2050) horizons to guide the development of targeted strategies.

	Short-term	Medium-term	Long-term
Time Period	2025-2026	2027-2030	2030-2050
Duration	2 years	3 years	20 years

Autohome Climate Risk Phases

Autohome aims to play a key role in the green and low-carbon transformation of the automotive and transportation industries. By influencing the entire value chain, we actively contribute to achieving the "dual carbon" goal.

► Energy efficiency

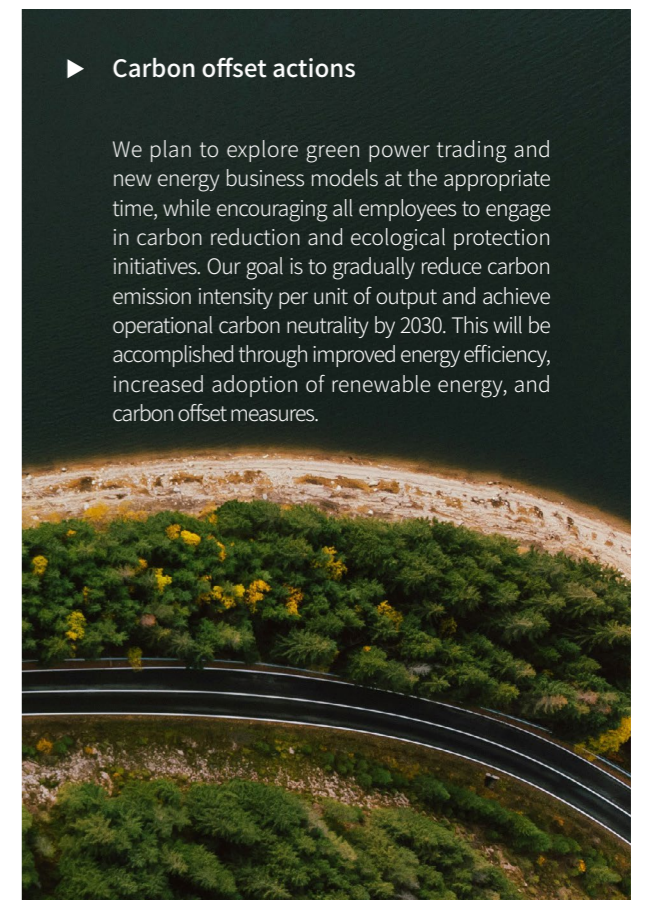
We leverage advanced technologies and enhance internal management to minimize reliance on non-renewable energy sources and optimize current energy usage. This approach helps reduce energy intensity per unit of business output while supporting sustainable business expansion.

► Renewable energy utilization

Autohome actively monitors developments in green power trading and is working toward achieving 100% green energy utilization across operations as soon as feasible. We collaborate with major data center suppliers and implement various strategies to transition electricity consumption in data centers to green power. We collaborate with major data center suppliers to jointly promote the transition of data center electricity consumption towards green energy through various means.

► Carbon offset actions

We plan to explore green power trading and new energy business models at the appropriate time, while encouraging all employees to engage in carbon reduction and ecological protection initiatives. Our goal is to gradually reduce carbon emission intensity per unit of output and achieve operational carbon neutrality by 2030. This will be accomplished through improved energy efficiency, increased adoption of renewable energy, and carbon offset measures.



Risk Management

Autohome conducts in-depth analyses of climate change risks and opportunities that could significantly impact its operations. These assessments consider key factors such as business characteristics, geographic locations, and value chain activities. Based on these insights, the Company formulates targeted response strategies.

Risk Type	Risk Description	Response
Physical risks	Acute risks <ul style="list-style-type: none"> Extreme weather events, such as heavy rainfall, floods, and heatwaves, pose significant risks to Autohome's operations. These events can directly damage office facilities and data centers, leading to business disruptions, data loss, and service interruptions. For example, severe rainfall could flood data centers in low-lying areas, damaging critical equipment like servers and causing prolonged outages of online services. Extreme weather may also disrupt supply chain operations, delaying the delivery of spare parts needed for equipment repairs and causing business interruptions. Frequent floods, high temperatures, and other severe conditions could result in power and network failures, further impacting the stability and security of Autohome's operations. 	<ul style="list-style-type: none"> Conduct risk assessments of leased office spaces and data centers. When selecting new locations, prioritize avoiding high-risk areas, such as flood-prone valleys and coastal regions susceptible to typhoons. Enhance the resilience of infrastructure by equipping data centers with waterproofing, flood prevention systems, wind-resistant facilities, backup power supplies, and cooling systems to mitigate power outages and extreme heat. Develop contingency plans and conduct regular drills to ensure swift, effective responses during extreme weather events, protecting employee safety and minimizing asset losses. Establish partnerships with multiple suppliers to diversify supply chain risks, ensuring consistent access to essential materials and services, even amid logistical disruptions. Fortify data backup and recovery capabilities by storing backups at off-site locations for faster recovery in case of data loss. Additionally, closely monitor weather forecasts.
	Chronic risks <ul style="list-style-type: none"> Long-term climate changes, such as rising temperatures, sea level rise, and shifts in precipitation patterns, pose gradual but significant risks to Autohome's operational environment. Higher temperatures may increase cooling costs for data centers and reduce equipment lifespan. Rising sea levels could threaten office facilities and data centers in coastal regions. Changes in precipitation patterns may lead to water shortages or deteriorating water quality, affecting daily operations and employee well-being. Social instability resulting from climate change-such as resource competition and population migration-could also affect market dynamics and workforce stability. 	<ul style="list-style-type: none"> Gradually relocate business facilities from high-risk coastal areas to safer inland locations to mitigate the impact of rising sea levels. Bolster water resource management by optimizing usage processes, improving efficiency, and identifying alternative water sources to mitigate potential shortages. Stay attentive to social trends influenced by climate change. Actively participate in public welfare initiatives and support the sustainable development of local communities to enhance Autohome's social image and strengthen employee engagement and loyalty. Collaborate with governments and NGOs to address social challenges arising from climate change, fostering a stable operational environment. Regularly review global climate reports to stay informed. Consider climate-related risks when selecting sites for physical stores and leased data centers.

Risk Type	Risk Description	Response
Transition risks	Policy and legal risks <ul style="list-style-type: none"> In response to climate change, governments worldwide are intensifying climate change policies, such as increasing carbon taxes and enforcing stricter emission standards, may lead to rising operational expenses. Failure to comply with evolving regulations could result in fines, production restrictions, or temporary shutdowns. Stricter regulations on energy consumption may require more detailed disclosures on energy usage and carbon emissions, placing higher demands on management and operational processes. As climate-related regulations evolve, companies may face new compliance requirements in data center operations, product design, and service delivery. Environmental standards, and energy efficiency standards for data centers may be further tightened. Failure to meet these standards could result in legal litigation, financial penalties, and reputational damage. 	<ul style="list-style-type: none"> Establish a dedicated policy research team to monitor domestic and international climate policies and assess their potential impact. Develop proactive strategies to adjust business models and operations in line with emerging policy requirements. This includes optimizing energy structures in data centers, increasing the use of renewable energy, and reducing carbon emissions. Actively participate in industry associations and policy discussions to provide insights to government agencies and advocate for supportive regulatory environments. Improve internal management by implementing a robust carbon emission management system, which accurately monitors and reports energy consumption and emissions of the Company to maintain regulatory compliance. Enhance the legal team the legal team's expertise through regular training on climate change. Establish a regulatory tracking system to stay updated on policy changes across different regions and adjust strategies accordingly. Incorporate environmental requirements into standard processes when providing services to clients, ensuring compliance with the latest regulatory standards. Collaborate with industry peers to collectively address regulatory challenges and share best practices for compliance. Purchase relevant insurance to mitigate potential financial losses from legal litigation risks. Strictly adhere to compliance requirements in information disclosure. Use digital management systems to track environmental data during business operations.
	Technology risks <ul style="list-style-type: none"> Achieving a low-carbon transition requires Autohome to continually adopt emerging technologies, such as energy-saving solutions, renewable energy systems, and carbon capture and storage technologies. However, the research, development, and application of these technologies present several challenges. These include Technological Uncertainty, as new energy-saving technologies may not deliver the expected results in practice or may be incompatible with existing equipment, necessitating extensive modifications and upgrades. The investment required for adopting and integrating new technologies can be substantial, increasing operational risks. If the Company fails to keep up with technological advancements, it may fall behind in market competition. 	<ul style="list-style-type: none"> Increase investment in technology research and development by establishing in-house R&D teams or collaborating with research institutions to drive innovation and develop climate-focused solutions. Conduct comprehensive feasibility assessments and pilot applications to evaluate the maturity, cost-effectiveness, and compatibility of new technologies. Establish a technology reserve mechanism to monitor industry trends and prepare for future technological advancements for strategic adoption. Foster closer collaborations with suppliers to drive technological innovation, ensuring the stability, reliability, and practical applicability of new solutions. Develop systematic technology upgrade plans aligned with business objectives and industry trends. This includes phasing out outdated technologies and equipment to reduce the risk of obsolescence.

