



2023

AUTOHOME

Environmental, Social and Governance (ESG) Report

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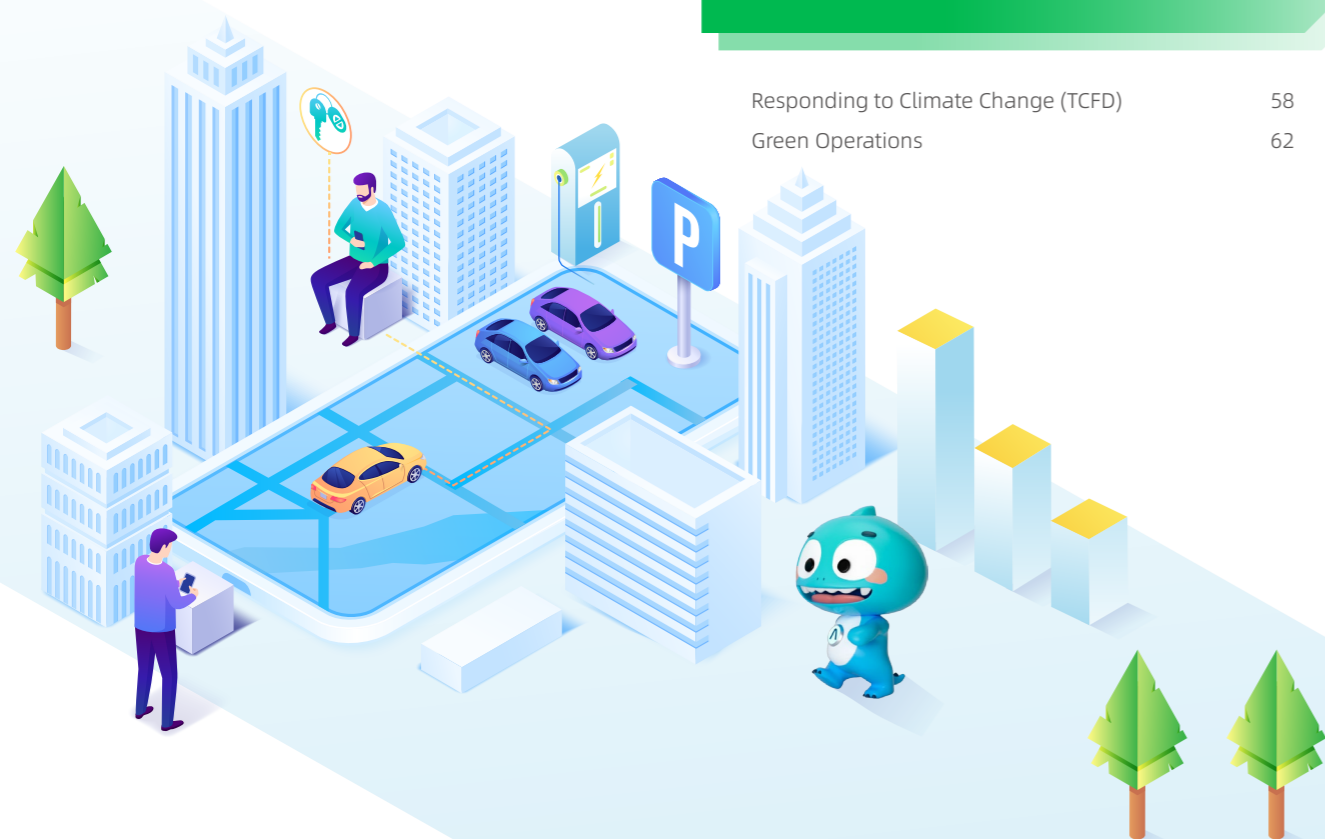
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About this Report

Introduction of the Report



This is the second environmental, social and governance report issued by Autohome Inc., designed to objectively disclose its environmental, social and governance (hereinafter referred to as "ESG") performance in 2023. 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, 2023, to December 31, 2023, which is consistent with the 2023 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 2023 Annual Report.

Description of Information



The financial information in the report is sourced from Autohome's audited financial statements for the year 2023, 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 Guide* (the "HKEX ESG Guide") as set out in Appendix 27 of the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited* (the "HKEX") (the "Listing Rules") issued by Hong Kong Exchanges and Clearing Limited., following the principles of materiality, quantification, balance and consistency in reporting, 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 reader.

"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 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



“

The journey ahead may be long and arduous, but with sustained actions, we will eventually reach our destination and embrace a brighter future

”

Chairman of Autohome

Mr. Quan Long

Distinguished shareholders, partners and friends from all walks of life:

On behalf of Autohome, I would like to present our Environmental, Social, and Governance (ESG) Report for the year 2023. As we reflect on the past year, a period marked by renewed efforts towards our goals, we find ourselves navigating a new equilibrium between sustainable development and economic recovery. Against the backdrop of China’s ambitious “dual carbon” goal to peak carbon emissions by 2030 and achieve carbon neutrality by 2060, the industry’s green transition and the pursuit of high-quality development present both global opportunities and challenges. As a frontrunner in the automotive Internet sector, Autohome remains unwavering in our commitment to sustainable development. We are dedicated to fostering the green transition across the entire industry value chain and enhancing our ESG management practices, striving to contribute significantly to the industry’s sustainable development.

In 2023, Autohome remains committed to fortifying the bedrock of our ESG management. We are steadfast in our commitment to fulfilling our environmental, social, and governance responsibilities, striving to achieve significant milestones on key ESG issues while upholding the core tenet of sustainable development. Our aim is to propel the industry towards green, intelligent, and collaborative development, thereby creating enhanced value for our employees, shareholders, customers, and society as a whole.

In terms of environmental responsibilities, Autohome upholds the concept of green development. We actively align ourselves with China’s “dual carbon” goal, setting ambitious operational targets for carbon neutrality that are tailored to our unique development trajectory. We meticulously refine our objectives and implement management measures focused on energy conservation and emission reduction, fostering collaboration throughout the value chain to collectively address climate change.

In terms of social responsibility, Autohome upholds the philosophy of attracting talent from diverse backgrounds, guided by a people-centric approach. We continually refine our science-based talent recruitment, promotion, development, and incentive systems, ensuring comprehensive support for employees’ career growth and workplace satisfaction. Our goal is to maximize employee happiness and foster a strong sense of belonging. Drawing upon our practical strengths, we actively participate in industry-university research collaborations, facilitate exchanges within the industry, and spearhead initiatives for standard formulation. Furthermore, we fulfill our obligations as a corporate social citizen through educational philanthropic endeavors and charitable contributions, striving to generate mutually beneficial outcomes for society as a whole.

In terms of corporate governance, Autohome remains steadfast in adhering to corporate governance in accordance with laws, and operational compliance. Integrity and responsibility are at the core of our principles, guiding our focus on delivering high-quality content, ensuring stable and trustworthy information security, and refining our value chain management. These endeavors effectively safeguard the Company’s robust operations and sustainable growth, enabling us to continually enhance the user experience.

As a Chinese saying goes, “The journey ahead may be long and arduous, but with sustained actions, we will eventually reach our destination and embrace a brighter future”. We extend our heartfelt gratitude to all shareholders, partners, and friends across various sectors for their unwavering attention and support for Autohome. Upholding a rigorous, prudent, and rational approach, we remain resolute in our commitment to promoting environmentally friendly car purchases among consumers. Through ongoing development and innovation, we pledge robust support for the low-carbon transition of the value chain, thereby driving the green, healthy, stable, and positive evolution of China’s automobile industry.

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.



Objectives

In 2023, the Board reviewed the following key efforts and progress:

Compliance management

Autohome consistently upholds the principles of corporate governance in accordance with the law, operational compliance, honesty, and integrity. We continuously optimize our compliance, information security, privacy protection, intellectual property management system, and supplier management system, to effectively ensure sound operations and healthy development.

Innovation-driven development

Embracing the philosophy of delivering healthy and high-quality content, Autohome actively enhances content governance and advertisement auditing. We continuously refine our user experience and promote innovation in areas such as application system research and development, and digital operations and management. These efforts aim to provide users with a more valuable experience.

Energy saving, emissions reduction, and climate change response

With a commitment to green development, Autohome actively aligns with the “dual carbon” goal. We establish energy-saving and emission reduction-related environmental objectives and management measures tailored to our development context, and collaborate with stakeholders across the value chain to collectively address climate change.

Employee well-being

At Autohome, our people are our priority. We continuously improve our science-based talent recruitment, promotion, and development system to support the career growth and workplace experience of our employees. We aim to enhance their happiness and sense of belonging.

Social co-building

Drawing on our strengths, Autohome engages in public welfare and charitable activities, actively contributing to industry empowerment. We strive to create win-win results with other social forces.

In 2023, 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 and ESG Working Group conducted regular reviews and evaluations on the progress towards the ESG objectives.

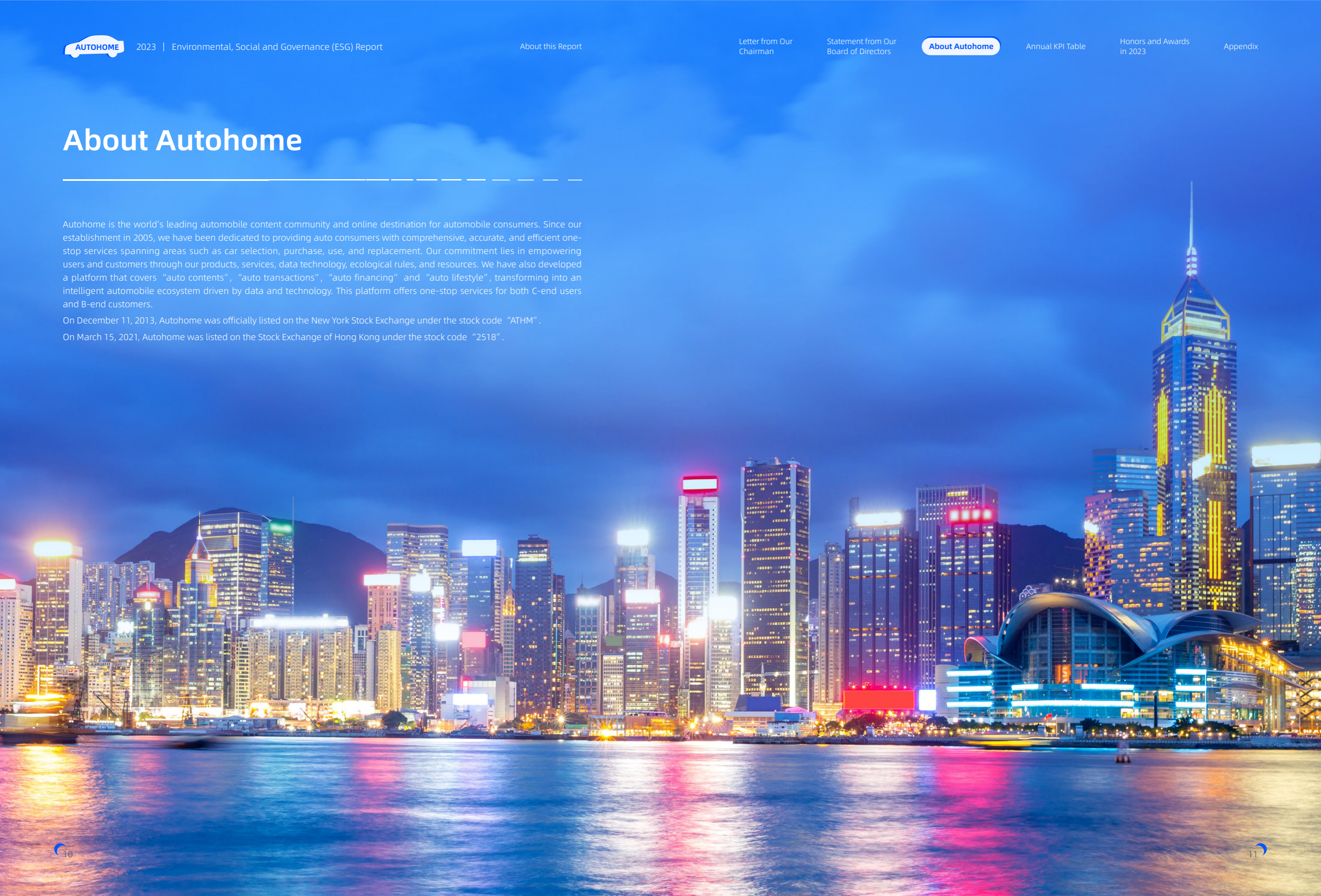
This report, approved by the Board at its meeting on March, 27th, 2024, aims to provide an objective overview of the Company’s ESG endeavors in 2023, disclosing both progress made and the effectiveness of our efforts.

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 selection, purchase, use, and replacement. Our commitment lies in empowering users and customers through our products, services, data technology, ecological rules, and resources. We have also developed a platform that covers "auto contents", "auto transactions", "auto financing" and "auto lifestyle", transforming into an intelligent automobile ecosystem driven by data and technology. This platform offers one-stop services for both C-end users and B-end customers.