Risk Type	Risk Description	Response	
Transition risks	Market risks	<ul style="list-style-type: none"> As consumer awareness of climate change grows, there is an increasing preference for environmentally friendly and low-carbon services. If Autohome fails to adapt its service strategies to meet this demand, it risks losing market share. Additionally, climate change may disrupt supply chains and cause fluctuations in raw material prices, impacting product costs and supply stability. For instance, certain raw materials used in server manufacturing may face shortages or price increases due to climate-related factors, raising the costs of data center construction and operations. 	<ul style="list-style-type: none"> Conduct regular market research to understand consumer preferences for green internet products and services. Integrate environmental sustainability into product design and service offerings by launching low-carbon, energy-efficient products. Strengthen partnerships with suppliers to build long-term, stable relationships, ensuring joint efforts in addressing supply chain risks related to climate change. Stabilize raw material prices and ensure supply stability through long-term contracts and hedging strategies. Promote Autohome's climate change initiatives and achievements to enhance brand image, and market competitiveness.
	Reputation risks	<ul style="list-style-type: none"> Failure to take appropriate action on climate change or engaging in improper practices can significantly harm Autohome's reputation. For instance, if the Company is found to be excessively consuming energy, exceeding carbon emission limits in its data centers, or neglecting proactive climate initiatives, it could lead to dissatisfaction or boycotts from consumers, investors, and the wider public. The rapid spread of information through social media further amplifies this risk, as negative events can quickly attract widespread attention and escalate reputational damage. A tarnished reputation could lead to serious consequences, including customer loss, investor divestment, and broken partnerships, ultimately undermining the Company's long-term development. 	<ul style="list-style-type: none"> Develop clear corporate social responsibility strategies, with climate change action as a core component. Actively promote energy conservation, emissions reduction, and green office practices. Regularly share environmental achievements with the public. Establish a comprehensive system to monitor public feedback regarding the Company's climate actions. Address negative publicity promptly. Foster strong relationships with media outlets to share positive stories that highlight Autohome's proactive actions and contributions to climate change, reinforcing a positive corporate image. Enhance environmental awareness and responsibility through employee training, ensuring alignment with the Company's environmental values. This also helps prevent individual actions that could pose reputational risks. Focus on achieving targets outlined in <i>Autohome's Report on Carbon Footprint and Carbon Neutrality Action</i>. Implement effective carbon reduction projects and regularly disclose progress.

Table Climate Change Risk Identification and Response

Amid the national and industry-wide shift towards a low-carbon economy, we strive to seize the historic opportunities presented by the energy revolution and evolving market dynamics, providing innovative green solutions to address climate risks.

Opportunity	Opportunity Description	
Technology-driven growth	Promotion of green travel technologies	With the advancements in new energy vehicle technologies, such as electric and hydrogen fuel cell vehicles, Autohome leverages its technical expertise to analyze key aspects like energy-saving systems and intelligent range management. By producing specialized reports, educational videos, and other content, we aim to educate users about green mobility technologies. This approach not only enhances user awareness but also attracts advertisements from new energy vehicle manufacturers and opens new revenue opportunities.
	Carbon emission calculation tools	Autohome is developing a carbon emission calculation tool tailored to vehicles, providing accurate estimates based on factors such as vehicle model, driving distance, and driving behavior. This tool can be integrated into our platform to offer valuable services to users while fostering partnerships with environmental organizations and government agencies, further strengthening our industry influence.
	Virtual and augmented reality test drive experience	By harnessing Virtual Reality (VR) and Augmented Reality (AR) technologies, Autohome offers users the ability to test-drive new energy vehicles online. This approach not only reduces the carbon footprint associated with traditional test drives but also improves the efficiency of purchase decisions. Additionally, it opens opportunities for collaboration with more car manufacturers, expanding Autohome's online marketing business.
Increased emerging market demand	New energy vehicle market information services	As consumer interest in new energy vehicles grows, Autohome can develop a specialized platform offering comprehensive information, including new vehicle launches, model comparisons, purchase guides, and battery technology updates. By addressing consumers' information needs, this platform will attract significant user traffic, creating monetization opportunities through advertisements, paid memberships, and other premium services.
	Promotion of sustainable transportation solutions	In response to urban traffic congestion and environmental pollution, Autohome will promote sustainable transportation solutions, including shared mobility and intelligent transportation systems. By partnering with relevant companies, we aim to provide real-time information on car-sharing and bike-sharing services, as well as smart route planning. This approach will enhance user engagement and create new opportunities for business collaborations.
	Expansion in the eco-friendly vehicle modification market	With rising environmental awareness, more car owners are seeking eco-friendly modifications for traditional fuel vehicles. Autohome can provide detailed information on modification options, including technical guides, case studies, and compliance regulations. By partnering with modification part manufacturers and service providers, we aim to expand our after-market services, driving growth in the eco-friendly automotive sector.
Responding to national policy initiatives	"Trade-in" Policy Implementation	With the implementation of the "trade-in" policy, Autohome can leverage its data platform and market analysis capabilities to assist consumers in making informed replacement decisions. This approach will help stimulate growth in both the used car and new car markets.

Table Climate Change Opportunities

Indicators and Targets

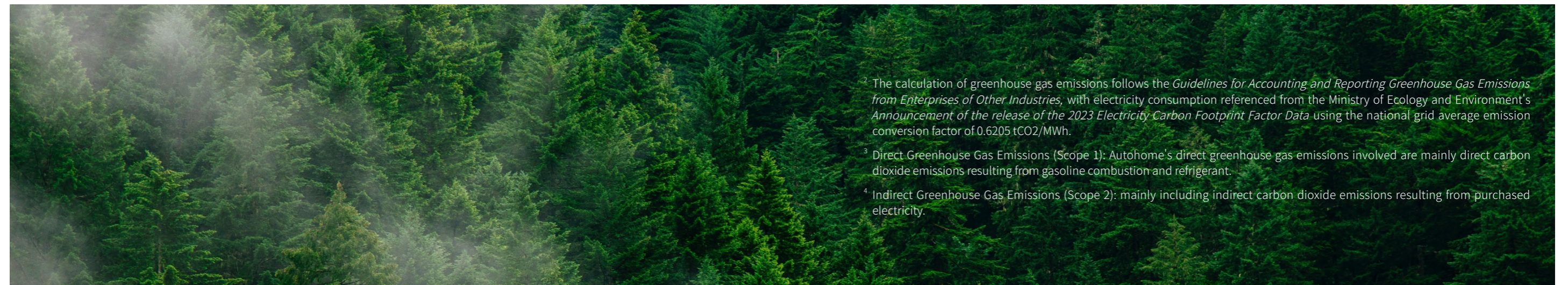
Carbon neutrality has become a global consensus and has been incorporated into corporate development plans and practical actions. Autohome recognizes its critical role in supporting the "dual carbon" goals and actively embraces its responsibility for emission reduction. We have set a clear target to achieve carbon neutrality in our operations by 2030.

Objective Type	Objective Content	Progress in 2024
Emission objective	To achieve carbon neutrality by 2030 in operations.	Moving towards the objective
Energy efficiency objective	The Company aims to reduce electricity consumption per capita by 3% by the end of 2026, with 2021 as the baseline. This goal will be achieved through the integration of centralized energy management in office areas, the installation of energy-saving lights, and intensified efforts to promote electricity conservation; has been reduced by three.	Moving towards the objective
	By 2026, the proportion of new energy vehicles used by the Company will be increased to 50%, with priority given to hybrid and pure electric vehicles for subsequent vehicle replacement.	The number of official vehicles has been reduced by three while vehicle utilization efficiency has been improved.
Waste reduction objective	Starting from 2022, the Company's cleaning staff has been tasked with assisting employees in sorting garbage, and we have carried out a campaign to educate all employees on proper waste classification and recycling practices, ensuring full implementation of garbage sorting and recycling.	Achieved

Autohome's Environmental Objectives

Indicators	Unit	2023	2024
Greenhouse gas emissions - Scope 1 ³	tCO ₂ e	362.41	420.54
Greenhouse gas emissions - Scope 1 intensity	tCO ₂ e/m ²	0.01	0.02
Refrigerant	tCO ₂ e	28.55	27.6
Fuel consumption of the Company's cars	tCO ₂ e	333.86	392.94
Greenhouse gas emissions - Scope 2 ⁴	tCO ₂ e	1,337.58	1,514.10
Greenhouse gas emissions - Scope 2 intensity	tCO ₂ e/m ²	0.05	0.06
Purchased electricity	tCO ₂ e	1,337.58	1,514.10
Total greenhouse gas emissions	tCO ₂ e	1,700.01	1,934.64
Greenhouse emission intensity	tCO ₂ e/m ²	0.07	0.08
Air pollutant emissions	kg	96.83	26.84
Nitrogen oxides	kg	94.57	24.94
Sulfur dioxide	kg	2.26	1.90

Autohome's Greenhouse Gas Emissions²



² The calculation of greenhouse gas emissions follows the *Guidelines for Accounting and Reporting Greenhouse Gas Emissions from Enterprises of Other Industries*, with electricity consumption referenced from the Ministry of Ecology and Environment's *Announcement of the release of the 2023 Electricity Carbon Footprint Factor Data* using the national grid average emission conversion factor of 0.6205 tCO₂/MWh.

³ Direct Greenhouse Gas Emissions (Scope 1): Autohome's direct greenhouse gas emissions involved are mainly direct carbon dioxide emissions resulting from gasoline combustion and refrigerant.

⁴ Indirect Greenhouse Gas Emissions (Scope 2): mainly including indirect carbon dioxide emissions resulting from purchased electricity.

Green Operations

Against the backdrop of increasing societal emphasis on corporate environmental responsibility, Autohome actively embraces the concept of green operations. The Company has established systems such as the 7S Management Standards for the Workplace Environment to promote sustainable practices across resource management, waste reduction, and green office initiatives. These efforts align with external legal requirements and are guided by Autohome's internal management framework, resulting in steady progress and notable achievements in sustainable development.

Resource Utilization and Management

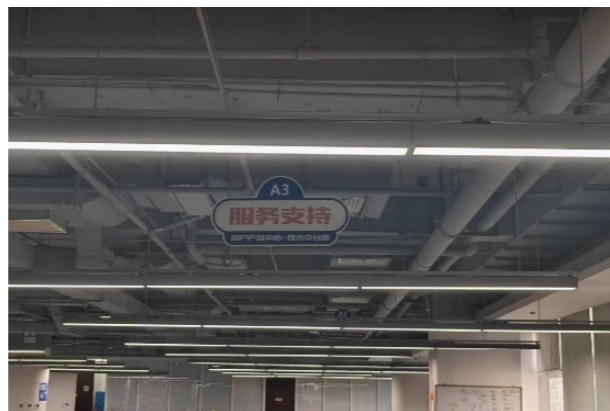
Autohome strictly operates in compliance with the Law of the People's Republic of China on Energy Conservation and relevant national and local energy management regulations. The administrative department coordinates energy-saving matters, strengthens office area management, and ensures that regulatory requirements are properly implemented.

In daily operations, Autohome adopts various resource-saving measures. By the end of the reporting period, all office area lighting has been replaced with LED lights, achieving a 100% LED usage rate. The Company strictly monitors the consumption of gasoline for official vehicles, office electricity, and natural gas for winter heating. In 2024, the number of the Company's vehicles was reduced by three, directly reducing operational energy consumption and contributing to overall emissions reduction.

When leasing data centers, Autohome prioritizes facilities that meet international energy efficiency standards, specifically those with a PUE value of less than 1.5. Currently, our data centers maintain an annual average PUE of 1.3 to 1.4, which is lower than the average in Beijing, helping to reduce the Company's overall carbon footprint.

LED lighting usage rate reached

100%



Autohome LED Lighting Renovation

In optimizing office operations, we advocate a paperless office by encouraging employees to use electronic channels-such as email and internal networks-for communication. The Company has also gradually replaced physical seals with electronic stamps. For newly purchased vehicles, we prioritize hybrid models. To enhance energy efficiency, we have placed energy-saving and emission-reduction posters on office equipment. Air-conditioning systems are set with temperature limits, and employees are required to turn off lights when leaving the office. We also ensure that lights are off in unused meeting rooms and public areas during lunch breaks and after work. Furthermore, elevator systems have been renovated to improve efficiency. Additionally, we have prohibited washing cups with drinking water, reducing water waste.

In 2024, Autohome reinforced its commitment to energy-saving and emission-reduction efforts. We have set double-sided printing as the default, with a total of 14,765 sheets of paper printed double-sided. The official seal application process has been updated to include the option for double-sided printing, resulting in 294 documents being printed on both sides. To enhance environmental awareness, four posters promoting energy-saving practices were displayed throughout the office. A total of 90,720 documents were electronically stamped, enhancing office efficiency while reducing energy consumption. Moving forward, Autohome will continue to advance its energy-saving and emission-reduction initiatives.



Autohome's Environmental Awareness Posters

Indicators	Unit	2023	2024
Direct energy consumption	MWh	1,334.51	1,546.23
Gasoline consumption	MWh	1,334.51	1,546.23
Indirect energy consumption	MWh	2,345.40	2,440.12
Purchased electricity	MWh	2,345.40	2,440.12
Comprehensive energy consumption ⁵	MWh	3,679.90	3,986.35
Energy consumption per square meter of office floor	MWh/m ²	0.15	0.16
Water consumption	tonne	15,940.0	14,547.0
Water consumption per square meter of office floor	tonne/m ²	0.64	0.59

Autohome's Energy and Water Consumption

⁵ Comprehensive energy consumption is calculated using various standard coal coefficients as specified in the GB/T 2589-2008 General Principles for Calculation of the Comprehensive Energy Consumption.

Waste Management

As a low-energy, less-polluting business office-based internet enterprise, primarily based in office environments, Autohome has no involvement in the emissions of industrial wastewater, exhaust gases, air pollutants, waste discharge, or the consumption of packaging materials for manufactured products. We strictly adhere to relevant laws and regulations, such as the *Law of the People's Republic of China on Prevention and Control of Environmental Pollution by Solid Waste*, standardizing our emissions management, utilizing environmentally friendly materials in our operations, and establishing and regularly reviewing our waste reduction objectives to minimize environmental impact.



In 2024, Autohome strengthened its waste classification efforts in line with environmental laws and internal waste management regulations. Sorting bins were installed in restrooms, and waste classification awareness campaigns were launched to encourage employees to sort waste accurately. In addition, the placement of office waste bins was optimized by reducing their density, significantly improving the efficiency of waste sorting management. Moving forward, we will continue exploring eco-friendly initiatives and enhancing green operations to further contribute to environmental protection.

Indicators	Unit	2023	2024
Hazardous waste	tonne	0.015	0.022
Hazardous waste per capita	kilogram per person	0.005	0.007
Non-hazardous waste	tonne	103.08	101.52
Non-hazardous waste per capita	tonne per person	0.03	0.03

Promoting Green Concepts

In response to the call for green development, Autohome has organized a series of engaging and innovative environmental education activities. Through creative formats like tree planting, cycling, and DIY crafts, these events aim to educate employees about environmental protection and foster greater awareness of sustainability.

The Tree-planting and Cycling Activity

In April 2024, the Company organized a tree-planting and cycling event. After several site inspections, the Shentangyu Xianweng Scenic Resort in Huairou District was chosen as the tree-planting location, where saplings will be preserved to ensure their continued growth. A total of 124 employees participated in this event, and over 130 peach tree saplings were planted. After lunch, the team cycled over 10 kilometers around Yanqi Lake. This event not only reinforced the environmental protection concept but also highlighted the employees' enthusiasm and support for green initiatives.



Employees of Autohome in the tree-planting and cycling activity

Low-Carbon Workplace, Spreading Love through Environmental Protection

In July 2024, the Company held a low-carbon and environmental protection themed event within the workplace. The highlight was the establishment of a donation exchange segment, where employees donated old items, which were then donated to Ping An Hope Primary School in the Company's name. On top of that, a professional organization was invited to collect employees' unused electronic devices, and an interactive DIY session was held where employees could make eco-friendly silk scarves with handprints. The event engaged 2,700 employees and effectively raised awareness about environmental protection and energy conservation.



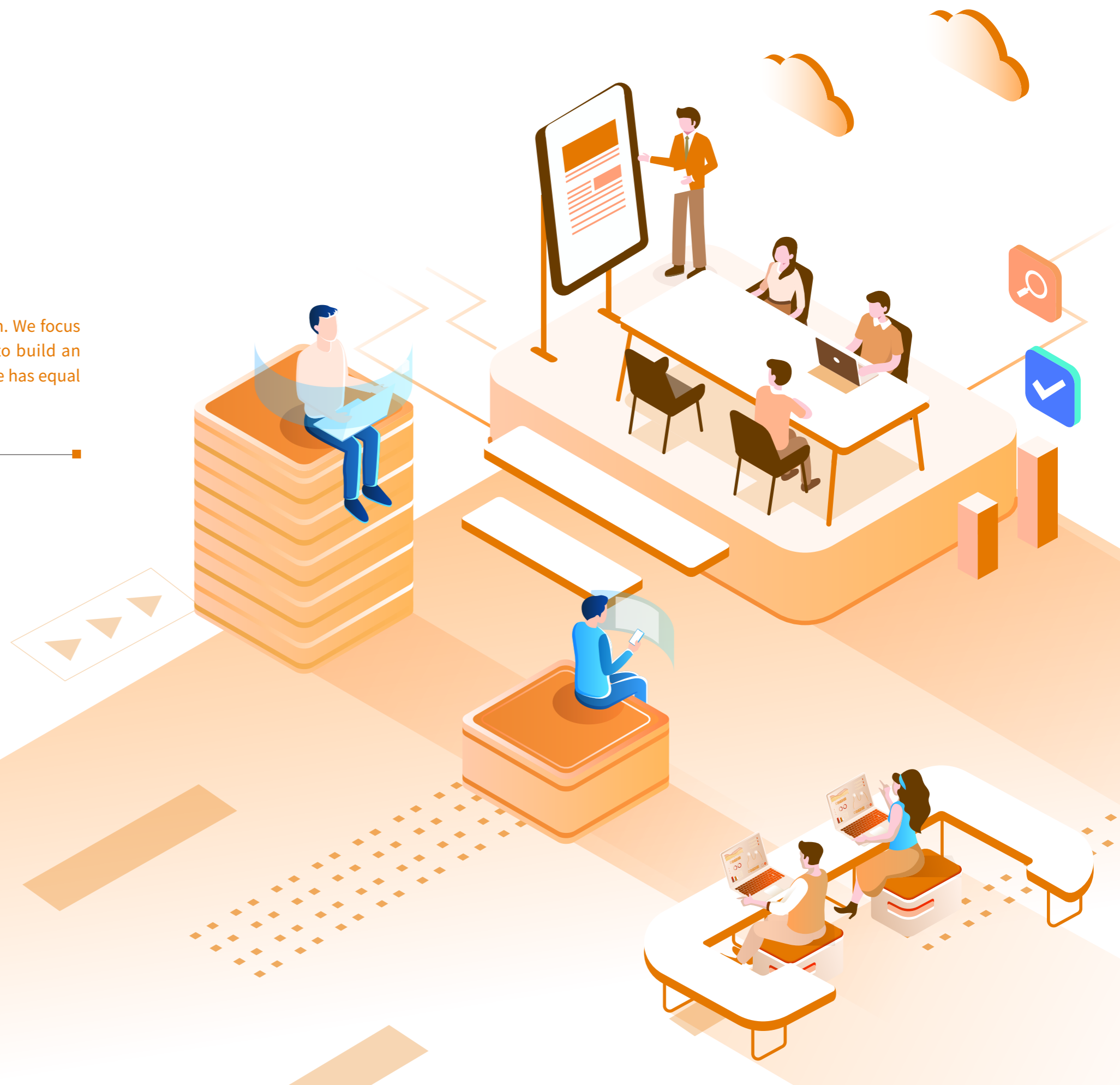
Employees of Autohome at the DIY event

05

Joint Efforts to Empower Talent

Autohome believes that talent is the key to long-term growth. We focus on attracting top talent and embracing diversity, striving to build an inclusive and equitable workplace ecosystem where everyone has equal opportunities to grow and succeed.