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

- Over **10** compliance training sessions throughout the year were organized
- 100%** of employees received integrity training
- No** data leakage incident
- 386** patent proposals
- 273** trademark applications
- 258** software copyright submissions
- 100%** of suppliers signed the *Letter of Commitment on Integrity (Anti-Corruption and Anti-Bribery)*

Environmental Protection

- 100%** of our lights were energy-saving LEDs
- Greenhouse gas emissions totaled **1,699.99** tonnes of CO₂ equivalent
- We empowered the **zero-carbon** transition of the automotive industry, guiding our partners across the automotive ecosystem to embrace the green and low-carbon development concept in all aspects
- We actively advocated green travel initiatives and facilitated the trading of both **new energy and used vehicles**

Talent Development

- 100%** of our employees received vocational skills training
- 100%** of our new employees received training
- 25.57%** of our employees engaged in the Company's equity incentive program

Products and Services

- 1607.368** million of content was audited throughout the year
- 100%** of complaints were responded
- 89.671** million non-compliant content items processed

Social Contribution

The Autohome Research Institute continued to explore industry trends and data, and empower the upstream and downstream segments of the industry chain

We empowered our dealers in their digital, intelligent and ecological development

- RMB 2.081 million** invested in public welfare and charity
- 864 hours** of public welfare volunteering devoted by our employees

Honors and Awards in 2023

ESG优秀治理企业
汽车之家
2518.HK / A78M.US
汽车之家
车数最多
2023-11

March 2023

FUTU Annual Review - 2022 ESG Outstanding Governance Company

FUTU

2023 央广网财经分享会
《新产业 新消费 激活高质量发展新动能》

June 2023

2022 Social Responsibility Award

China National Radio

2023 EDGE AWARDS
年度ESG创新企业
汽车之家

December 2023

2023 "Annual ESG Innovation EDGE Awards"

TMTPost

December 2023

Best Listed Company at ESG Practices

Hong Kong International ESG Alliance

December 2023

Best Listed Company at ESG Advancement

Hong Kong International ESG Alliance

December 2023

Award 2023 for Social Responsibility Excellence

Investment Times

2023香港國際ESG榜單
2023 Hong Kong International ESG Ranking
最佳上市公司 ESG 實踐獎
Best Listed Company at ESG Practices
汽车之家
香港國際ESG聯盟
December 15, 2023

2023香港國際ESG榜單
2023 Hong Kong International ESG Ranking
最佳上市公司 ESG 進展獎
Best Listed Company at ESG Advancement
汽车之家
香港國際ESG聯盟
December 15, 2023

汽车之家
汽车之家
2023 卓越社会责任企业
汽车之家

01

Robust Governance for Sustainable Development

Autohome actively promotes the concept of sustainable development, practices top-notch corporate governance, and proactively guards against operational risks to achieve high-quality sustainable operations and development.



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. The Company has formed three professional committees under the Board, the highest decision-making body: the Audit Committee, the Compensation Committee, and the Nomination and Corporate Governance Committee. Each committee diligently carries out its duties in accordance with its clearly defined terms of reference.

In 2023, the Company conducted a performance evaluation through questionnaires to assist the Board in continually enhancing its overall efficiency.

Board Independence and Diversity

The Company strictly complies with the requirements of the New York Stock Exchange regarding the independence of directors, and standardizes and reinforces the Board's operational mechanism. At the same time, we prioritize diversity in the selection or appointment of directors, considering factors such as gender, ethnicity, age, and professional expertise. This approach ensures that the Board's decision-making processes are grounded in scientific rigor and professionalism, thereby safeguarding the rights and interests of our investors.

In 2023, the Company revised the *Board Charter*, instituting a mandate that directors elected by the Board must undergo re-election at each annual general meeting of shareholders beginning in 2024. During the reporting period, three directors retired, and the Board elected three successors to fill these positions.

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

Tax Policy

Autohome places a strong emphasis on compliance with tax laws and regulations and fulfillment of its social responsibilities in its operations. We maintain a steadfast commitment to the principles of honesty, fairness, and transparency, ensuring strict adherence to tax laws and regulations at all times.

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 System

Autohome has established a sound risk management system, enhancing its capabilities in risk control and identification. The risk management practices of each business unit contribute to the Company's comprehensive risk management framework. This framework includes 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*. These policies cover key areas including main business operations, finance, legal affairs, internal audit, and content security, providing systematic safeguards for our risk management efforts.

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. Within specific business operations, each department, including those overseeing legal affairs, risk control, and business operations, plays a vital role in reviewing business compliance, identifying anomalies, and formulating targeted response plans.



Autohome's three lines of defense for risk management

Risk Identification and Response

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. 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 Executive Secretary and members in charge of specific business units are managers at the middle level or above. The committee is tasked with monitoring regulatory trends and identifying emerging risks, including specific risks such as those associated with the cybercrime industry chain. In the process of risk identification, we actively embrace new technologies such as algorithms and artificial intelligence. 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, we closely monitor emerging risks arising from technological development, Internet evolution, and other factors, addressing them with prudence and diligence.

Internal Control Audit

In 2023, the Company carried out risk-oriented internal audits, while also enhancing risk awareness among all employees through various promotional and training initiatives.

Our Audit Committee, the CFO and the Internal Audit Team are responsible for discussing our major risks and responses, identifying major operational risks, and formulating internal audit strategies and work plans based on current response measures. The Internal Audit Department makes quarterly reports to the Audit Committee under the Board on quarterly special audits, internal control compliance, and employee violations.

During 2023, the Company completed 22 risk audit projects aimed at identifying and mitigating major business risks in areas such as processes, operations, and employee conduct. Throughout the year, relevant business departments implemented 40 optimization recommendations, resulting in the rectification of 100% of internal audit optimization and remediation items. These efforts have significantly bolstered the Company's overall risk management capabilities.



Autohome's risk audit and control of business activities

During the organization of the "2023 Autohome 818 Ceremony" event, the Company actively adopted innovative technological solutions to audit and manage business risks. We conducted comprehensive optimizations of our risk control system, focusing on resources, security measures, and strategic enhancements, supporting real-time anti-fraud efforts across more than ten business areas, and introducing the graph model, correlation network, and historical portrait users for risk re-portrayal and apply it to real-time risk control in terms of risk control strategy. These measures were implemented to safeguard our community ecosystem from interference by cybercriminal activities. The Company's Technical Committee set up a Key Technical Security Project Team, leveraging the newly upgraded full link stress testing platform to conduct six rounds of stress testing, ensuring stable operations even during peak traffic periods.

Risk Awareness Cultivation

The Company prioritizes risk management and compliance by regularly reminding and training our staff. We regularly send out informative emails to all employees, promoting relevant laws, regulations, and industry knowledge essential to our operations. Additionally, we swiftly share updates on newly enacted laws and regulations, and discuss significant compliance penalty cases to underscore the importance of adhering to standards and to enhance awareness among our workforce.

To address critical compliance matters such as personal data protection and intellectual property rights, we engaged a team of legal professionals to provide specialized training through lectures and online live streaming sessions. These sessions were accessible to all employees via our internal online platform, ensuring widespread knowledge dissemination. Additionally, employees in key roles underwent online assessments on relevant compliance content to verify their understanding and awareness. We also integrated fundamental compliance knowledge into the onboarding training for new hires, emphasizing the importance of compliance from the start. Throughout 2023, we conducted over ten online and offline compliance training sessions, covering vital areas including personal information protection, content security, intellectual property protection, and anti-corruption measures.

Throughout 2023,

over **10**

online and offline compliance training sessions conducted



Autohome's risk management and compliance training course



Training on legal risks on the used car trading platform

On February 10, 2023, the Company conducted training sessions on legal risks on the used car trading platform. The training took place through a combination of offline lectures and online live broadcasting, with a specific focus on legal compliance within the realm of used car trading. Through in-depth analysis of typical cases, we introduced common legal risks and precautionary measures pertinent to the online platform for used cars. The aim was to enhance our employees' proficiency in identifying and managing legal risks in the used car business. A total of 236 participants attended the training sessions.



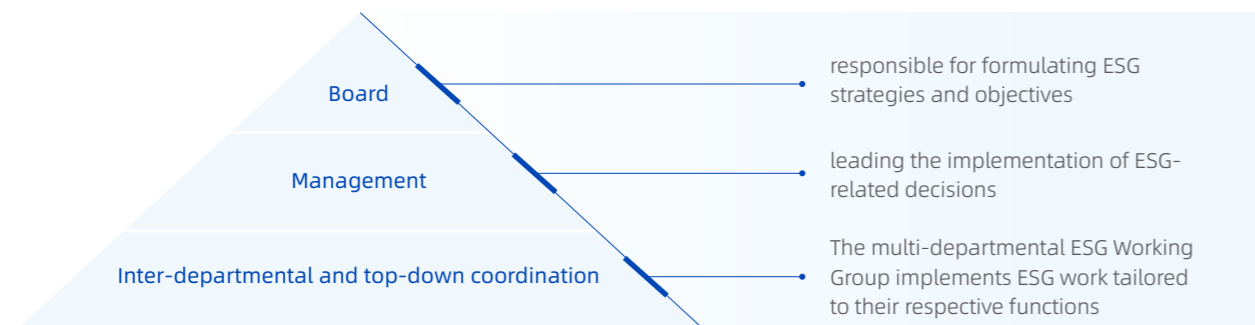
Training on legal risks on the used car trading platform



ESG Governance

ESG Governance Structure

Autohome has established a top-down ESG management framework with the Board assuming responsibility, management providing leadership, and cross-departmental cooperation. The Board, as the highest ESG governance body, is tasked with devising ESG strategies and objectives, receiving regular updates, making decisions on key ESG topics, and overseeing the implementation of related work. The management provides leadership in executing ESG-related decisions and guides the ESG Working Group, a multi-departmental body, in implementing tailored ESG initiatives.



Autohome's ESG Management System

In addition, to improve the Company's overall ESG governance capability, we organized ESG capability training sessions for the Board and relevant employees, which supports our ESG work.

Communication with Stakeholders

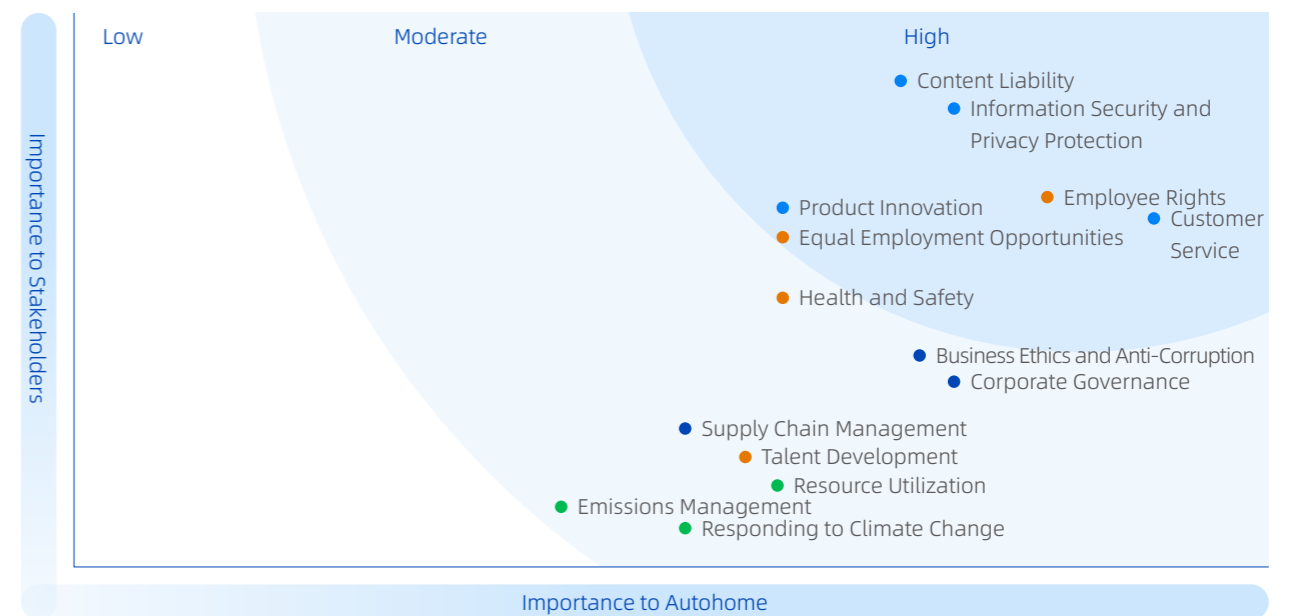
Autohome diligently attends to the demands of stakeholders, which serves as an important reference for our ESG work. We are dedicated to consistently strengthening our communication and engagement with stakeholders, identifying key stakeholders and primary communication and feedback channels based on our business characteristics and the outcomes of stakeholder interactions.

Key stakeholders	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 announcement, 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 feedbacks 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

Materiality Topics Assessment and Priority

In 2023, we revisited our initial list of material topics, refining it based on industry and regulatory developments, as well as the best practices observed among our peers and the standards outlined by international rating agencies. Through meticulous research, analysis, and evaluation, we engaged stakeholders through questionnaires, meetings, and in-depth interviews to gather their opinions and expectations regarding Autohome's ESG topics. This rigorous process resulted in a refined ESG materiality matrix and list, comprising a total of 14 topics spanning the domains of environment, society, and governance.

Autohome's 2023 ESG Materiality Matrix



● Customer Topic ● Governance Topic ● Environmental Topic ● Employee Topic

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		

02

Compliance Operations for Fulfilling Responsibility

Autohome maintains its steadfast commitment to upholding high standards of business ethics, enhancing information security, and safeguarding user privacy. Additionally, we are dedicated to advancing the development of intellectual property rights, fostering a sustainable supply chain, and reinforcing the foundational pillars of the Company's operations.



Business Ethics

Autohome strictly abides by 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*. We have formulated internal policies such as the *Autohome Code of Ethics and Business Conduct*, the *Autohome Management Measures for Creating an Integrity Culture*, the *Autohome Measures for Investigating and Handling Malpractices and Violations by Employees*, and the *Autohome "Red, Yellow and Blue" Cards Penalty System*, and the *Autohome Implementation Guidelines for Handling Violations by Employees*. These measures aim to institutionalize and systematize business ethics, ensuring strict regulation and guidance of employees' ethical behavior, clearly defining management provisions for violations and penalties, and fostering an environment of integrity in our business operations.

Governance on Business Ethics

The Audit Committee, comprised of three independent directors, is responsible for overseeing the Company's compliance with the code of conduct and code of business ethics. It evaluates the adequacy and effectiveness of internal control procedures and receives quarterly reports on these matters from the Compliance Committee. The Compliance Committee, as the executive management body of business ethics, is chaired by the Chief Financial Officer, our head of compliance, and supported by the Department of Legal Affairs and the Internal Audit Department. It is responsible for overseeing compliance with the code of conduct, the code of business ethics, and the *U.S. Foreign Corrupt Practices Act*, the prevention of insider trading, and the investigation of whistleblowing, among other related matters. The Compliance Committee maintains the Company's business ethics practices by reviewing monthly compliance reports.

Business Ethics Audit

We have 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. During special audits in high-risk areas, we investigate 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 then reported to the Audit Committee.

In 2023, we conducted a review of employee conflicts of interest. We plan to continue this review on a biannual basis and to assess gift submissions and inventory on a quarterly basis.

Promotion and Training on Integrity

100%

directors and employees received integrity training

The Company remains dedicated to strengthening promotion and training on integrity, with the aim of fostering a culture of integrity and enhancing awareness among employees. In 2023, we organized a total of 23 integrity online and offline training sessions. Additionally, we maintained a consistent focus on integrity through daily email reminders, thematic promotion initiatives, and engaging activities such as Q&A competitions. As a result, 100% of our directors and employees received integrity training, significantly bolstering the ethical consciousness across the organization. We integrated training on the code of ethics and code of business conduct into our monthly compliance report, underscoring the importance of ethical awareness in our operations. We utilized the compliance mailbox to remind employees of tradable and non-tradable periods, implementing controls through an external third-party system to prevent violations of stock purchase regulations.

For all directors, we focus on promoting anti-corruption regulations and collecting feedback through annual, quarterly, and other regular questionnaires. In these assessments, directors are required to provide detailed explanations regarding any gifts received, alternative forms of payment, etc. Additionally, directors are reminded to disclose any related parties and transactions with the Company. These requirements are widely publicized to ensure comprehensive reminders and compliance.

Autohome's Highlights on Integrity and Compliance Training and Advocacy Programs in 2023

Ethics Training for New Employees	We provided training on the code of ethics and code of business conduct to all new employees, with 100% completion among those who had been with the Company for over three months. Throughout the year, a total of 806 individuals completed training and examination on professional ethics
Integrity Thematic Courses	We created the thematic module of "Integrity Classroom" on "The Home of Learning", featuring external professional demonstration training courses on integrity culture and video interviews with the Company's management. This thematic module garnered nearly 354,000 hits .
Integrity Culture Promotion	<p>We promoted integrity culture through various means, including posters, meetings, training sessions, and talks</p> <ul style="list-style-type: none"> Created 29 integrity-themed posters throughout the year, covering topics such as gift-handling, the 919 Autohome Integrity and Compliance Day, the International Anti-Corruption Day on December 9, the Integrity and Compliance Q&A Competition, and the solicitation of micro-videos on "Anti-corruption, Self-discipline and Dedication". These posters were displayed at the Company's headquarters, subsidiaries, and branches. Conducted 42 thematic conferences on integrity culture, engaging more than 1,200 personnel in key positions and employees Invited external experts from the judicial system to deliver two series of annual training sessions on the development of an integrity culture in 2023, reaching 450 employees in management and key positions, helping them to gain an in-depth understanding of the legal issues related to crimes committed by Internet professionals, common criminal legal risks, and prevention measures Conducted integrity talks with more than 130 employees in key positions, to promote the integrity culture and reinforce awareness
Integrity Thematic Activities	<p>We organized on-site thematic activities to reach key people and enhance the Company's integrity culture:</p> <ul style="list-style-type: none"> Organized thematic education activities for more than 50 employees in key positions at education bases Organized the 122 procurement employees to take an oath of integrity and sign a pledge of integrity and self-discipline, and watched educational films, covering 100% of procurement employees Conducted the Integrity and Compliance Q&A Competition among more than 300 employees Solicited micro-videos themed "Anti-corruption and Self-discipline" and showed excellent submissions in the office area and Autohome's Wechat Channels account
Column of "The Home of Integrity"	Through the column of "Home of Integrity", we regularly shared major events related to internal and external integrity practices, updated internal integrity policies, published decisions on internal punishments and disseminated other integrity-related promotional information. In 2023, a total of 8 issues were released, garnering nearly 15,000 hits online.



"Integrity Culture" compliance training

On May 16th and September 19th, 2023, the Company organized two on-site "Integrity Culture" compliance training sessions, drawing more than 450 participants. We invited external judicial experts to explain the provisions supporting private enterprises as outlined in national laws and policies, the Draft Amendment (XII) to the Criminal Law, and prevalent criminal legal risks for Internet professionals. Through in-depth case analyses of law violations and disciplinary actions, participants were urged to adopt a bottom-line mindset, adhere strictly to red-line boundaries, maintain a sense of vigilance, and comply with national laws and judicial regulations at all times.



"Integrity Culture" compliance training

In addition, we also actively engage in industry-wide efforts to promote business ethics and contribute to the cultivation of a culture of integrity across the sector. In 2023, Autohome was honored to receive the second edition of the "Private Enterprise Integrity and Compliance Innovation Award". Furthermore, we participated in the release of the *Initiative to Strengthen the Construction of a Clean Culture in Internet Enterprises*, responding to the call from the Internet Society of China. At the meeting, Autohome, as a representative of Internet enterprises, jointly released the Initiative with the Internet Society of China.



Autohome was honored to receive the second edition of the "Private Enterprise Integrity and Compliance Innovation Award"



Autohome participated in the release of the *Initiative to Strengthen the Construction of a Clean Culture in Internet Enterprises*

Violation Investigation and Handling

We have implemented a rigorous process for investigating violations and established standards for addressing employee misconduct, aiming to foster a systematic, fair, just, and integrity-driven culture. Under the *Autohome "Red, Yellow, and Blue" Cards Penalty Regulation*, we have identified 41 red card penalty infractions, 29 yellow card penalty infractions, and 15 blue card penalty infractions, supported by corresponding penalty measures outlined in the *Employee Violation Handling Standards*. During 2023, no embezzlement lawsuits against the Company or its employees were filed and concluded.

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;
- Actions determined to be fraudulent or illegal, necessitating penalties under the *Autohome "Red, Yellow and Blue" Cards Penalty Regulation*, will be evaluated by our Internal Audit Department, which will propose appropriate handling measures. These proposals will then be reviewed by the Penalty Panel. 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.

Reporting and Whistleblower Protection

AutoHome actively fulfills its supervisory and reporting responsibilities to promote the development of the integrity culture. We provide anti-corruption reporting channels across various platforms, including Autohome's official website, internal OA website, and suppliers' recruiting platform, to facilitate the supervision and whistleblowing efforts of all employees and external partners.



Autohome's reporting and complaining channels

We provide protection and incentives for whistleblowers. In the *Employee Handbook* and the *Autohome "Red, Yellow and Blue" Cards Penalty Regulation*, we have clearly defined the disciplinary clauses and severe penalties against threats, intimidation or retaliation against whistleblowers, witnesses, and so on.



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*, the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services* and the *Rules on Network Security Risk Management, Strategies, Governance, and Event Disclosure for Listed Companies* issued by the U.S. Securities and Exchange Commission. We have established a comprehensive and systematic internal information security management system by formulating the *Autohome Information Security Standard*, the *Autohome Information Security Norm*, the *Autohome Data Security Management Strategy*, the *Autohome Data Security Management Policy* and dozens of other information security management policies and standards. These policies and standards clarify the Company's information security and privacy protection management objectives, principles, security frameworks, specific security requirements, and emergency response handling process for network security, data security, user information protection, data lifecycle, and other aspects to strengthen security management. Our information security team is responsible for formulating these management policies and standards, which are approved and then released by the Company's senior management via email, our OA system, and the Autohome APP system.

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 in charge of Content Security as the Committee Director, with the CTO (Chief Technology Officer) and the Vice President overseeing the business and consumer client services as Deputy Directors. Additionally, managers at the middle level or above serve as the Executive Secretary and members in charge of specific business. The Security Committee, together with the network, data, algorithms, content, products, government regulatory communications, business groups, legal affairs department groups, investor relations group and public relations group and other segments, ensures the establishment of an effective and coordinated information security management system. 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 employ specific 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 utilization and management of data. To facilitate this, we have formulated the *Autohome Data Security Standard-Data Classification and Grading*, which classifies data according to attributes or features such as business characteristics, security requirements, data relevance, data scope, scope of influence, degree of influence, and data disclosure requirements. We establish corresponding security management, control measures, and authorized use schemes such as access control, data encryption and decryption, and data desensitization based on the results of data classification and grading.

Information Security and Privacy Protection Audits

The Company adheres to the common industry standards for data protection and undergoes regular audits by third-party companies for validation. 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 conducts a thorough assessment of all our Level 3 protection-filed cybersecurity systems and biennial assessments of our Level 2 protection systems. In 2023, our annual Level 3 protection assessment was audited and certified, while our Level 2 protection systems remained valid within their certification period.

The Company conducts internal security system tests, attack and defense drills, and internal information system security assessments annually to identify product vulnerabilities and promptly address any detected issues. We employ a range of technical and managerial measures to safeguard the security of our information and network systems. In 2023, 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 self-inspections of multi-dimensional security system efficiency. Through these self-inspections and corrections, we identified three areas for improvement and implemented corresponding measures and optimizations accordingly.

The Company engages external organizations to conduct annual compliance testing of user personal information protection for the apps to be released at least once a year. This is done to ensure the identification and resolution of any issues related to personal information and privacy protection. On April 25, 2023, we enlisted the services of Global Law Firm to assess three of our apps—Autohome, Auto Quotation, and usedautohome.com—across five key aspects: personal information collection, subjects of personal information, protection of minor personal information, privacy policy, and security measures. The evaluation concluded that the personal information protection measures implemented in these three apps align with the requirements outlined in laws, regulations, and relevant national standards. In 2023, the Company did not experience any incidents involving the security breach of users' personal information.

Emergency Response

The Company has formulated emergency response plans for network security events, such as the *Regulations on Emergency Response to Network and Information Security Events* and the *Emergency Response Plan for System Vulnerabilities*. These plans delineate precise response procedures tailored to different types of information security events. Furthermore, we have established a duty system to ensure that designated personnel are accessible to address and manage security incidents on weekdays, rest days, and holidays. In 2023, the Company did not have any data leakage incidents.



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

Table Autohome's 2023 Highlights on Information Security Assessment and Testing

Conducted 1 attack and defense drill for major external websites	Completed 1 security compliance assessment of important user personal information data	Carried out 1 communications cybersecurity protection compliance assessment	Undertook 1 risk assessment of the web portal system
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Autohome Management Initiatives for User Personal Information

- When accessing users' personal information for genuine business purposes, our system generates specific prompts requesting 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 to ensure minimal data collection.
- After obtaining users' authorization, the Company collects and utilizes their personal information within the framework of the privacy policy to provide necessary business services. Additionally, we employ various technical measures to protect users' personal information during service provision, such as encrypting or anonymizing personal data, implementing strict access control mechanisms on data access rights, and utilizing the Multi-Factor Authentication (MFA) technology to ensure the confidentiality, fairness, effectiveness, and recoverability of the data processing system and services. Users can view the information collected 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 and implemented several measures. These measures include informing users, displaying third-party logos, and signing the *Data Processing Agreement* and the *Data Sharing Agreement* with third parties. These agreements clarify responsibilities 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's Security Response Center (SRC)

Autohome established its Security Response Center (SRC) in collaboration with the leading domestic security vulnerability collection platform, www.butian.net, in 2016. This SRC serves as a platform for collecting information security vulnerabilities identified by "white hats". Since its inception, the program has successfully gathered numerous vulnerability reports, which have been promptly verified and addressed to enhance the security of our information systems. As an incentive for "white hats" who submit valid vulnerabilities, Autohome offers financial rewards to fosters collaboration among multiple stakeholders and then to build a safer network. In 2023, we issued over RMB 150,000 in financial rewards to individuals who submitted effective vulnerabilities.