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Equal Employment Opportunities

Employment Principles

Autohome strictly complies with the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China*, the *Regulations on the Implementation of the Labor Contract Law of the People's Republic of China*, and other relevant laws and regulations. In alignment with its operational needs, the Company continuously optimizes and refines internal policies such as the *Autohome Employee Handbook* to ensure compliance and effectiveness.

We are committed to ensuring equal opportunities for all employees across various stages, including recruitment, appointment, compensation and benefits, training, promotion,

separation, and retirement. We value the cultural diversity within our workforce and endeavor to cultivate an inclusive, diverse and equitable workplace. Additionally, we strictly prohibit sexual harassment and any form of inappropriate or uncivil behavior in the workplace. We firmly oppose illegal discrimination against protected groups based on ethnicity, religion, or other characteristics. Employees with concerns may consult the compliance officer for guidance. Furthermore, any behavior that violates social ethics and causes a negative impact, such as forming cliques or engaging in sexual harassment, will be strictly penalized in accordance with the *Autohome "Red, Yellow and Blue" Cards Penalty System*.

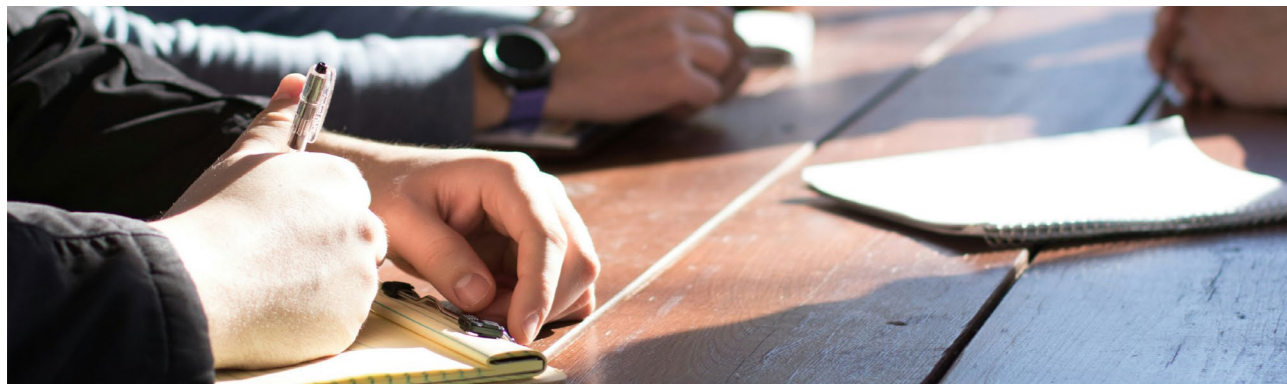
Human Rights Protection

At Autohome, protecting employee rights is a top priority. We strictly adhere to the *Universal Declaration of Human Rights*, the *International Labour Organization (ILO) Conventions*, the *Provisions on the Prohibition of Using Child Labor*, and other relevant laws and regulations. Our goal is to ensure that every employee's legal rights are safeguarded. When signing labor contracts, we clearly prohibit forced labor and child labor, working to prevent such issues from the start. During the reporting period, no incidents of child labor or forced labor occurred at Autohome, demonstrating the Company's strong commitment to labor law compliance and employee rights protection.

Autohome has established a comprehensive mechanism to address human rights risks. Each department is staffed with Human Resource Business Partners (HRBPs) responsible for managing human rights risks and related infringements. Upon

receiving reports of such risks or violations, HRBPs promptly assess the nature and seriousness of the situation, taking immediate steps to provide necessary support and prevent further violations. Subsequently, the Company conducts thorough investigations, including evidence collection and communication with relevant parties, to ensure a full understanding and confirmation of any human rights breaches.

After reviewing the investigation findings, HRBPs collaborate with management and relevant stakeholders to develop a solution. This may include corrective actions, training programs, or updates to company policies. The Company monitors and assesses the effectiveness of the resolution to help prevent similar issues in the future. Appropriate actions are taken against those involved to safeguard employee rights and interests.



Employee Development

In 2024, Autohome continued to make employee development a core component of our corporate strategy. We fully support the growth of our employees through diverse training programs, transparent performance evaluations, and clear promotion paths. These initiatives not only help employees build their skills but also lay a strong foundation for career advancement and personal growth within the Company.

Training System

Autohome is committed to offering a wide range of training opportunities and channels to help employees grow. We actively encourage participation in community-based training programs to strengthen skills and professional capabilities. Additionally, we design and implement tailored training programs based on job categories and levels to meet the unique growth needs of different employee groups. In 2024, a total of 3,083 employees participated in training, accumulating 57,146 hours in total.

We have introduced the online platform "The Home of Learning" to provide employees with convenient learning resources, and organized various on-site training programs for employees at various stages and positions, including the F1 Training Camp for New Hires, the F1 Training Camp for Young Employees, the U+ Program for Management Trainees, the TOP Emerging Training Camp for Team Leaders, the TOP Elite Training Camp for Department Heads.

Training for Integrating New Hires

- Basic training: acquaint new hires with our environment, online systems, and tools.
- The "New Hire Training" program: support newcomers in understanding our rules and regulations, culture, the industry and corporate operations.
- Departmental and position introductions: HRBPs and new hire supervisors introduce job responsibilities and goals.
- Professional training: conduct professional training for new hires, covering business processes, product knowledge, and business skills.

The U+ Program for Management Trainees

- Led by our senior executive team, the program aims to cultivate young talents and future corporate leaders.
- The program introduces a structured course on professional thinking and invites guests from the Company to share their experiences. Guided by the IDP, the program promotes communication between the Company and management trainees, helping them quickly adapt to workplace thinking and habits.
- The program enhances the professional competencies and job-specific skills of management trainees, ultimately enabling them to perform their roles effectively and align with Autohome's talent requirements.

Online Platform "The Home of Learning"

- The platform is accessible via both PCs and mobile apps, and designed to support corporate strategy, enhance talent empowerment, and respond to business challenges quickly.
- Five schools are established in the platform: the Internet School, Marketing School, Management School, Business Product School, and Technology School covering nearly 30 course categories.
- The platform provides abundant courses, live sessions and learning tasks to drive team capability development.

Autohome's Employee Training System

In addition, the Company has launched various employee empowerment programs, such as "The Home of Experts", "The Home of High-quality Classes", and the "The Home of Learning" Forum. These initiatives are designed to meet the diverse learning and development needs of employees at all levels. They offer scientific, systematic, and engaging content to help employees grow and enhance their skills.

TOP Emerging Training Camp for Team Leaders

On June 27, 2024, the TOP Emerging Training Camp for Team Leaders was held as scheduled, with 27 team leaders from 10 departments at Autohome participating in the training. After two and a half months, the program successfully concluded, with 25 team leaders graduating. With a focus on three key areas: "thinking, action, and leadership", the camp facilitated in-depth discussions on real-world issues encountered in the workplace, and conveyed the Company's management culture. The course content concentrated on critical management scenarios for team leaders, covering topics such as conveying management requirements, role awareness, identifying talent, and efficient talent management, systematically empowering the team leaders.



Teaching Process of the TOP Emerging Training Camp

Employee Incentives

To attract, nurture, and retain top talent, Autohome has developed a fair, competitive, and transparent compensation and benefits system. In 2024, we updated the *Autohome Employee Handbook*, further optimizing our compensation structure and salary management to enhance management efficiency and improve employee benefits.

For performance management, we use a comprehensive assessment framework that evaluates employees based on their performance objectives and job responsibilities. Managers are assessed in three key areas: strategic thinking, execution, and team leadership. For employees, the focus is on strategic thinking and execution. Evaluations are conducted quarterly, semi-annually, and annually. Performance bonuses are awarded based on individual achievements and contributions.

To ensure fairness and transparency, we have established a clear performance complaint mechanism. Employees with concerns about their targets or assessment results can submit an appeal through the performance system and discuss the issue with their direct supervisor. If the issue remains unresolved, a higher-level supervisor will step in to provide an objective and fair decision, ensuring clear communication with the employee.

Autohome places great emphasis on compliance and risk management, incorporating them into our performance appraisal process. Any violations of compliance or risk regulations result in a lowered performance rating and a reduction or cancellation of performance-based bonuses, depending on the severity of the issue. In cases of severe violations resulting in significant losses to the Company or damage to its reputation, additional disciplinary actions will be taken in accordance with the *Autohome Employee Handbook 2024 Edition* to uphold operational order and corporate integrity.

Furthermore, to incentivize and retain top talent, Autohome has implemented an equity incentive mechanism and formulated the *Autohome Long-Term Incentive Management Handbook*. Outstanding key employees receive equity-based compensation, allowing them to share in the Company's growth. In 2024, 25.71% of employees participated in the equity incentive program, a leading rate within the industry.

Employee Promotion

To maintain vitality and support talent mobility, we have established a comprehensive promotion system and internal transfer mechanism. Grounded in principles of fair competition, we provide promotion opportunities to employees who exhibit outstanding performance, encouraging them to continuously improve themselves and achieve mutual growth with the Company. We provide two career development paths: the Professional Path and the Management Path.

Professional Path

Focuses on building specialized skills and knowledge, helping employees become industry-leading experts in their fields.

Management Path

Emphasizes strengthening management abilities and leadership skills, cultivating managerial talent with strategic vision and team management capabilities.

Autohome Career Development Paths

To support newly promoted managers, Autohome offers leadership training programs tailored to different levels of management. These programs cover key topics such as management concepts, team building, and communication skills. The training provides both structure and practical guidance to help managers develop leadership abilities and transition smoothly into their new roles. In 2024, a total of 253 employees were promoted at Autohome.