Principle of Privacy Protection

Autohome diligently upholds its commitment to safeguarding users' rights, interests, and privacy security. 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 effectively ensuring information security protection. We have developed the *User Agreement* and the *Privacy Policy*, which clearly outline the types and specific details of users' personal information collected at each stage of engagement. These policies also outline how users' personal information is collected, utilized, shared, transferred, disclosed, stored, deleted, and transmitted. They underscore the importance of obtaining users' informed consent in all aspects of data handling.

The Company has integrated privacy protection into its overall compliance and risk management framework. We engage third-party organizations to conduct compliance testing and generate a report on our privacy policy at least once annually. This allows us to identify and promptly address any issues identified. Additionally, any modifications to our privacy policy in our daily business operations undergo rigorous reviews by responsible internal departments and external legal experts to ensure compliance and transparency.

We prioritize the rights of users as data subjects and provide clear guidance on how to access, modify, delete, cancel accounts, change or withdraw authorization, and withdraw consent to the collection of personal information. In our *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 users seeking to inquire about, correct, revoke consent, delete, or cancel their information.

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.

The Company remains committed to enhancing the application of innovative technologies in encrypting user information and provides ongoing support for the transformation of encryption technology. While ensuring the encryption of sensitive data, we have introduced database encryption middleware, adopting new encryption tools to improve encryption efficiency, stability, and reliability, and maintaining the original API. The new encryption tools are equipped with advanced encryption algorithm upgrading functions, significantly enhancing the stability and durability of user information encryption. This ensures continuous protection of user privacy and security.

Promotion and Training

The Company places significant emphasis on deepening awareness of information security and privacy protection, offering comprehensive training for all employees and key personnel. We mandate information security and privacy protection training for all employees at least twice a year. To facilitate this, we utilize a combination of online and offline methods and deliver information security training courses through our internal online education platform, "The Home of Learning". These courses cover a broad spectrum of topics, including cybersecurity awareness, data compliance, and personal information protection. They also provide detailed explanations of relevant laws and regulations, complemented by a comprehensive set of corporate compliance response programs. Our aim is to ensure that all employees possess a thorough understanding of information security and privacy protection principles. In 2023, Autohome conducted a total of four privacy protection training sessions.



Autohome organized training on information security and data privacy protection in 2023

In July 2023, Autohome focused on the topics such as personal information identification standards, core principles of personal information processing, and key compliance areas in product design. We organized the "Compliance Training on Personal Information Processing", to empower relevant employees with a comprehensive understanding of the compliance elements crucial throughout the entire lifecycle of personal information processing. The training sessions utilized a blend of mandatory online and offline lectures for a total of 1,603 participants.



Autohome organized the "Compliance Training on Personal Information Processing"

Throughout the reporting period, we conducted three specialized online training sessions focused on areas such as security standard compliance, security emergency response, and security development. These sessions provided assistance and guidance for employees to enhance their awareness of compliance, strengthen their emergency response capability, and reduce system security risks.



Autohome's online training on information security and privacy protection

In addition, the Company regularly distributes monthly information security awareness newsletters to all employees and implements daily promotional initiatives and risk reminders across various dimensions such as security awareness, corporate security requirements, technical security knowledge, and security compliance requirements. These efforts are aimed at continuously reinforcing risk awareness and enhancing the ability of all employees to identify risks related to information security and privacy protection.

法务部定期风险提示 (2023年第六期)

双十一特别提示 不得未经消费者同意或请求擅自发送营销短信

“双十一”临近，工业和信息化部信息通信管理局严查线上平台短信营销行为。未经消费者允许推送商业信息和广告宣传行为涉嫌违法。线上平台需严格遵守《电子商务法》《民法典》《个人信息保护法》等相关规定，不得未经消费者同意或请求擅自发送营销短信



Autohome issued a reminder email to all employees about information security and personal 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 for personal information inquiries and complaints, including a customer service hotline, online customer service through the APP, and dedicated email addresses. Information received through these channels is promptly addressed. We provide incentives across the process of complaint acceptance and handling and conduct regular follow-ups to ensure the effectiveness of any corrective actions taken.



Intellectual Property Rights

Autohome strictly abide 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*. We have formulated relevant policies such as the *Autohome IP Management Measures*, the *Autohome Guidelines for Trademark Registration Application*, and the *Autohome Procedures for Software IP Application*. These policies establish a comprehensive system for protecting and managing intellectual property, with a focus on patents, copyrights, and trademarks. We maintain a proactive approach to staying updated with the latest legal requirements and industry standards in intellectual property, ensuring compliance and timeliness. Additionally, we prioritize respecting and protecting content creators' intellectual property rights while actively safeguarding our own intellectual property achievements.

The Company has publicly released the *Statement on Intellectual Property Rights*, outlining its responsibilities and obligations regarding the protection of intellectual property achievements. This statement clarifies the measures and steps we take to safeguard the legitimate rights and interests of intellectual property rights holders. We provide channels for rights holders to report infringements, allowing them to notify us of any instances of infringement. Upon receiving such reports, we take prompt action, including deleting or disabling links to infringing content on our platforms. Additionally, we offer channels for content publishers to provide feedback, ensuring the effective implementation of our commitment to protecting intellectual property rights.

Protecting the Rights and Interests of Original Content

In 2023, through comprehensive Internet-wide monitoring, we protected a total of **305** articles over **660,000** images and **273** videos sent out **186** report emails to address potential infringements

The Company is committed to protecting the legitimate rights and interests of content creators. We have established an early warning system consisting of Internet-wide monitoring of original content, Internet courts, patent analysis of competitive products, and trademark monitoring and interception. Leveraging advanced search technology and algorithms, we ensure continuous monitoring across all platforms and under all conditions to identify potential infringements.

Upon discovering infringement, we take swift action by initiating legal proceedings within the permitted scope for e-evidence collection and issuing deletion notifications to infringers. Simultaneously, we update relevant information with our lawyers, enabling them to send legal notices and pursue litigation to protect our rights.

Additionally, we maintain a blacklist of individuals or platforms involved in infringement to strengthen our management efforts. For infringements of medium and large platforms identified, we swiftly devise response plans. For illegal websites found engaging in infringement, we promptly issue takedown orders.

In 2023, through comprehensive Internet-wide monitoring, we protected a total of 305 articles, over 660,000 images, and 273 videos. We also sent out 186 report emails to address potential infringements. Additionally, we conducted historical monitoring for 21 WeChat official accounts, reviewing a total of 24,987 articles. In terms of the monitoring of newly released content, we protected 21 WeChat official accounts with 2,790 new articles with 93 report emails sent.

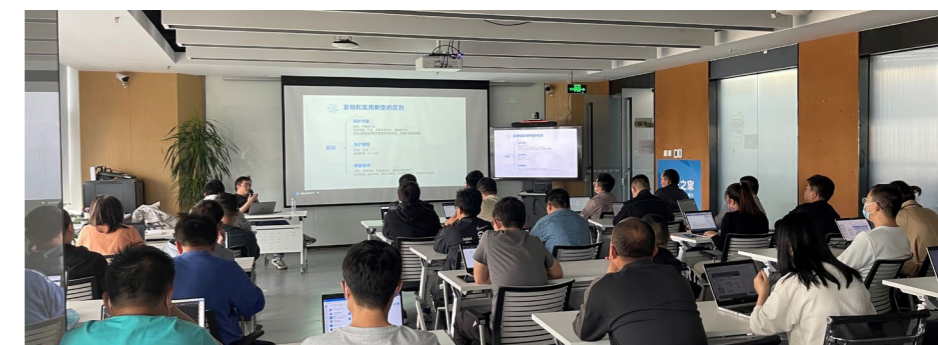
In terms of trademark monitoring and protection, we maintain a vigilant watch during the trademark application stage, closely tracking trademarks suspected of infringement from both competitors and similar trademarks announced in preliminary approval. Once infringement is detected, we will take prompt measures to intercept it and compile monthly summaries of our monitoring results.

We have expanded our monitoring scope to include all trademarks that have been approved and entered the publication period across all categories on the Internet. Upon identifying similar trademarks, we promptly issue warnings and raise objections against any trademarks that may pose a risk to our interests. Additionally, we actively monitor the use of trademarks throughout the Internet, paying particular attention to instances of unauthorized use of our trademarks and the adoption of similar logos. By notarizing infringement facts, we develop targeted strategies for defending our rights.

Innovation Achievements

In addition to our comprehensive intellectual property management system and monitoring mechanisms, we prioritize nurturing a culture of independent innovation in intellectual property rights within the Company. We actively encourage our employees to engage in invention patents and technological innovations. To incentivize their passion, we have established the *Management Regulations on Reward for Inventions* and set up the "Special Reward for Product Technology", which is distributed quarterly alongside salaries. As of the end of the reporting period, we had awarded the "Invention Patent Acceptance Award" to 110 inventions, granted the authorization award to 67 patents (including 7 appearance patents), and distributed over RMB 530,000 in rewards, benefiting a total of 291 individuals.

The Company provides relevant guidance and reference for employees by organizing patent application training. In 2023, we conducted two training sessions titled "Patent Exploration and Software Copyright Writing" and "Patent Exploration and Application in the Field of the Internet" for all Technical Department employees. These sessions were delivered through a combination of offline lectures and online live broadcasts. Additionally, we offered video training courses and hosted three training sessions on patent exploration and writing skills throughout the year. These initiatives aim to disseminate knowledge and empower our employees to establish intellectual property rights awareness within their work, enabling them to identify value more effectively and accurately.



Autohome organizes training related to intellectual property application

As of December 31, 2023, the Company had 386 patent proposals, 160 newly accepted patent proposals, of which 133 were invention patents and 27 were appearance patents. We obtained 79 new authorization patents, of which 73 were invention patents and 6 were appearance patents. There was an increase of 37% in terms of patent proposals, an increase of 83% in terms of patent acceptance, and an increase of 75% in terms of patent authorization compared with 2022. In terms of software copyright, we submitted 258 applications, had 153 copyrights with certificates and 105 under review, 46% higher than 2022. In terms of trademark, we submitted 273 applications, 51% higher than 2022, and obtained 81 trademark registration certificates, 12% higher than 2022.

133 invention patents

27 appearance patents

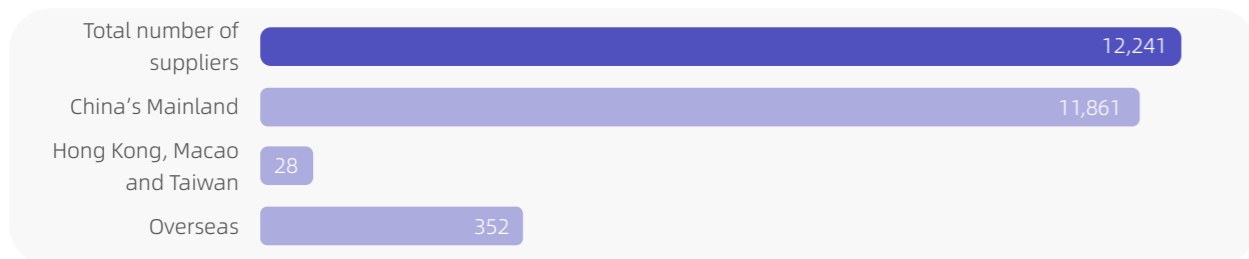
79 new authorization patents

Supplier Management

Autohome is actively advancing environmentally-friendly and compliant business collaboration models to build a sustainable supply chain. We have formulated policies such as the *Autohome Supplier Management System*, which serves as a dedicated framework for overseeing supplier management procedures. This system covers screening, admission assessment, updates and modifications of standards and processes, risk evaluation, performance monitoring, supervision and enhancement management, and communication. Our aim is to consistently enhance the quality and efficiency of our procurement processes.

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 <i>Autohome Supplier Evaluation Report on Site Visits</i> . 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 in terms of safety management and protecting employee rights and interests, ensuring full compliance with relevant standards and regulations.
Adding and Changing Suppliers	We have implemented standardized processes and enhanced the maintenance of supplier records.
Supplier Risk and Performance Assessment	We employ a multi-indicator comprehensive evaluation approach, guided by four core principles: systematic, concise and science-based, stable and comparable, and flexible and operable. Supplier performance evaluations are conducted online, with assessments conducted based on collectively procured items and on contractual agreements for other items. Our evaluation covers all officially admitted suppliers, except for individual, offshore, and non-contractual payment suppliers, achieving a 100% assessment rate. In 2023, we enhanced our supplier risk management by establishing a risk pool and implementing risk controls for suppliers with conflicts of interest and affiliations. All Autohome suppliers, except for individual and overseas ones, have been integrated into the Tianyancha credit system, further fortifying our supplier management and risk prevention efforts.
Monitoring and Improvement Management of Suppliers	To enhance the quality of our supply chain and incentivize our suppliers to deliver high-quality products and services, we have implemented a mechanism to phase out underperforming suppliers. Additionally, we conduct interviews with suppliers receiving low scores to prompt them to address any issues. If a supplier is found to be in violation of laws or regulations, our supplier management system takes immediate action, including removal or suspension based on our risk control monitoring outcomes. In 2023, a total of 25 suppliers were added to the supplier blacklist.
Communication with Suppliers	In 2023, Autohome strengthened communication and collaboration with suppliers to foster stronger partnerships. We held an annual review meeting for our 39 collective procurement suppliers, where we promoted and emphasized 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.

Number of Autohome's Suppliers by Region



The Company is committed to building a sustainable supply chain with all suppliers, reducing supply chain risks, practicing the concept of green development and transparent procurement, and realizing mutual benefits and win-win results with our partners. We clearly put forward the requirements related to integrity, social responsibility, and the environment in our procurement process to regulate and constrain our suppliers' conduct.

Supplier Business Ethics

The Company places a strong emphasis on integrity throughout its supply chain operations, striving to foster an environment of integrity within its procurement practices. In 2023, we established the Procurement Management and Discipline Committee, led by the Vice President and supported by relevant departments in supply chain and compliance management, to standardize our procurement management practices. Throughout the year, 292 procurement projects were sampled, four core procurement systems were upgraded and five additional management initiatives were established. During the procurement phase, we advocate for integrity on the supplier side of our procurement platform and provide channels for reporting corruption cases, clearly outlining the scope of reporting and its requirements. 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. This ensures a steadfast commitment to integrity across all aspects of recruitment and procurement, with a 100% signing rate for the relevant commitments. In our daily management practices, we disseminate the *Autohome Initiative Letter to Suppliers for Integrity Cooperation and Co-building* via our WeChat official account "Autohome Procurement Cooperation Platform", strengthening the promotion and reinforcement of integrity principles.



Autohome Initiative Letter to Suppliers for Integrity Cooperation and Co-building Supplier integrity promotion and reporting channel

Supplier Information Security and Privacy Protection

The Company regards information security and privacy protection as pivotal aspects of supply chain management, imposing stringent requirements on relevant suppliers and partners to ensure overall compliance with relevant standards. Before sharing any data, we obtain explicit consent from users and maintain transparency about the recipients of their data and the purpose for its distribution. Additionally, we enter into *Data Processing Agreements* with our suppliers and business partners who handle or process the information on our behalf. These agreements clearly outline the scope and purpose of the data shared or processed, the duration of such processing, and the responsibilities related to data protection for all involved parties. Furthermore, we conduct audits of our partners' data processing measures to ensure compliance with regulations, verifying that their systems, capabilities, and practices pertaining to information security and privacy align with our requirements.

Green Procurement

The Company incorporates the concepts of green and sustainable development into its procurement process, actively sourcing environmentally friendly products. In 2023, we opted for RPET² and other environmentally friendly materials and products, focusing on those that employ energy-efficient and eco-friendly manufacturing processes for our New Year's gift boxes and gifts. Additionally, we utilized organizer boxes for packaging purchased items. These boxes are recyclable, supporting our resource conservation initiatives by significantly minimizing waste.

² RPET Fabric (Recycled PET Fabric), also known as Coke Bottle Eco-Fabric, is a new type of eco-friendly fabric. Its yarn is extracted from recycled Coke bottles. Its low-carbon source creates a new concept in the field of recycling.

03

Leading with Innovation and Serving Users

Autohome, as the world's leading automobile content community and online destination for automobile consumers, consistently places innovation at the forefront of its development strategy. Our ultimate goal is to provide exceptional services to our users by attentively listening to their feedback. We are committed to delivering healthy, high-quality content and providing truthful and responsible advertising information.



Content Governance

Content Governance Principles

Autohome's content governance philosophy is rooted in adherence to national laws, regulations, and relevant policies, with a proactive commitment to fulfilling social responsibility as the cornerstone and ensuring the platform's safe operation as the unwavering impetus. Building upon these principles, we promote the wide dissemination of healthy and diverse content, striving to achieve a win-win scenario for users, platforms, and society as a whole.

Key Moderation Governance Areas

- Those opposing the fundamental principles established by *The Constitution*;
- Those promoting terrorism or extremism, or inciting or engaging in terrorism or extremist activities;
- Those undermining the state's religious policy, or promoting cults and feudal superstitions;
- Those inciting ethnic hatred, ethnic discrimination, or undermining national unity;
- Those spreading rumors to disrupt economic and social order;
- Those spreading obscenity, pornography, gambling, violence, murder, or terrorism, or encouraging crimes;
- Those insulting or slandering others, maliciously infringing on others' reputation, privacy, and other legitimate rights and interests;
- Those containing other prohibited content according to laws and administrative regulations, under circumstances deemed serious.



Content Governance

The Company's Security Committee is dedicated to overseeing and maintaining key aspects of the Platform's security, including content security, data security, information security, product security, and algorithmic security. Reporting directly to the Board, ensures efficient and professional management of content security. In addition, 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.

Content Governance Approaches

Autohome has implemented comprehensive moderation standards and processes across all its business lines and products, covering publicly shared images, text, audio, video, live streaming, instant messaging, and various other content formats on the platform. Adhering to the principle of consistency, we utilize the "Moderation before Posting" mechanism for all accounts and content. In 2023, we introduced a new moderation model to conduct initial content checks, ensuring both quality and compliance. The Content Creation Team is required to submit proposed topics and scripts to the Moderation Team for preliminary examination, with the Moderation Team responsible for identifying and informing the Content Creation Team of any potentially risky content.

Autohome's Content Moderation Process

Machine content moderation

- Once content is generated on the user and business, it is encrypted and the subjected to machine moderation. We collaborate with leading moderation providers, leveraging their high-quality and efficient big-data moderation models to conduct preliminary content filtering.

Manual content moderation

- Content that is questionable or fails in the initial machine moderation undergoes re-evaluation by an experienced human moderation team to enhance accuracy.

Inspection and quality check

- If content is found to be in violation of laws or regulations, we conduct inspection and quality control measures to ensure strict compliance with moderation standards. Additionally, inspections and quality checks help identify potential loopholes in the moderation process, enabling timely adjustments and optimizations to our moderation strategy.

Complaint mechanism

- If content is found to be in violation of laws or regulations, we communicate our handling decisions to users and provide them with the right to appeal. Upon receiving a user complaint, we conduct a thorough review. If the complaint is found to be valid, we promptly notify the user and restore the relevant content.

To enhance social oversight and increase transparency in content governance, we have created a user reporting portal prominently featured across all our products. Upon receiving a user report, our system promptly analyzes the content and swiftly forwards it to the appropriate business department for processing. Once it is handled, we provide feedback to the informant on the outcome, ensuring a complete closed-loop system for reporting feedback is established.

In 2023, Autohome embarked on several initiatives aimed at deepening content governance, expanding the scope of content moderation, and enhancing the efficiency and accuracy of content review processes.



Autohome's Content Governance Initiatives

Initiative	Content
Expanding moderation scope	<ul style="list-style-type: none"> In 2023, Autohome expanded its moderation scope to include B-end business and related content published on other platforms. All content now undergoes moderation via pre-established business channels, ensuring consistency in moderation processes and rules. This expansion resulted in a 33% increase in moderation content volume.
Managing AIGC content moderation	<ul style="list-style-type: none"> Additionally, Autohome introduced a standardized management process and dedicated moderation channel for artificial intelligence generated content (AIGC), ensuring efficient and compliant moderation processes for such content and laying the technological foundation for subsequent refined operations. After AIGC is generated, it undergoes a multi-step process. The content undergoes simplification by reducing redundant content through algorithms, followed by security reviews. Approved content is then stored in the dedicated AIGC content pool and distributed to users through algorithms. AIGC content is held to the same compliance standards as user-generated content. During security reviews, any evident errors in AIGC content, such as inaccurately depicted car brand and model images, are identified and corrected, thereby enhancing content quality and improving the overall user experience.
Purifying the cyberspace	<ul style="list-style-type: none"> In 2023, Autohome demonstrated its commitment to promoting a cleaner cyberspace and upholding corporate social responsibility by adhering to lawful practices and respecting objective facts, particularly concerning content that disrupts cyberspace order, such as malicious reports, online hostility, and misconduct. We adopted a cautious approach to evidence collection and implemented stricter standards for content moderation and management.
Protecting minors	<ul style="list-style-type: none"> We intensified supervision over the protection of minors' personal information and data security to prevent indiscriminate collection and abuse of such information. We cleaned up and mitigated harmful content that could potentially mislead minors, particularly deceptive and misleading information, thus safeguarding minor users from negative influences. In alignment with efforts to combat online rumors and rectify disordered information from MCNs, we focused on addressing false information and malicious marketing tactics aimed at deceiving and misleading minors. We implemented stricter content moderation policies for intelligent terminal products catering to minors, ensuring the thorough removal of illegal and inappropriate content while adhering to laws and considering the developmental characteristics of minors' physical and mental health. We enhanced moderation requirements within the e-commerce sector, especially concerning content associated with live-streaming products featuring functions such as rewards and consumption.

Training on Content Governance

In 2023, Autohome bolstered its security risk training program for content moderation, offering a total of 30 specialized training courses spanning 90 hours. These sessions were attended by approximately 480 participants from various functional departments and content creation teams within the Company. This initiative effectively raised our employees' awareness of content security and risk management, thus enhancing our team's overall ability to handle emergencies related to potential security risks.



Cleaning up content record

In 2023, Autohome conducted a retrospective review of about 5 billion items of content record, focusing on cleaning up content involving online gambling, online fraud and exaggerated promotion. During the reporting period, about 10 million such items were checked, cleaned and deleted, accounting for 0.2% of the content record.

KPI Table for Content Governance in 2023

1607.368 million Number of content moderation items	89.671 million Number of non-compliant content items	5.58% Percentage of non-compliant content
1.097 million Number of harmful information items cleared through manual moderation	88.574 million Number of harmful information items cleaned up through machine and big data	100% Non-compliant handling rate
209 Number of information items on tobacco products being handled	956 Number of information items on alcohol products being handled	408,956 Number of pornographic information items
12,358 Number of information items on weapons	80,300 Number of information items on gambling	6,779 Number of information items on discrimination
322,921 Number of information items on cyber violence being cleaned up	313 Number of information items on privacy violations, information leaks, and human flesh searches	



Close cooperation with government departments to improve moderation accuracy

Autohome collaborates closely with the cybersecurity brigade of the Public Security Bureau to stay updated on significant changes in the areas and boundaries of cyber content management. This partnership allows us to continually refine and adapt the content moderation strategy across our platforms. In 2023, we intensified our efforts in reviewing content related to cyber fraud by extracting the characteristics of offending content. As a result, we successfully identified and blocked dozens of suspected accounts involved in fraudulent activities.

Responsibility in Advertising

Autohome adheres strictly to relevant laws, regulations and standards such as 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*. We have also established internal guidelines and policies such as the *Regulation on Internal Advertisement Review* to refine standards and procedures for scrutinizing advertisement content. This ensures that all advertisements published on the platform are not only truthful but also fully compliant with prevailing laws and regulations.

Furthermore, Autohome strictly prohibits advertisements featuring alcohol and tobacco products, gambling, violence, bloody elements, gender discrimination, illegal hunting, wildlife trading, or any form of online fraud. Moreover, to improve transparency and differentiate advertisements from other content, all promotional materials must be clearly labeled as "Advertisement".

To ensure the quality and legality of advertisements, the Company employs a comprehensive manual moderation mechanism. Each advertisement is initially assessed by machines and then undergoes a detailed evaluation by a human moderation team. This dual-moderation approach aims to reduce the presence of inappropriate marketing tactics, content unsuitable for minors, false or exaggerated promotional claims, and objectionable material such as vulgarity or pornography.

In 2023, Autohome implemented an advanced backtracking method to effectively identify and manage disguised hidden advertisement content. This proactive approach leverages precise keyword and audio searches to detect potential hidden advertisements, addressing them by applying content moderation technology in reverse. Moreover, we have implemented special measures to circumvent the platform's automatic blocking mechanisms to ensure effectiveness.

Training on Advertising Audits

In 2023, we arranged specialized lectures conducted by industry experts to train auditors in identifying advertisement content that violates advertising regulations. These sessions included analysis and explanation of real-life cases on violations such as regulated commodities, items subject to filing, extremist expressions, overly suggestive dress codes, and sexual innuendo. Additionally, we shared the key content and insights from these training sessions with relevant business teams, aiming to address advertising content violations at their source and improve the overall quality of advertising content on our platform.