In 2024

the number of employees promoted reached

253

Internal Transfer Mechanism

Autohome values the diverse career development needs of its employees and has established a flexible internal transfer mechanism. This system offers employees more opportunities to explore different career paths, helping them unlock their potential and pursue diverse professional growth.



the "Home of Talent Pool" Enhancing Internal and External Job Matching with Precision

In 2024, we integrated the "Home of Talent Pool" recruitment system with advanced algorithm models to enhance the precision of job matching. The upgraded system automatically calculates match rates and recommends candidates to hiring managers. It also uses AI-generated job descriptions and optimized algorithms to improve matching accuracy. As a result, the AI-generated descriptions significantly reduced the time needed for job postings and resume screenings. The candidate match rate reached 91%, with a mismatch rate below 9%, greatly improving work efficiency.

Talent Attraction and Retention

Autohome is committed to attracting and retaining top talent while fostering a diverse workforce. We foster an open and transparent recruitment process, ensuring fairness and equal opportunities for all candidates. By leveraging diverse recruitment channels, we actively attract professionals from various backgrounds, industries, and cultures, while expanding career growth opportunities for our employees. In 2024, Autohome further optimized its workforce, employing a total of 3,083 people, including 33 employees with disabilities, 151 employees from ethnic minority groups, and 581 new hires.

In 2024, Autohome further optimized its workforce

the number of employees reached	the number of disabilities reached	employees from ethnic minority groups reached	new hires reached
3,083	33	151	581

Autohome Wins Two Employer Awards in 2024

- Awarded the 2024 HRoot Awards for "Outstanding Employer"
- Recognized as the "Healthiest Employer" in the "2024 Asia Best Workplace" Awards (Mainland China), organized by AIA Group, in partnership with the School of Public Health at Peking University and co-hosted by HR Flag.

Employee Satisfaction

In 2024, Autohome conducted an annual employee satisfaction survey, using online questionnaires and offline interviews to gather feedback. The overall employee satisfaction rate reached 88.2%.

The employee satisfaction rate reached

88.2%

Employee Communication

Autohome values open, transparent, and effective communication. To support this, we have developed a multi-channel and multi-level communication system that promotes internal communication and efficient decision-making.

To further enhance bottom-up communication, Autohome launched the Chairman's Online Communication Platform,

allowing employees to share feedback and suggestions directly with the Chairman. Since its launch, the platform has received 127 submissions. This initiative has greatly improved internal communication, strengthened employee engagement and a sense of belonging, and fostered a more positive, team-oriented environment.

2024 Autohome Mid-Level Management Forum

On January 22, 2024, Autohome organized the "Autohome Mid-Level Management Forum", attended by all members of the Executive Management Committee and department heads. During the event, then-CEO Wu Tao outlined Autohome's key business directions for 2024, advocating for a distinctive competitive strategy. In addition, senior executives and mid-level and junior managers engaged in in-depth discussions on the Company's annual strategic planning and business priorities.

Autohome Reserve Cadre Communication Mechanism

To effectively identify and address challenges faced by reserve cadres, the Company established the "Reserve Talent Exchange Forum" as a dedicated exchange mechanism. As of now, 2-3 rounds of discussions have been conducted between reserve talents and senior executives, leading to the identification of both common and individual challenges and the creation of a reserve talent archive. Through enhanced internal communication, this mechanism aims to provide continuous and targeted support for the development of reserve cadres.

Autohome strengthens employee engagement and a sense of belonging by creating a better work environment, enhancing benefits, and offering career development opportunities. Open communication channels and clear management practices also help employees connect with the Company's culture and values, leading to greater job satisfaction and stronger team spirit. In 2024, Autohome's voluntary turnover rate was 9.35%, lower than the industry average, highlighting the Company's effective approach to retaining talent.



Caring for Employees

Autohome is committed to supporting its employees by implementing a wide range of non-compensation benefits and humanistic care initiatives. We organize cultural and sports activities and offer dedicated programs for female employees, creating a positive and supportive work and living environment. These efforts ensure that every employee receives comprehensive support and care within the Company culture.

Non-compensation Benefits

At Autohome, we prioritize the physical, mental, and overall well-being of our employees by offering a wide range of benefits beyond salary. We ensure full coverage of mandatory social insurance for all employees and provide additional commercial insurance for both employees and interns. In 2024, Autohome's five social insurances, housing fund, pension and retirement benefits, as well as supplementary commercial medical insurance covered 100% full-time employees.

We remain committed to safeguarding every employee's right to vacation. In addition to statutory national holidays and annual leave, we offer extra benefit leave based on length of service and tenure. For instance, employees with longer service at the Company are granted additional annual leave beyond the statutory requirements. During the Spring Festival, we provide extra holiday days to extend the nationally mandated break.

To help employees balance work and personal life, we have

implemented a flexible work system. Employees can choose to start their workday between 9:00 and 10:00 and finish between 18:00 and 19:00. We also offer personalized work arrangements based on role requirements and provide the necessary tools and technical support to ensure efficient work while enhancing overall well-being.

In 2024, the Company continued its Settlement Program, which aims to provide bank loan interest subsidies to employees who have completed one year of service, reached a specific position level, and demonstrated outstanding performance. Throughout the year, 41 employees benefited from this initiative. We will continue to monitor employees' home purchase needs and adjust the program as needed to better support their diverse needs.

The coverage rates of the additionally provided supplementary commercial medical insurance all reached

100%



Inclusive Supplementary Commercial Medical Insurance

In 2024, Autohome purchased inclusive supplementary commercial medical insurance for its employees, aiming to achieve "barrier-free" coverage. In other words, this insurance is accessible to all employees regardless of their age, medical history, or health status. Even employees with specific pre-existing conditions, such as malignant tumors, liver or kidney diseases, and other conditions from five designated categories, are eligible for coverage and can receive claims. This insurance program fully reflects the inclusiveness and accessibility of Autohome's supplementary commercial medical insurance benefits.

Employee Care Activities

In 2024, Autohome continued to promote employee well-being by providing external gym memberships and setting up an internal fitness area to encourage a healthy lifestyle. To further promote a culture of sports, we established various clubs, including soccer, basketball, and badminton. These clubs regularly organize activities and host annual tournaments, helping to build teamwork and strengthen employee connections. To enhance interaction and communication, we also allocated dedicated activity funds to support employee participation in meaningful social and team-building events. These initiatives help create a more vibrant, engaging, and harmonious work environment.

Charging in Orange, Slam-Dunking the Impossible

In 2024, Autohome's basketball team emerged as champions in the "Ping An Family" basketball league in Beijing, showcasing exceptional teamwork and outstanding performance. This victory not only highlighted the team's fighting spirit but also reflected the Company's commitment to fostering unity, collaboration, and a healthy lifestyle.



Group Photo of Autohome's Championship Win at the 2024 "Ping An Family" Basketball League in Beijing

Mindfulness Meditation and Emotional Management Courses

In 2024, Autohome conducted two sessions of mindfulness meditation and emotional management courses, aimed at enhancing employees' psychological resilience and emotional regulation skills. Through professional guidance and training, Autohome helped employees recognize their emotional states and master techniques for managing emotions. The courses taught employees how to be present, calm their minds, and reduce stress through mindfulness meditation, thereby avoiding negative impacts on work efficiency and interpersonal relationships. The Company is committed to creating a positive and healthy work environment, promoting the holistic development and well-being of its employees.



Employee Course on Mindfulness Meditation and Emotional Management

To ensure our employees have sufficient relaxation and downtime after their busy work schedules, we organize various recreational activities. These include celebrating events like International Women's Day, Family Open Day, Production and Research Festival, and the Company's Anniversary Celebration. These initiatives not only enrich our employees' lives but also foster a harmonious, enjoyable, and vibrant corporate culture and environment.

Lactation Rooms

Autohome provides comfortable and private lactation rooms to support working mothers. These spaces are designed to help employees balance their work and family responsibilities with ease.

Special Holidays and Festive Care

On International Women's Day each year, the Company not only provides holiday gifts for female employees but also offers a half-day paid holiday. This gesture reflects the Company's commitment to recognizing and supporting employees during meaningful occasions.

Supplementary Maternity Expense Coverage

Beyond statutory maternity leave and insurance, Autohome offers additional maternity expense coverage to ease the financial burden of childbirth for female employees.

Maternity Allowance Program

To further support new parents, Autohome provides a maternity allowance. Female employees can apply for a RMB 500 allowance within three months of their child's birth. If both parents are employed by the Company, each can apply for the allowance separately.

Occupational Health and Safety

Autohome complies with the *Labor Law of the People's Republic of China* and laws and regulations related to occupational health and safety. We have established a comprehensive employee health and safety management system to ensure that employees work in a safe and healthy environment.

During the reporting period, there were no work-related fatalities, and the number of lost workdays due to work-related injuries was 78, reflecting the Company's ongoing efforts and achievements in occupational health and safety. At the beginning of each year, we work closely with business leaders to confirm the list of employees participating in test drives and ensure they receive appropriate occupational health insurance. Currently, 79 test drive employees are covered under high-standard accident medical insurance, providing them with strong protection and effectively safeguarding their health and safety at work.

During the reporting period

the number of employees of Autohome who died due to work-related reasons was

0

Traditional Chinese Medicine (TCM) Massage Therapy and Consultation Benefits

In 2024, Autohome introduced TCM massage therapy and consultation services. The Company invited TCM experts to provide professional health regulation services, including therapeutic massage and health education, showcasing its emphasis on employees' physical well-being in high-intensity work environments. Throughout the year, Autohome organized four TCM health events, which were widely welcomed by employees.

Moving forward, the Company will continue to expand this health benefit program by offering more TCM health regulation and health promotion activities. These initiatives aim to create a more comfortable and healthy work environment, helping employees prevent and address sub-health issues, thereby enhancing overall work efficiency and well-being.