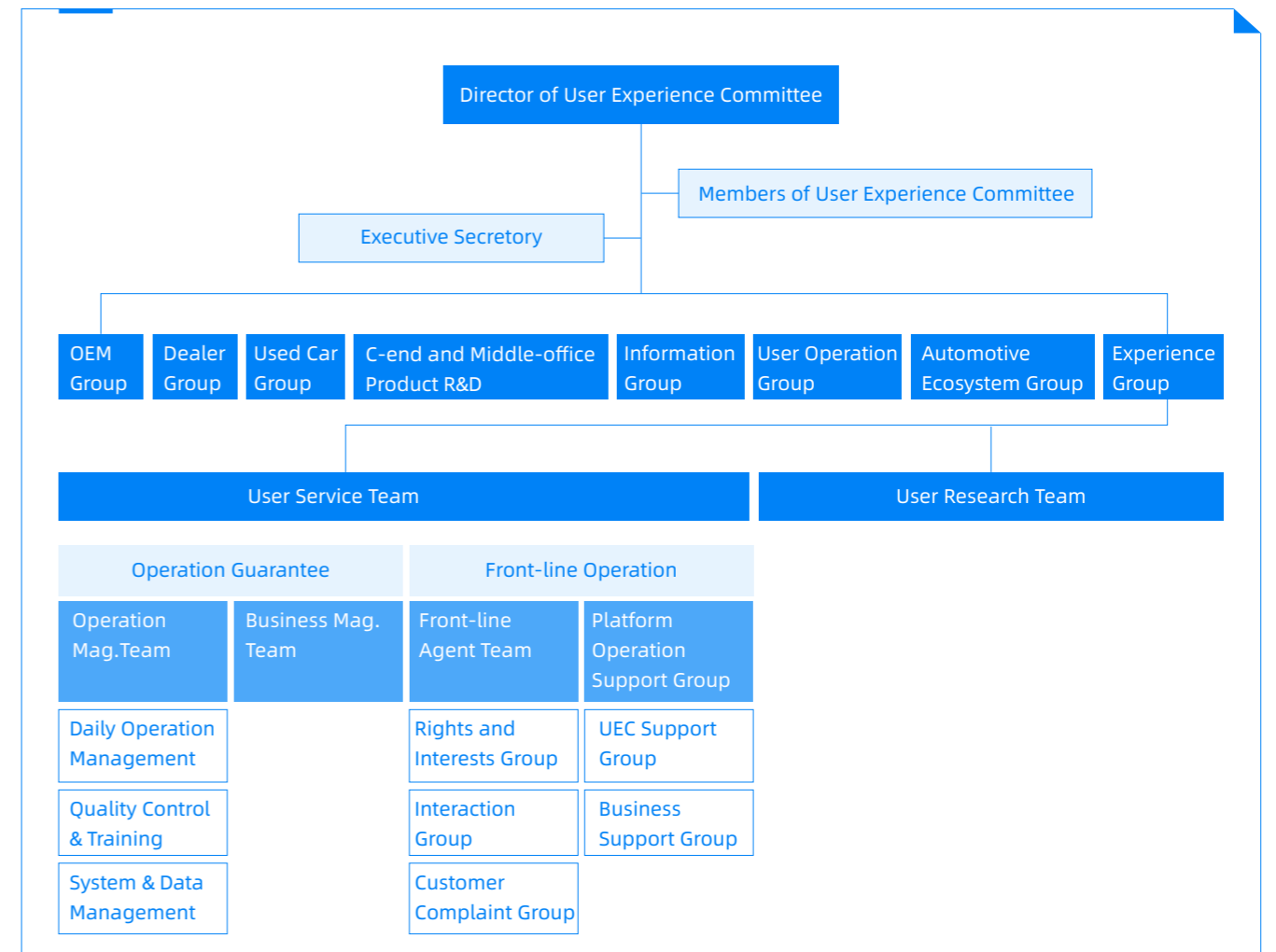


User Experience

User Experience Management System

Autohome has established a user-centered and service-oriented user service management structure to ensure timely and effective services and assistance for our users. To continuously improve user experience, we have established the User Experience Committee, responsible for formulating and implementing our overall user experience strategy. In terms of service standards, we have formulated the *Customer Service Center Service Manual*, which outlines standardized service specifications aimed at delivering consistent and high-quality services to users. In addition, we have formulated 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 quality services and experience through regular quality spot checks on frontline customer service.

User Experience Committee Structure



User Experience Enhancement

In 2023, we established technical optimization objectives for our user-end products (APPs) to enhance the user experience. These goals focused on improving performance, stability, and clarity from the user's perspective. Additionally, we established key performance indicators (KPIs) for our user-end products, including the compliance rate of APP startup, page load speed, crash rate, overall lag rate, severe lag rate, H5 page load speed within 1.5 seconds, unique visitors (UV) rate of high-quality users, and unique visitors (UV) rate of all quality users. In 2023, we successfully achieved all of the above-mentioned KPIs. Furthermore, we implemented a standardized approach to the design and interaction elements of our APPs, ensuring consistency in interaction and visual design of the same modules. This uniformity allows users to navigate and utilize our functional products more intuitively, ultimately enhancing the overall user experience.

Autohome's APP User Experience Unification Initiative

<p>Unified user inquiry experience</p> <p>We undertook a thorough examination of over 200 online lead retention scenarios and devised a standardized set of uniform specifications. Leveraging these specifications, we advanced the development of programmatic templates to standardize all lead retention processes across the site. This endeavor has alleviated user apprehensions during the retention process and markedly enhanced their overall lead retention experience.</p>	<p>Unified release experience</p> <p>In response to user feedback regarding the cumbersome, inefficient, and difficult-to-track posting process, we streamlined the posting procedure and crafted an intuitive, user-friendly posting tool. These enhancements not only boost the efficiency of the posting process but also simplify content submission for users.</p>	<p>Unified foundational components</p> <p>We persist in refining the design specifications of foundational components and ensuring access to each business after development completion. This approach facilitates the standardization of basic experience by enhancing the reuse rate of foundational components.</p>
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Meanwhile, we have comprehensively updated and optimized the technical aspects to enhance user experience and system performance. Specific improvements include:

Autohome APP's Technical Update and Optimization Table

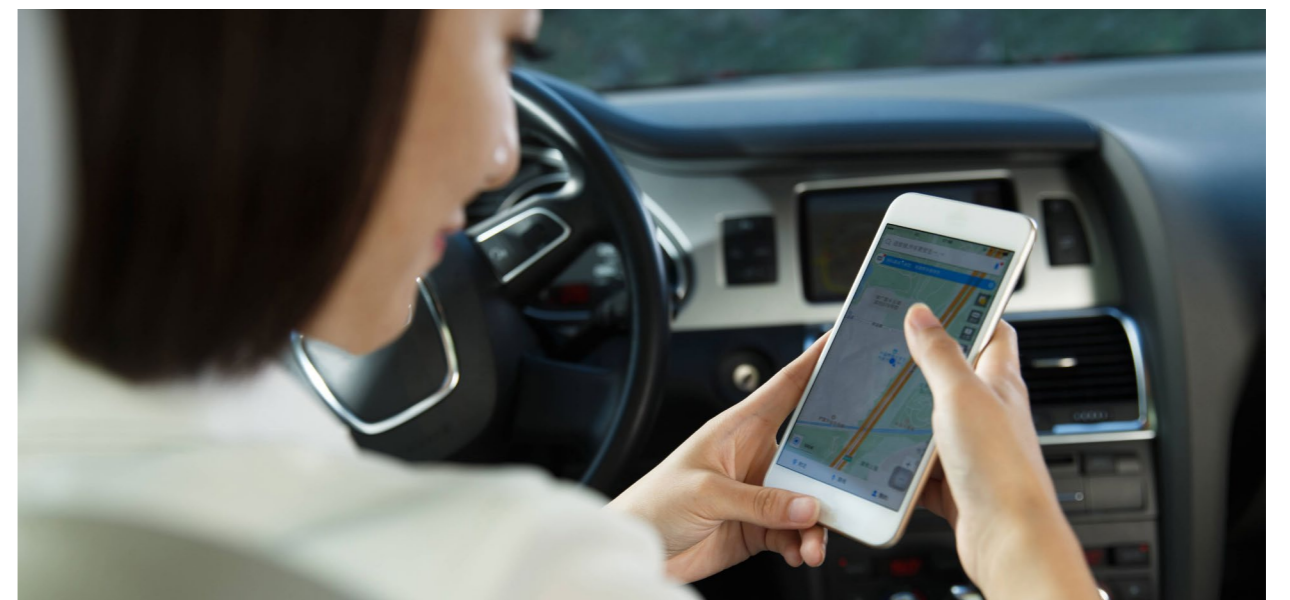
Optimization Project	Optimized Content
Specialized image optimization	Introducing efficient image processing techniques, including more advanced image compression methods and support for multiple image formats, to improve image quality while reducing data transmission.
Network link optimization	Optimizing user access speed and system reliability by improving our content delivery network (CDN) and network stability measures.
Specialized video optimization	Adopting advanced video encoding technology to improve video clarity and reduce bandwidth consumption.
Infrastructure upgrade	Comprehensively upgrading our infrastructure, including rendering engine, application performance management (APM) and componentization, to improve system flexibility and responsiveness.
Specialized business optimization	Deeply optimizing our business processes, including containerization and cloud rendering to improve processing speed and efficiency.

We added 3D simulation animation to help users better understand vehicle information

In 2023, Autohome introduced 3D animation schematics within the APP's real-world test, super test, new energy illustration, and other tools. These schematics cover areas such as performance, safety, space, intelligent driving, and accessories, providing users with comprehensive insights into vehicle models and test results. This not only makes the process more engaging but also improves the efficiency of users' decision-making.



3D simulation animation schematics



Listening to Users' Voices

Autohome prioritizes user feedback and actively listens to every user's input. We actively gather feedback through various channels, 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. This approach ensures continuous improvement in user satisfaction.

During the reporting period, we received a total of 35,149 batches of complaints, with a 100% response rate. Of these, 35,128 complaints, 99.94% of the total, have been successfully resolved. The remaining 21 complaints are being actively addressed within the designated timeframe. Additionally, the satisfaction rate for manual service reached 95%.



Autohome's interviews with users

In 2023, Autohome employed various interview methods, including telephone, questionnaires, and offline interactions, to engage with platform users, visitors to 4S stores, and sample users from third-party platforms. We tailored our approach to different user profiles, gathering valuable feedback across multiple perspectives to better grasp the diversity and intricacies of our user base and provide more accurate and tailored services. In 2023, we conducted 45 interview projects, reaching over 400 individuals. Leveraging insights from these interviews and our user feedback platforms, we received and responded to 6,512 pieces of feedback. As a result, we achieved an overall increase in Net Promoter Score (NPS) for Autohome APP satisfaction by 2.6%.



On-site user interviews

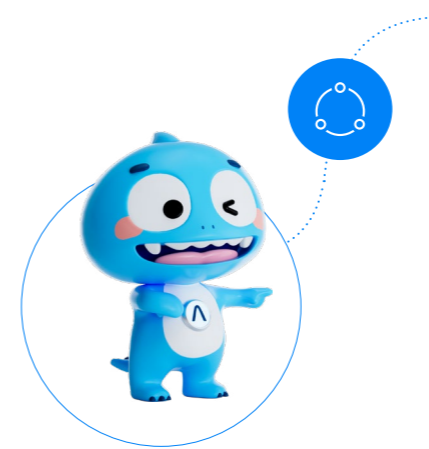
Customer Complaint Management

Autohome has put in place a comprehensive system for handling user complaints and gathering feedback. This system is supported by various policy documents, including the *Major/Emergency Reporting Mechanism*, the *Complaint Handling Process for Each Business Segment*, the *Complaint Handling Process for Typical Problems*, and the *Complaint Handling Process for Business of Various Channels*. Additionally, we have developed the *Closed Loop Time Management Mechanism* for different business segments, effectively promoting the implementation of the closed-loop process for customer complaints. This is achieved through a combination of complaint escalation and early warning mechanisms, facilitated by management tools like the record flow of the customer service work order system, Ding Talk's reminder, and email escalation.

Autohome's Complaint Handling Process

- 1 **Complaint reception:** Upon receipt of user complaints, we categorize them based on their content.
- 2 **Initial processing:** Subsequently, complaints are directed to the relevant professional team for initial assessment. Based on this evaluation, we determine whether further investigation is required or if immediate resolution is feasible.
- 3 **Detailed Investigation:** If warranted, the matter proceeds to a detailed investigation stage to gather additional information.
- 4 **Resolution:** Following the investigation, we address the customer complaint by providing a satisfactory solution or employing appropriate measures.

Feedback and closure: Finally, communicate the resolution to the user to ensure their satisfaction, thereby closing the loop and confirming that the issue has been fully resolved.



Meanwhile, we have taken a variety of initiatives in 2023 to ensure timely response and effective handling of customer complaints.

Upgrading customer service system	The customer service instant messaging (IM) system underwent a significant upgrade, resulting in a marked improvement in online service efficiency and user experience.
Enhancing frontline staff's operational capability	All frontline staff received specialized competency enhancement training, focusing on business acumen, professional skills, and professionalism.
Extending service hours	Service hours were extended from the original 9:00 am to 6:00 pm to 8:00 am to 10:00 pm, expanding the service window's operational hours for users.
First-inquiry responsibility and closed-loop timeliness management	In conjunction with the first-inquiry responsibility system and closed-loop timeliness management, we ensured that all complaints were handled and resolved within the designated time frame, meeting users' reasonable expectations for prompt resolution.

Caring for the Disadvantaged

Considering the varying visual abilities and preferences of our users, we offer large font size options in the APP. This feature allows users to select their preferred font size from various options available in the APP's settings interface. This not only enhances the overall reading experience but also assists elderly and visually impaired users in effortlessly reading and recognizing content within the APP.

Technological Innovation

Autohome is dedicated to driving technological innovation and advancing research and development in application systems and digital operations and management. With a user-centered approach, we are intensifying our efforts in research and development. By harnessing cutting-edge technologies such as AI, big data, and cloud computing, we empower our technology platform to enhance services across car selection, purchasing, usage, and replacement. This approach ensures that our customers enjoy exceptional, immersive, and intelligent experiences.

The Company leverages its technological prowess to enhance product quality, effectiveness, and services, in response to the evolving digital needs of users. We are dedicated to advancing and applying our AI and 3D technology capabilities, fostering innovation, and developing cutting-edge digital products such as Che Zhi Cloud, Private Domain Operation, VI Sales Package, and AI Promotions. We have introduced 3 modules offering 12 digital marketing solutions for dealers. These solutions aim to enhance dealers' operational capabilities through value-added services, resulting in increased efficiency, cost savings, and the achievement of high-quality operations.

Additionally, we have created an extensive repository comprising car models, motorcycle models, and customized car designs, complemented by our advanced 3D refitting tools. These resources not only extend the lifespan of users' automotive services but also enable us to provide higher-quality service offerings.

Technological Innovation Incentives

The Company fosters a culture of independent innovation among its employees, encouraging them to contribute to its innovation in research and development endeavors. Through our system, employees are empowered to propose innovative ideas and concepts across various areas such as content, application products, commercial products, and technology. Approved ideas are recognized as "Spark Points" of innovation, for which employees receive rewards. Furthermore, upon finalizing a project, they receive professional support to bring their ideas to fruition.

In 2023, we allocated a total of RMB 1.349 billion to research and development efforts.

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Innovation Achievements

In 2023, the Company made significant strides in research, development, and application of innovative technologies. We intensified our efforts in advancing artificial intelligence generated content (AIGC), big data in cloud computing technology, and holograms to drive online technological innovation. Additionally, we accelerated the development of innovative formats offline, notably through the establishment of the "Autohome Energy Space Station", This initiative aims to create an ecosystem benefiting OEMs, dealers, and consumers. It offers consumers a convenient one-stop solution for browsing, selecting, purchasing, and exchanging new energy vehicles and used cars. We empower OEMs and dealers in their retail and marketing efforts, injecting new vitality into the new energy automobile industry.

Innovation Achievements in Big Data



Autohome's AI Promotions

Autohome's AI Promotions represents the first of its kind to offer volume and price insights based on big data analysis in the automotive industry. Developed through close collaboration between Autohome and Ping An Group, this product harnesses droves of data from Ping An's new car insurance business, effectively isolating and extracting key data relevant to the OEM's business operations in a legal and complaint manner, and presenting data value to the OEM in the form of innovative business diagnostics. This product is widely acknowledged and praised by our customers.

Since its official launch at the end of 2023, the breakthrough achieved remarkable success, reaching 293% of the annual sales target within just one quarter and laying a solid data foundation for our post-click collaboration with OEM customers. The data analysis reports generated by the AI Promotions have emerged as a vital auxiliary tool for Autohome in serving OEM customers, aiding them in their daily business decision-making processes. Moreover, its integration into our new retail projects has added distinctive value to our innovation in offline operations by providing more authoritative and accurate price measurement references for customers and users.



Innovation Achievements in Holograms

Autohome's holographic cabin

Autohome's holographic cabin represents our first virtual-reality integrated car introduction product. This product boasts a naked-eye 3D car viewing feature developed by Autohome, enabling users to experience lifelike vehicle simulations through 3D holographic technology. Paired with real-life interactions, dynamic 3D effects, and Autohome's exclusive data and content, the cabin offers a more engaging and immersive experience. Within the holographic cabin, users gain comprehensive insights into various aspects of vehicles, including their appearance, interiors, structures, battery, motor and electric control system products, intelligent driving functions, battery data, and user evaluations. This holistic understanding facilitates more efficient car selection for consumers.

Currently, the product covers approximately 90% of domestic new energy vehicles and has been introduced in over 20 cities across China through Autohome's new energy space station project. Moving forward, our goal is to achieve full coverage of domestic new energy vehicles and to continue exploring innovative applications of holographic technology, making it a "third living space" for users that seamlessly integrates vehicle experience, education, entertainment, and interaction.



Innovation Achievements in Online Technology

Autohome's Special AI Experience Officer - Gong Jiuyu Project

Autohome's AI digital persona, Gong Jiuyu, the intelligent AIGC SOP AI virtual person launched by Autohome to meet the full-stack real-time interaction scenarios in the automobile industry. Leveraging domestically and internationally leading cutting-edge dual large language models, Gong Jiuyu ensures optimal cultural relevance for domestic users while ensuring accuracy in data processing and responses on par with its international counterparts. Supported by our unique big data think tank, it fares better than similar digital persona benchmarking projects.

The project holds significant potential for application across both online and offline scenarios, pioneering the automotive industry in time-sensitive virtual human content creation. Since its launch, Gong Jiuyu has accumulated over 400 million exposures and 200 million hits across various platforms, with a fanbase exceeding 1.1 million and interactions surpassing 10 million. Gong Jiuyu has earned prestigious accolades such as "2022 China's Top Ten Hyper-Realistic Virtual Individuals - TOP5" and "2023 China's Top 100 Virtual Individuals (All Categories) - TOP18". Additionally, Gong Jiuyu has been actively involved in collaborative events such as hosting the CCTV-2 "818 Gala" and the 2023 Shanghai International Auto Show.

Innovation Achievements in Offline Formats

Autohome Energy Space Station

The Autohome Energy Space Station is a user-oriented "one-stop service" provider, offering consumers a new experience in new energy vehicle consumption.

With exclusive resources both online and offline, the Autohome Energy Space Station aims to provide efficient services to consumers. The Autohome APP features a dedicated online channel for each city's Space Station, facilitating our promotion and dissemination activities. In addition, it leverages industry-exclusive technology offline to introduce the "Holographic Intelligent Auto Cabin", providing in-depth analysis of product performance, highlights, and side-by-side comparisons of competing products. Additionally, it is staffed with a dedicated test drive team and coaches to promptly fulfill users' test drive requests.

Currently, the Autohome Energy Space Station operates in 20 cities nationwide, spanning first-tier, emerging first-tier, and second-tier cities. In 2023, the initiative launched pilot programs in three and four-tier prefecture-level cities, thereby extending its influence across various regions of the country. The Autohome Energy Space Station is poised to become a new "business card" of urban automobile markets in the future.



Autohome Energy Space Station's national deployment



Chongqing Station of Autohome Space

04

Clean and Low-carbon Development for a Green Future

Autohome is committed to the concept of green development and takes proactive measures to address climate change. Embracing green operations, we continually improve our environmental management processes and incorporate energy-saving and emission-reduction strategies into our daily operations. Internally, we strive to enhance our capabilities for green operations and sustainable development. Externally, we advocate for low-carbon transition and sustainable development initiatives, playing our part in fostering an eco-friendly society through our green and low-carbon practices.



Responding to Climate Change (TCFD)

Autohome recognizes climate change poses a shared challenge for humanity, necessitating urgent action to mitigate its impacts. We are committed to supporting global climate actions by adhering to the framework and recommendations set forth by the Task Force on Climate-Related Financial Disclosure (TCFD) and the International Sustainability Standards Board (ISSB). As part of this commitment, we disclose information about our climate change governance system, identification of risks and opportunities, management, and objectives.

Governance

Autohome recognizes addressing climate change as an important issue. We are actively preparing to form a dedicated team focused on achieving carbon neutrality. Led by Autohome's management, this initiative is designed to drive our transition towards sustainable operations and to make substantial contributions to carbon neutrality within the automotive sector.

Strategy

As a key advocate for the green and low-carbon transition of the automotive and transportation sectors, Autohome is steadfast in its commitment to empowering partners across the value chain and supporting the achievement of the "dual carbon" goal.

Energy efficiency | 🏠

By actively leveraging the latest technology and enhancing internal management efficiency, we aim to minimize our dependence on non-renewable energy sources and optimize the efficiency of our current energy usage. This approach enables us to decrease energy consumption intensity while sustaining business expansion.

Renewable energy | 🌿

We remain attentive to developments in green power trading, to achieve 100% utilization of green energy in our operations as soon as feasible. Through collaboration with major data center providers, we promote the adoption of environmentally friendly practices to minimize the carbon footprint associated with data center power consumption.

Carbon offsets | 🌳

By encouraging all staff to engage in activities that promote carbon negativity and enhance carbon sinks, we actively support local rural revitalization and advance ecological progress. Through a range of initiatives, we offset carbon emissions resulting from our business operations, thus reaffirming our commitment to social responsibility and ultimately striving towards carbon neutrality.

Risk Management

Autohome adopts a proactive stance in identifying and addressing the physical and transition risks associated with climate change. We tailor preventive measures and management strategies for diverse potential risk categories, ensuring thorough identification, scientific assessment, effective prevention, and orderly management and control of these risks.

Table Climate Change Risk Identification and Response

Risk Type	Risk Description	Response
Physical risks	Acute risks The frequent occurrence of extreme weather such as floods, high temperatures and typhoons will lead to power supply and network failures, thus increasing Autohome's risk in safe and stable operation.	<ul style="list-style-type: none"> Closely following weather forecasts. Establishing contingency plans for extreme weather, data backup solutions in other places, and disaster recovery mechanisms for operational servers., etc
	Chronic risks A gradually warming globe and rising sea levels will impact the design and operation of Autohome's physical stores and data centers.	<ul style="list-style-type: none"> Closely following climate reports. Taking such factors into consideration when choosing to set up physical shops and rent data centers.
Transition risks	Policy and legal risks Carbon trading, carbon tax, environmental protection tax and other policies are gradually implemented, making green and low-carbon transition imperative, and putting forward higher requirements for Autohome's energy saving and emission reduction practices.	<ul style="list-style-type: none"> Optimizing the refined energy management and improving the efficiency of energy utilization. Giving priority to data centers that utilize renewable energy and energy-efficient equipment.
	Technology risks Regulators have higher requirements for the accuracy of environmental data declared by enterprises, increasing Autohome's pressure on environmental information statistics and compliance risk.	<ul style="list-style-type: none"> Strictly following the compliance requirements for information disclosure. Using a digital management system to collect environmental data in operations.
	Market risks As the government focuses more on low-carbon issues, Autohome needs to invest more costs in low-carbon production and operation.	<ul style="list-style-type: none"> Continuously promoting low-carbon and energy-saving technological transformation. Reducing costs for low-carbon input through resource recycling. Choosing more energy-efficient and environmentally friendly products and suppliers. Studying market trends and adjusting business deployment in a timely manner.
Reputation risks	Market risks The market shows a greater preference for low-carbon and energy-saving companies and products, which increases Autohome's pressure on the low-carbon operation.	<ul style="list-style-type: none"> Empowering the development of the used car market through technology, products and services, increasing the turnover rate of used cars and new energy used cars, and enhancing the efficiency of resource utilization. Creating a new energy vehicle section and online showroom for marketing and promotion in a multi-channel and diversified manner, sharing the concept of sustainable development with users and customers through content and services, and providing assistance to users in making informed decisions regarding the purchase of new energy vehicles.
	Reputation risks Failing to meet stakeholder expectations in addressing climate change may result in a negative impact on Autohome's reputation.	<ul style="list-style-type: none"> Strengthening stakeholder communication and fully understanding their demands. Actively publicizing the Company's progress in green and low-carbon development, such as promoting new energy vehicles, participating in innovative new energy technologies, and advocating green travel to the public. Focusing on the emission reduction targets and action plans in Autohome's <i>Report on Carbon Footprint and Carbon Neutrality Action</i>, implementing effective carbon emission reduction projects, and regularly disclosing the emission reduction measures and their progress.

Climate change presents both risks and opportunities for us. We actively identify and mitigate these risks, while also recognizing and capitalizing on the opportunities presented by climate change. Our aim is to integrate these opportunities into our future business development strategies.

Table Climate Change Opportunities

Opportunity	Opportunity Description
Resource efficiency	Opportunities in increasing energy consumption efficiency With the continuous introduction of lower-carbon technologies, Autohome can use the emerging technologies to optimize energy consumption in its operations and enhance resource and energy efficiency throughout the production and operational processes, resulting in reduced operational costs.
Products and services	Opportunities in industry development China's increasing interest in and support for new energy and the circular economy, highly compatible with Autohome's new energy vehicles and used car business, will significantly boost our business demand, thereby enhancing our market competitiveness.

Indicators and targets

In response to China's "dual carbon" goal and the automotive industry's carbon emission reduction targets, Autohome has pledged to attain carbon neutrality in its operations by 2030. In 2023, we defined climate change mitigation actions tailored to the current context, implementing measures focused on energy conservation and emissions management to reduce carbon emissions. We remain committed to ongoing evaluation and adjustment of our initiatives as necessary. Moving forward, we aim to enhance our strategy formulation, risk management, and monitoring of indicators and objectives, collaborating with stakeholders across various sectors to collectively address climate change and promote green development.