Workplace Injury Claims Emergency Plan

In 2024, Autohome established a comprehensive emergency plan for workplace injury claims to ensure employees receive timely support in the event of a workplace injury. Incidents are categorized by severity, allowing high-priority cases to be addressed promptly. A dedicated investigation team is responsible for identifying the cause of each incident and processing claims according to established workplace injury procedures. Employees who meet the criteria for workplace injury identification can apply through the designated process to receive their insurance benefits.

Incident Reporting

The Company categorizes workplace injury incidents into different severity levels:

- **Red** (Most Urgent Level): Major accidents should be prioritized and reported to the department head immediately.
- **Orange** (Major Illness): Incidents should be promptly reported to the department head and addressed step by step.
- **Blue** (Workplace Injury Identification): Incidents should be identified in accordance with relevant workplace injury regulations, reported to the team leader, and processed according to the workplace injury procedures.

Accident Investigation

- After an incident occurs, the workplace injury investigation team will coordinate with relevant departments to look into and determine the cause of the accident.

Accident Identification

- The workplace injury investigation team will make a preliminary assessment of the incident and determine whether it qualifies as a workplace injury or major illness based on the type of accident.

Office Safety

Autohome prioritizes workplace safety, particularly fire safety. The Company strictly adheres to the *Fire Control Law of the People's Republic of China* and has revised the *External Personnel Safety Management Regulations* and *Security Post Responsibilities and Code of Conduct* to strengthen the approval process for external personnel and security operation protocols, laying a solid institutional foundation for fire safety.

In 2024, the Company leveraged the Qi An An mini-program to establish a digital supervision loop, conducting daily fire safety self-inspections to dynamically track the status of fire protection facilities, the storage of flammable materials, and the progress of hazard rectification. Additionally, in collaboration with Electronic Building, the Company organized a comprehensive fire drill involving 70 employees. The drill included fire safety knowledge sessions, an escape tent simulation, and hands-on fire extinguisher training. A professional fire rescue team was also invited to demonstrate breaching techniques and fire suppression tactics, ensuring employees gained practical skills in fire extinguisher use and emergency evacuation.



06

Give Back to Society with Passion

Autohome has always upheld a sense of responsibility, striving to align its development with social progress. Beyond contributing to industry development, we actively participate in social welfare and charitable initiatives. Through concrete actions, we aim to meet diverse social needs and support the collective development of the community.

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- Public Welfare Initiatives 86



Empowering Industry Development

Autohome plays an active role in shaping industry discussions and driving progress, especially in the development of new energy vehicles (NEVs) and the used car sector. We also support dealers in navigating industry transformations and achieving meaningful growth.

Empowering the Development of Chinese Brands

Autohome continues to lead the evolution of Chinese automotive culture, enhancing public recognition of Chinese automotive brands. We aim to spark innovation and inspire future development, driving progress within the automotive industry and beyond.

Autohome Supports Chinese Automakers at the Paris Olympics

With sports becoming increasingly global and the booming automotive industry, the Paris Olympics, as a global sporting event, offers more than a platform for athletic competition-it also presents a unique opportunity for brands to showcase their strength and global presence.

In 2024, Autohome leveraged its industry influence by partnering with leading Chinese automakers, including Hongqi and GAC Motor, to host innovative driving demonstrations during the event. These activities highlighted the advanced technology and brand appeal of Chinese NEVs to an international audience, providing strong momentum for these brands to expand into global markets.

Autohome Launches the Path to Rise to Support the Growth of Chinese Brands

Autohome launched its exclusive IP program, *The Path to Rise*, which delves deeply into the development journey of China's automobile industry. The program showcases the innovative spirit and market vitality of Chinese automotive brands, where viewers are able to profoundly feel the pride and rise of these brands. The content has garnered over 50 million views across all platforms.

Across all platforms, the content has garnered over

50 million views



Exclusive IP Program – *The Path to Rise*

Industry Exchange and Collaboration

Autohome actively participates in various industry exchange activities, closely collaborating with partners across the industry chain to build a strong communication network. By deeply understanding the dynamics in consumer trends, Autohome leads the industry in exploring and responding to consumer needs.

Autohome Organized the First "Tech Diplomacy and Automotive Science Popularization" Forum

On March 1, 2024, Autohome organized the inaugural "Tech Diplomacy and Automotive Science Popularization" Forum at the Beijing Auto Museum. The forum aimed to promote technological diplomacy and open collaboration in the field of new energy vehicles. It brought together experts from government departments, industry organizations, automotive companies, and upstream and downstream partners in the industry chain to explore how science diplomacy and automotive science education could boost China's new energy vehicle industry.



Autohome Organized the First "Tech Diplomacy and Automotive Science Popularization" Forum

Autohome Hosts the Second China Customized and Modified Auto Summit

In March 2024, Autohome successfully hosted the Second China Customized and Modified Auto Summit. The Company has long been dedicated to advancing vehicle customization, modification, and the development of China's automotive aftermarket. Moving forward, the Company will continue to leverage its platform to help industry participants better understand consumer demands, analyze future trends in customization and consumption, and foster stronger connections among automakers, aftermarket businesses, and users to explore more possibilities in the customization and modification industry.

Autohome Was Invited to Participate in the China Auto Forum

In July 2024, the 2024 China Auto Forum was held in Jiading, Shanghai. With the theme "Leading New Changes For A Win-Win Future", The forum focused on key trends and pressing topics in the automotive industry, exploring future directions and ways to drive industry progress. In response to fierce market competition and increasingly complex consumer decisions, Autohome identified growth opportunities in the vehicle replacement and lower-tier markets. By expanding its development strategies and leveraging its leadership position, Autohome is reshaping the automotive consumption ecosystem and promoting collaborative growth across the entire industry value chain.




Autohome's then-CEO Wu Tao at the China Auto Forum

 **Practicing Green and Low-Carbon Development – Autohome Recognized as a Sustainable Development Best Practice in the Automotive Industry**

At the forum themed "ESG Development from a Global Perspective", Autohome was recognized as a "2024 China Automotive Industry Sustainable Development Practice Case" for its active efforts in corporate social responsibility and advancing carbon neutrality. The Company was also awarded the "Collaborative Win-Win Award" by the event's organizing committee. This honor not only fully affirms Autohome's achievements in promoting green and low-carbon development within the automotive industry but also highlights its role as an industry pioneer in actively building a green ecosystem and collaborating with various stakeholders to create a better future for mobility.



Autohome Selected as a Sustainable Development Practice Case in the Automotive Industry

 **Autohome Hosts Sub-Forum at the World New Energy Vehicle Conference**

In September 2024, the 2024 World New Energy Vehicle Conference successfully concluded in Haikou, Hainan. During this grand event, Autohome successfully hosted the sub-forum titled "New Energy Vehicle Usage and Service Forum". Throughout the event, Autohome collaborated with industry experts from various sectors of the automotive industry to engage in in-depth discussions on the consumption trends, service models, and industry development directions of new energy vehicles.

Promoting the Development of the New Energy Vehicle Industry

Autohome has upgraded its Holographic Cabin, integrating MR (Mixed Reality) vehicle presentation technology, 3D visualization, and advanced tech products to enhance the car-viewing experience and spark consumer interest in new energy vehicles (NEVs). Additionally, the Autohome platform has launched a dedicated NEV content section to encourage the adoption of new energy vehicles.

User Engagement: 3D Car Viewing in the Holographic Cabin

- In 2024, Autohome updated its holographic cabin to Version 5.0, aiming to comprehensively enhance the user experience in car browsing and selection.
- During the presentation phase, we utilized MR real-person vehicle explanations to provide detailed insights into vehicle features and selling points. Through 3D visualization, users can clearly explore seven key parts of vehicles, including exterior, interior, battery, motor, chassis, suspension, and steel frame structure, gaining a deeper understanding of NEV advantages. Furthermore, animated demonstrations highlight intelligent driving functions, such as automated parking and active obstacle avoidance, showcasing the unique appeal of green technology. On the technology front, the Holographic Cabin applied eight-screen display technology and Auto-GPT, among other cutting-edge innovations. Additionally, leveraging Ping An invoice data, the system provides users with real-time local transaction price insights, helping them accurately track price trends across different vehicle models to support their purchase decisions.
- As of December 2024, the 3D car-viewing function in the holographic cabin has been used in 90 vehicle models, while the eight-screen display technology has been applied to 482 vehicle models.
- In 26 Autohome application space stations, the utilization rate of the holographic cabin reached 100%, with a Net Promoter Score (NPS) of 91, reflecting high user satisfaction.

Information Integration: NEV Content Navigation

- Autohome added subsidy policy inquiry guidance and car price comparison landing page, personalized intelligent configuration guidance for users' car purchase intention and the same brand investment situation, has reached the maximum application of retention CVR. In 2024, the flow of new energy increased by 20%.

NEV traffic increased by

20%



To meet the growing demand for professional NEV evaluations, Autohome leveraged its standardized and professional vehicle evaluation system and exceptional content planning capabilities to provide an in-depth analysis of market trends that align with user needs. This comprehensive and scientific evaluation system offers objective, practical recommendations to support consumer decision-making and promote the growth of the NEV industry.

The "2024 Autohome Super Test" Focuses on Practical Value, Empowering Users and the Industry

The "2024 Autohome Super Test" gathered over 50 of the most popular NEV models, precisely identifying real-world winter driving challenges faced by NEV users. With a strong focus on the practical value of vehicle testing, the Test adopted innovative evaluation methods including a bithermal region test, three core tests in real-world settings (endurance test, charging test and energy consumption test) and two comprehensive assessments (low temperature comfort and low temperature reliability). These rigorous approaches delivered highly practical, professional, and data-driven evaluation content, providing valuable insights for consumers to make purchasing decisions. The "2024 Autohome Super Test" garnered over 517 million views across all online platforms.



Autohome Releases the "2024 Autohome Super Test" to Support Consumer Car-Buying Decisions

Promoting the Development of the Used Car Market

Autohome launched a trade-in initiative to lower barriers in the used car market. This initiative focuses on standardizing vehicle conditions and pricing while certifying reliable used cars. To further ease consumer concerns, the Company also strengthened after-sales protection, ensuring greater confidence in used car transactions.

Trade-In Program

- As a key partner, Autohome actively participated in the Ministry of Commerce's national trade-in initiative. In April 2024, Autohome was invited to attend the "Consumer Goods Trade-In and Beijing International Automotive Exhibition Promotion Conference", where the Company introduced four key measures to support and respond to the government's trade-in policy for the automotive sector.

Standardization of Vehicle Condition and Pricing

- Vehicle Condition Standardization:** By offering a one-stop vehicle condition transparency service, Autohome helped mitigate transaction risks, covering 20,000 individual users (C-end) and 28,000 merchants (B-end) in total.
- Vehicle Price Standardization:** Through a one-stop transparent pricing service, Autohome provided real-time vehicle price queries, with an average daily usage of 200,000 C-end users. The platform's integrated digital vehicle assessment system has tagged 40,000 vehicles as premium listings, resulting in an increase in marketing efficiency.

Certification of Reliable Used Car

- For B-end merchants, vehicles that are certified as reliable used cars receive exclusive benefits, including a dedicated section on the platform for reliable used cars, special certification badges displayed on the listed vehicles and detailed reports for each certified vehicle. Compared to non-certified vehicles, certified reliable used cars generate 28% more leads per vehicle, helping merchants attract more customers.

Enhanced After-Sales Protection

- For users who purchase a vehicle before September 2024, Autohome provides an extended warranty service. Upon completing the purchase, customers receive a one-year or 30,000-kilometer extended warranty that covers the three major components of the vehicle, and car wash and maintenance vouchers, which can be redeemed at designated comprehensive repair shops.

Empowering Dealerships

Autohome has upgraded its digitalization and ecosystem by introducing online intelligent showrooms, AI-powered chatbots, and smart conversion tools, while strengthening user engagement to continuously empower dealerships and improve conversion rates.

Online Intelligent Showroom

- Autohome's Online Intelligent Showroom brings an innovative experience to both users and dealerships.
- By leveraging virtual reality technology, the showroom recreates car dealership environments in a 1:1 virtual format within the Autohome App. This allows users to explore vehicles in an immersive, interactive setting—almost as if they were physically inside a dealership. Additionally, interactive activities such as red packet rewards enhance engagement, adding enjoyment to the browsing experience and laying the foundation for higher conversion rates.
- In terms of operational management, the showroom is equipped with a robust data dashboard. This tool enables dealers to monitor visitor traffic (UV), track lead conversions across different time periods, and analyze the correlation between store visits and operational performance to pinpoint strengths and areas for improvement. The showroom also employs a unique operational ranking system, where the exposure ranking of showrooms within the same city is determined by a performance-based ranking.
- Currently, the Online Intelligent Showroom is widely recognized in the industry, with nearly 24,000 B-end dealerships actively using the platform.

Smart Conversion Tools

Autohome introduced several smart sales solutions to enhance dealership operational efficiency and boost lead conversion rates:

- The centralized smart follow-up system automatically reactivates lost leads, reducing lead waste by 7%.
- The smart multi-Y communication system (dealer-end Smart Number) ensures stable and intelligent communication services, increasing dealer call connection rates by 5%.
- High-intent customer alerts ensure priority follow-up, reducing lead waste by another 7%.
- AI-powered appointment assistant helps sales advisors manage repetitive inquiries more efficiently, improving response times by 20%.

The smart conversion tool automatically identifies customer types, whether pre-sales, after-sales, complaints, or general inquiries. It also evaluates dealership performance, identifies weak areas, and provides detailed call logs for performance reviews. One dealership that implemented the smart conversion tools reported a significant increase in both reception scores and in-store visit rates.

User Operation

In the digital marketing and user operation ecosystem, a multi-channel communication matrix, comprising online forms, 400 hotlines, and instant messaging (IM), caters to users' diverse needs across different scenarios

- Online Forms allow users to easily submit inquiries about vehicle configurations, pricing, and other details to multiple dealerships with a single click.
- 400 Hotlines connect users directly with their preferred dealers. Dealers can customize call reception settings, implement diverse answering strategies, and use smart dialing tools to improve service quality and response efficiency.
- Instant Messaging (IM) provides a one-on-one online chat option for users who prefer not to share their phone numbers. IM supports multiple scenarios, helping to reduce communication costs and maximize lead utilization.

Autohome has established four primary feedback channels, including remote customer service (400 hotline), enterprise WeChat (including group chats and one-on-one accounts), sales feedback and issue submission via the ASK backend. In 2024, Autohome introduced Enterprise WeChat Groups managed by remote consultants. These groups address dealers' daily operational queries, facilitate information sharing, and provide updates on notifications and interviews. This initiative has already achieved a 96% coverage rate.

Public Welfare Initiatives

Autohome is committed to creating social value and actively engaging in public welfare initiatives. By integrating diverse resources, the Company has launched a wide range of philanthropic activities that contribute to social progress and development.

Educational Outreach Initiatives

Autohome has deeply integrated its public welfare strategy with its core business, with a strong focus on youth development and public road safety. Leveraging its expertise in automotive knowledge, the Company has developed a series of innovative automotive education programs. These initiatives aim to spark children's interest in automotive science and technology, nurturing the next generation of talent and supporting the sustainable growth of the industry. Furthermore, Autohome actively cultivates a culture by sharing knowledge and expertise, helping to build a safer and more sustainable society.

Youth Automobile Innovation Collection Campaign

Since its launch in 2021, the Youth Automobile Innovation Collection Campaign has been successfully held for four consecutive years, gaining widespread recognition among youth communities. In 2024, with support from Autohome, the campaign kicked off in Beijing and expanded over several months to 36 schools across 15 cities, attracting nearly 9,000 creative submissions. The event also received over 100 submissions from Hong Kong and Macau, along with several outstanding entries from Latin America. Following a rigorous evaluation process, 50 outstanding participants were invited to Hainan for the year-end grand event, while 156 exceptional pieces were showcased at the World New Energy Vehicle Conference.

Autohome established an online registration and display platform to support both online and offline activities. This approach helped deepen young people's understanding of automotive technology and culture through diverse activities and interactive experiences. Additionally, the Company introduced the "Unlimited Youth League", a public welfare initiative focused on automotive science education. The program conducts educational activities at international auto shows and automobile manufacturing plants, sparking curiosity and passion for automotive technology among young people. By offering hands-on experiences, the initiative allows participants to explore the innovation and charm of the automotive industry, gaining a deeper understanding of technological advancements and their real-world impact. The program plays a key role in promoting scientific literacy, inspiring interest in automotive technology, and fostering future industry talent. Ultimately, it contributes to China's vision of becoming a leading automotive powerhouse.



Youth Automobile Innovation Collection Campaign

"Smart Mobility, Safe Future" Traffic Safety Educational Video

On December 2, 2024, marking China's 13th National Traffic Safety Day, Autohome collaborated with China Youth Online of *the China Youth Daily* to launch a special traffic safety education video series titled "Smart Mobility, Safe Future".

Leveraging its platform advantages, Autohome partnered with frontline traffic police, insurance representatives, automotive experts, and legal professionals in road safety law. Through in-depth analysis of real-life case studies and clear interpretations of traffic laws, the series provided comprehensive insights into accident prevention, legal compliance, traffic civility, and cutting-edge traffic safety technologies.

The series consists of four meticulously produced episodes, each lasting 5 to 6 minutes. Upon its release, the program received tremendous attention, accumulating 3.61 million views and reaching 20.72 million viewers. By promoting traffic safety education and regulations, Autohome has played a key role in raising public awareness, helping citizens mitigate road safety risks, and contributing to the development of a safer, more orderly transportation environment.

Accumulating

3.61 million views

Reaching

20.72 million viewers



"Smart Mobility, Safe Future" Traffic Safety Educational Video

Public Welfare Activities

Autohome encourages employees to take an active role in charitable initiatives, inspiring them to support diverse social causes through volunteer work. In 2024, employees participated in nearly 100 public welfare projects, contributing a total of 878 volunteer hours, with total charitable donations reaching RMB 850,000.

Autohome regularly organizes activities such as cycling events to encourage green transportation, tree-planting to support ecological conservation, and blood donation drives to aid medical efforts. Throughout these initiatives, Autohome leverages its resources, technology, and talent to maximize corporate social responsibility impact, striving to create a positive and lasting influence on society.

In 2024

The number of public welfare projects reached

100

Volunteer hours reached

878

Total charitable donations reached

RMB 850,000



2024 Ping An China Teaching Support Initiative & Autohome Party Committee's "Nuancheng Public Welfare Action"

At the end of October 2024, under the principle of guiding public welfare with the Party leadership building, Autohome assembled a teaching support team to visit Ping An Hope Primary School in Sandaohezi, Hailin City, Mudanjiang, Heilongjiang Province for a charitable outreach program.

As part of material donations, Autohome regularly provides educational resources to enrich students' learning experiences. In 2024, the Company donated over 200 books, three printers, and a batch of school supplies, fulfilling daily academic and extracurricular needs. Following thorough planning and assessment, Autohome prioritized campus safety improvements, investing nearly RMB 50,000 in structural repairs and hazard inspections to ensure a safe learning environment for students and faculty.

Additionally, Autohome launched the "With Hope, We Walk Together 1+1 Action", providing financial assistance to disadvantaged students. In 2024, through detailed research and selection, the Company identified five students from low-income families and provided each with an RMB 1,000 scholarship, helping them alleviate financial burdens and continue their education without concerns.

To help broaden the horizons of teachers and students and enhance their knowledge, Autohome provided them with the valuable opportunity to participate in a summer camp, allowing them to step outside the classroom and explore a wider range of knowledge fields. For the teaching staff, Autohome launched the "2024 Ping An Seed Lecturer and Teacher Training Program", offering comprehensive training in teaching methodologies, curriculum design, and classroom management, with the goal of enhancing the overall teaching quality of the school.

Through these initiatives, Autohome demonstrates its commitment to corporate social responsibility, showcasing its dedication to social contribution and philanthropic values.



2024 Ping An China Teaching Support Initiative & Autohome Party Committee's "Nuancheng Public Welfare Action"

Appendix

ESG Performance Table

Environmental Performance Table

Performance Indicator		Unit	2024
Greenhouse gas emissions	Greenhouse gas emissions - Scope 1	tCO ₂ e	420.54
	Greenhouse gas emissions - Scope 1 intensity	tCO ₂ e/m ²	0.02
	Refrigerant	tCO ₂ e	27.60
	Fuel consumption of the Company's cars	tCO ₂ e	392.94
	Greenhouse gas emissions - Scope 2	tCO ₂ e	1,514.10
	Greenhouse gas emissions - Scope 2 intensity	tCO ₂ e/m ²	0.06
	Purchased electricity	tCO ₂ e	1,514.10
	Total greenhouse gas emissions	tCO ₂ e	1,934.64
	Greenhouse emission intensity	tCO ₂ e/m ²	0.08
	Waste gas emissions	Air pollutant emissions	kg
Nitrogen oxides		kg	24.94
Sulfur dioxide		kg	1.90
Energy consumption	Direct energy consumption	MWh	1,546.23
	Gasoline consumption	MWh	1,546.23
	Indirect energy consumption	MWh	2,440.12
	Purchased electricity	MWh	2,440.12
	Comprehensive energy consumption	MWh	3,986.35
Water consumption	Energy consumption per square meter of office floor	MWh/m ²	0.16
	Water consumption	tonne	14,547.0
Water consumption	Water consumption per square meter of office floor	tonne/m ²	0.59
	Waste	Hazardous waste	tonne
Hazardous waste per capita		kg per person	0.007
Non-hazardous waste		tonne	101.52
Non-hazardous waste per capita		tonne per person	0.03

Social Performance Table

Intellectual property		Patent proposals	2024
Intellectual property	Patent proposals	/	318
	Newly accepted patent proposals	/	128
	Newly accepted invention patent proposals	/	127
	Newly accepted appearance patent proposals	/	1
	New authorized patents	/	99
	New authorized invention patents	/	77
	New authorized appearance patents	/	22
	Trademark applications	/	74
	Trademark registration certificates	/	66
	Software copyright submissions	/	272
Software copyright certificates	/	272	
Supplier	Total number of suppliers	/	13,192
	Number of suppliers in China's Mainland	/	12,808
	Number of suppliers in Hong Kong, Macao and Taiwan	/	28
	Number of overseas suppliers	/	356
Training on privacy protection	Management's privacy awareness training per capita	hour	2.6
	Privacy awareness training per employee	hour	2.6
	Participants of management's privacy awareness training	/	740
	Participants of employees' privacy awareness training	/	3,675
	Participation rate of management's privacy awareness training	%	100
Participation rate of employees' privacy awareness training	%	100	
User Services	Number of complaints received	/	34,858
	Complaint response rate	%	100%
	Satisfaction rate with manual services	%	99.1%

Intellectual property		Patent proposals	2024
Employment	Total number of employees	/	4,415
	Total number of employees (excluding those from TTP Car)	/	3,083
	Number of male employees	/	2,808
	Number of female employees	/	1,607
	Number of male employees (excluding those from TTP Car)	/	1,891
	Number of female employees (excluding those from TTP Car)	/	1,192
	Number of employees aged 30 and below	/	1,187
	Number of employees aged 31-50	/	3,203
	Number of employees aged 51 and above	/	25
	Number of employees aged 30 and below (excluding those from TTP Car)	/	660
	Number of employees aged 31-50 (excluding those from TTP Car)	/	2,401
	Number of employees aged 51 and above (excluding those from TTP Car)	/	22
	Number of employees in China's Mainland	/	4,406
	Number of employees in Hong Kong, Macao and Taiwan	/	9
Number of overseas employees	/	0	
Number of employees in China's Mainland (excluding those from TTP Car)	/	3,074	
Number of employees in Hong Kong, Macao and Taiwan (excluding those from TTP Car)	/	9	
Number of employees in Overseas Regions (excluding those from TTP Car)	/	0	
Number of senior managers	/	44	
Number of middle-level managers	/	696	
Number of non-management employees	/	3,675	
Number of senior management (excluding those from TTP Car)	/	41	
Number of middle-level managers (excluding those from TTP Car)	/	685	
Number of non-management employees (excluding those from TTP Car)	/	2,357	

Intellectual property		Patent proposals	2024
Turnover rate ⁶	Overall employee turnover rate	%	11.74
	Turnover rate among male employees	%	8.10
	Turnover rate among female employees	%	3.64
	Turnover rate among employees aged 30 and below	%	2.47
	Turnover rate among employees aged 31-50	%	9.27
	Turnover rate among employees aged 51 and above	%	0
	Turnover rate in China's Mainland	%	11.71
	Hong Kong, Macao and Taiwan	%	0.03
	Turnover rate overseas	%	0
Employee training ⁷	Total number of employees trained	/	3,083
	Training participation rate among male employees	%	100
	Training participation rate among female employees	%	100
	Training participation rate among senior managers	%	100
	Training participation rate among middle-level managers	%	100
	Training participation rate among non-management employees	%	100
	Total Training Hours	/	57,146
	Average training hours	/	18.54
	Average training hours for male employees	/	16.65
Average training hours for female employees	/	21.53	
Average hours of training for senior managers	/	18.28	
Average training hours for middle-level managers	/	11.43	
Average training hours for non-management employees	/	20.82	
Occupational health and safety	Total number of work-related deaths	/	0
	Percentage of work-related deaths	%	0
	Working days lost due to work-related injuries	/	78
Public welfare and charity	Total charitable donations	Ten Thousand RMB	85
	Employee participation in charitable programs	Times	100
	Hours devoted to charitable programs by employees	/	878

⁶ All statistics related to employee turnover exclude those from TTP Car.

⁷ All statistics related to employee training participation exclude those from TTP Car.

HKEX ESG Reporting Guide Content Index

Aspects	Description	Page
A. Environmental		
A1: Emissions	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	P54
A1.1	The types of emissions and respective emissions data.	P61
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P63
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P64
A1.5	Description of measures to mitigate emissions and results achieved.	P60
A1.6	General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials.	P64
A2: Use of Resource	General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials.	P64
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).	P65
A2.2	Total water consumption and intensity (e.g. per unit of production volume, per facility).	P65
A2.3	Description of energy use efficiency initiatives and results achieved.	P62-65
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	P65
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	P66
A3: The Environment and Natural Resources	General Disclosure Policies on minimising the issuer's significant impacts on the environment and natural resources.	P66
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	P57

Aspects	Description	Page
B: Social		
B1: Employment	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	P68
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B1.2	Employee turnover rate by gender, age group and geographical region.	P93
B2: Health and Safety	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	P76-77
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	P93
B2.2	Lost days due to work injury.	P93
B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	P76-77
B3: Development and Training	General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	P69,70,93
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B3.2	The average training hours completed per employee by gender and employee category.	P93
B4: Labour Standards	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	P68
B4.1	Description of measures to review employment practices to avoid child and forced labour.	P68
B4.2	Description of steps taken to eliminate such practices when discovered.	P68
B5: Supply Chain	General Disclosure Policies on managing environmental and social risks of the supply chain.	P34

Aspects	Description	Page
B5.1	Number of suppliers by geographical region.	P91
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.	P34
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	P34
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	P34
B6: Product Responsibility	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	P40,43
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	/
B6.2	Number of products and service-related complaints received and how they are dealt with.	P45
B6.3	Description of practices relating to observing and protecting intellectual property rights.	P32
B6.4	Description of quality assurance process and recall procedures.	/
B6.5	Description of consumer data protection and privacy policies and how they are implemented and monitored.	P27
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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.	P25
B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	P22
B7.3	Description of anti-corruption training provided to directors and staff.	P23
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.	P86
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	P86,88
B8.2	Resources contributed (e.g. money or time) to the focus area.	P86,88

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		Employment of capital	/
		Internal carbon price	/
		Remuneration	/
Industry indicators		P60	
Climate-related targets		P60	
Applicability of cross-industry metrics and industry-based metrics	/		

Reader Feedback

Dear Readers:

Greetings!

Thank you for taking the time to read this report. We highly appreciate and look forward to your feedback, as it serves as a crucial foundation for enhancing our corporate ESG disclosure and advancing ESG management and practices. Your comments and suggestions are invaluable to us, and we sincerely welcome and thank you for your input!

1. Your overall evaluation of our ESG fulfillment is

Excellent Good Average Poor Very Poor

2. Your overall evaluation of this report is

Excellent Good Average Poor Very Poor

3. How do you perceive our performance in communication with stakeholders?

Excellent Good Average Poor Very Poor

4. How do you perceive our performance in product liability?

Excellent Good Average Poor Very Poor

5. How do you perceive our performance in environment, safety and occupational health?

Excellent Good Average Poor Very Poor

6. How do you perceive our performance in employee responsibility?

Excellent Good Average Poor Very Poor

7. Do you feel that the disclosures in this report meet your expectations?

Yes No Not sure

8. What are your comments and suggestions regarding our ESG performance and this report?