Autohome's Environmental Objectives

Objective Type	Objective Content	Progress in 2023
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, using 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;	Moving towards the objective
	By 2023, 100% of the Company's lights will be energy-saving LED;	Achieved
Water use efficiency 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.	Moving towards the objective
	By 2023, the Company aims to achieve a 100% installation rate of automatic sensor faucets, water-saving toilets, and automatic sensor flushing toilets.	Achieved
Waste reduction objective	Starting from 2022, the Company will have cleaning staff assisting employees in sorting garbage and carry out a campaign to educate all employees on proper waste classification and recycling practices, ensuring full implementation of garbage sorting and recycling.	Achieved

Table Autohome's Greenhouse Gas Emissions³

Indicators	Unit	2023 年	2022 年
Greenhouse gas emissions - Scope ⁴	tCO ₂ e	362.41	118.84
Greenhouse gas emissions - Scope 1 intensity	tCO ₂ e/m ²	0.01	/
Refrigerant	tCO ₂ e	28.55	28.55
Fuel consumption of the Company's cars	tCO ₂ e	333.86	69.22
Greenhouse gas emissions - Scope 2 ⁵	tCO ₂ e	1,337.58	1,413.74
Greenhouse gas emissions - Scope 2 intensity	tCO ₂ e/m ²	0.05	/
Purchased electricity	tCO ₂ e	1,337.58	1,413.74
Total greenhouse gas emissions	tCO ₂ e	1,699.99	1,532.58
Greenhouse emission intensity	tCO ₂ e/m ²	0.07	0.06
Air pollutant emissions	kg	96.83	8.65
Nitrogen oxides	kg	94.57	8.20
Sulfur dioxide	kg	2.26	0.45



³ The calculation of greenhouse gas emissions follows the *Guidelines for Accounting and Reporting Greenhouse Gas Emissions from Enterprises of Other Industries*. Electricity consumption is converted using the national grid average emission factor of 0.5703tCO₂/MWh for the year 2022, as issued by the Ministry of Ecology and Environment of People's Republic of China.

⁴ Direct Greenhouse Gas Emissions (Scope 1): Autohome's direct greenhouse gas emissions involved are mainly direct carbon dioxide emissions resulting from gasoline combustion.

⁵ Indirect Greenhouse Gas Emissions (Scope 2): mainly including indirect carbon dioxide emissions resulting from purchased electricity.

Green Operations

Autohome is dedicated to fostering a green office by promoting environmental responsibility among employees through the adoption of energy-efficient equipment and optimized management practices. Our dedication to this initiative not only aims to minimize environmental pollution but also contributes to the conservation of valuable resources and energy.

Autohome adheres strictly to the laws and regulations such as the *Environmental Protection Law of the People's Republic of China*, the *Water Pollution Prevention and Control Law of the People's Republic of China*, and the *Law of the People's Republic of China on the Prevention and Control of Atmospheric Pollution*. We have developed policies such as the *7S Management Standards for the Workplace Environment*. These frameworks serve as a systematic safeguard for environmental management, ensuring the reasonable use of energy and waste discharge, to establish a guiding framework for environmental protection practices.

Resource Utilization and Management

Autohome has implemented comprehensive measures to enhance its resource management capabilities and rigorously control the consumption of energy and water in its operations. We comply with the relevant provisions of the *Law of the People's Republic of China on Energy Conservation*. Within the company, the Administration Department is responsible for the overall energy conservation efforts, focusing on strengthening management practices in office areas to reduce resource consumption across the board. Additionally, we prioritize enhancing employee awareness of emission reduction to minimize carbon footprints and the waste of resources.

Our primary resource consumption includes gasoline for our vehicles, electricity for daily office operations, and natural gas for heating during winter months.

When renting data centers, we prioritize energy efficiency. The data centers we currently utilize boast an annual average power usage effectiveness (PUE) ranging between 1.3 and 1.4, lower than the average in Beijing.

In 2023, we replaced our lighting fixtures to ensure that 100% of our lighting fixtures are energy-saving LED.

Advocating paperless office

Printers default to double-sided printing and maintain a record of internal printing to minimize paper waste.

Employees are encouraged to favor email, internal network, and other electronic channels for communication and information dissemination.

Online platforms are encouraged for both internal and external meetings.

Electronic seals are gradually replacing physical seals.

Optimizing vehicle management

Prioritizing the use of hybrid models for new car purchases.

Enhancing energy utilization

Applying energy-saving and emission reduction posters on office equipment.

Implementing temperature limits on air-conditioning systems to promote energy saving and reduce carbon emissions.

Utilizing energy-saving LED lights in all office areas.

Implementing a policy to switch off lights immediately upon the last person in the office leaving, and conducting regular checks to ensure lights are off in unused meeting rooms and public areas during lunch breaks and after work hours.

Reducing water waste

Prohibiting the use of drinking water to wash cups.

Table Autohome's Energy and Water Consumption

Indicators	Unit	2023	2022
Direct energy consumption	MWh	1334.51	374.69
Gasoline consumption	MWh	1334.51	270.46
Indirect energy consumption	MWh	2345.40	1,985.87
Purchased electricity	MWh	2345.40	1,985.87
Comprehensive energy consumption ⁶	MWh	3679.90	2,360.56
Energy consumption per square meter of office floor	MWh/m ²	0.15	0.09
Water consumption	tonne	15,940.0	14,749.5
Water consumption per square meter of office floor	tonne/m ²	0.64	0.57

Waste Management

The Company operates as a low-energy, less-polluting business office-based internet enterprise, primarily based in office environments, with no involvement in the emissions of industrial wastewater, exhaust gases, air pollutants, waste discharge, or the consumption of packaging materials for manufactured products. Centered around environmental management and green operational practices within our office environment, we adhere strictly 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*. We have standardized our emissions management, utilized environmentally friendly materials in our operations, and established and regularly reviewed our waste reduction objectives to minimize environmental impact.

Waste	
Kitchen Waste	Kitchen waste is securely bagged in designated buckets and labeled with our identifiers for scheduled removal by the property management.
Waste gifts	Waste gifts are handed over to certified third-parties for disposal, with outcomes subject to review.
Toner cartridges, ink cartridges, and electronic devices	We engage professional suppliers dedicated to standardized recycling processes.

Table Autohome's Waste Emissions

Indicators	Unit	2023	2022
Hazardous waste	tonne	0.015	0.04
Hazardous waste per capita	kilogram per person	0.005	0.02
Non-hazardous waste	tonne	103.08	106.08
Non-hazardous waste per capita	tonne per person	0.03	0.04

⁶ 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*.

Green Office Practices

Autohome actively promotes and oversees green initiatives, including waste sorting, to mitigate the environmental impact of its daily operations. In 2023, we implemented a range of energy-saving initiatives, such as displaying informative posters in office spaces to provide guidance on reducing paper and electricity consumption. These endeavors are geared towards sustaining our current energy consumption levels, fostering environmental consciousness among employees, cultivating green and low-carbon practices, and enhancing the effectiveness of our energy conservation and emission reduction endeavors.



We have arranged various engaging environmental education activities to cultivate employees' awareness of environmental conservation and encourage the adoption of low-carbon practices.



The Tree Planting and Riding Activity

In March 2023, Autohome organized over 100 employees to engage in tree-planting and cycling activities. They collaborated to complete tasks such as digging pits, planting trees, backfilling, and watering. In total, 83 begonia fruit trees were planted on-site, symbolizing Autohome's commitment to the "dual carbon" goal through tangible actions.



Group photo of employees riding

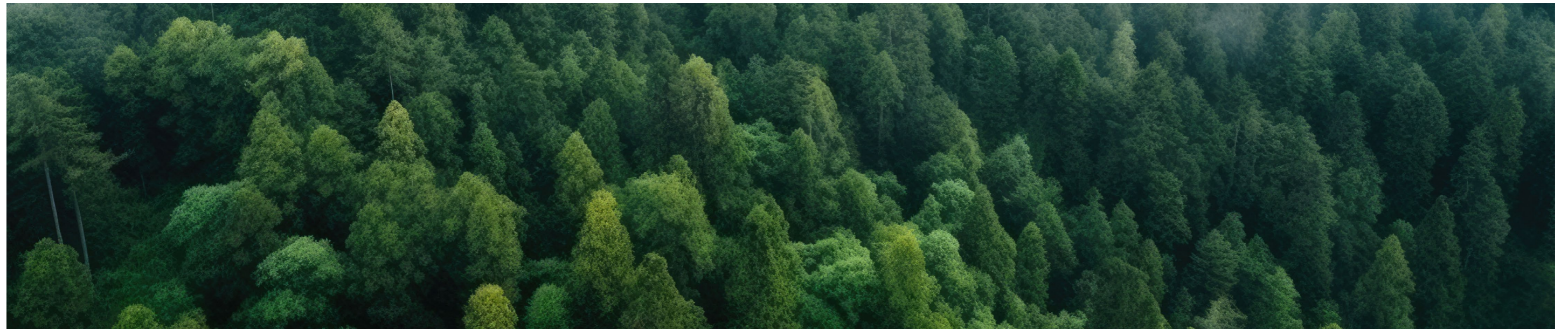


The Green Doers Activity

In April 2023, Autohome initiated the "Green Doer" activity, introducing various environmental-themed activities across five floors of the office area. These activities were "Environmental Knowledge" "DIY Environmental Bags" "Reading out Environmental Initiatives" "Upcycling Obsolete Items" and "Garbage Sorting Challenge". Through these initiatives, employees were educated about environmental protection, encouraged to adopt green practices, and motivated to integrate environmental consciousness and behaviors into their daily lives.



Group photo of employees participating in environmental protection-themed activities



05

Cohesion and Talent Development

Autohome regards talent as the primary driving force behind its growth. We adhere to a philosophy of attracting talent from diverse backgrounds, ensuring diversity and equality among our employees. We provide competitive salaries and benefits, alongside an inclusive and supportive working environment where individual values are respected and encouraged. Additionally, we support employees' professional growth through ongoing training and development opportunities, fostering mutual growth in both talent and corporate development.



Equal Employment Opportunities

Employment Principles

Autohome strictly adheres to relevant laws and regulations such as the *Labor Law of the People's Republic of China* and the *Labor Contract Law of the People's Republic of China*. To further standardize and refine our human resources management system, we have developed internal regulations such as the *Autohome Employee Handbook 2023 Edition*. We unequivocally prohibit any form of child labor and forced labor, and have implemented specific measures to prevent such occurrences. Our HR staff receive professional training to understand the risks and consequences associated with child and forced labor. During the recruitment process, we meticulously verify candidates' identity information and steadfastly reject any applicants who do not meet our hiring criteria, thereby ensuring the prevention of child labor and forced labor from the outset. In 2023, there were no incidents of child labor, forced labor, or other illegal activities at Autohome.

Moreover, 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 and diverse workplace. We strictly prohibit discrimination and harassment based on ethnicity, race, religious beliefs, gender, age, health conditions, nationality, or any other group under protection. We actively work to eliminate employment discrimination and implement affirmative action measures in the workplace.

Talent Introduction

To streamline talent recruitment processes, we have established the "Home of Talent Pool", with over one million resumes. In 2023, we actively explored the extensive application of AI in recruitment scenarios, continually refining algorithms and developing low-level data. Through this effort, we introduced various digital intelligence features aimed at matching talents with suitable positions. Throughout the reporting period, we selected over 200 resumes from the "Home of Talent Pool" for interviews, resulting in the successful hiring of numerous individuals. This initiative significantly bolstered the efficiency and quality of talent acquisition at the Company.

Human Rights Protection

Autohome strictly complies with national laws and upholds internationally recognized human rights principles, demonstrating a commitment to human rights protection. As outlined in the *Autohome Employee Handbook 2023 Edition*, we explicitly pledge to respect and safeguard the human rights and basic rights of our employees, including the freedom of association, while maintaining a zero-tolerance policy towards discrimination, harassment, and other human rights violations. Our aim is to foster an equal and free work environment.

To achieve this goal, the Company has implemented a comprehensive framework to address potential 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, they conduct 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 will collaborate with management and relevant stakeholders to develop a solution, which usually involves corrective actions, training programs, and potential revisions to company policies. The Company will monitor and evaluate the resolution of the incident to ensure its effectiveness in preventing similar occurrences and will take appropriate measures against those involved to protect employee rights and interests.



Employee Development

Employee Training

Autohome prioritizes employee development, offering a wide range of training opportunities and channels. We actively encourage our employees to participate in community-provided training programs to enhance their skills and overall professional capabilities. Keeping our employees' career growth in mind, we have introduced the online platform "The Home of Learning", and organized our distinctive on-site training programs such as 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, "The Home of Experts" and "The Home of High-quality Classes" alongside the Forum of "The Home of Learning". These initiatives provide our employees access to scientific, comprehensive, and systematic learning resources to address the diverse learning and development needs of our workforce.

Autohome's Training Program



Training for Integrating New Hires



- Autohome assigns management and business-level employees to offer training to all new hires joining the Company within 6 months, ensuring efficient integration and laying a strong foundation for their career development.
- We provide basic training for new hires to acquaint them with our environment, online systems, and tools. These offline training sessions last for 0.5 hours and are conducted once a week for all new hires.
- We have instituted the "New Hire Training" program to support newcomers in understanding our rules and regulations, adapting to our culture, familiarizing themselves with the industry and corporate operations, and building interpersonal relationships. This program includes seven online sessions spanning three to four weeks, alongside monthly offline sessions lasting half a day.
- HRBPs and new hire supervisors provide comprehensive departmental and position introductions to new employees upon their arrival. Within one week, they clarify job responsibilities and goals. Within three months, they organize intra-departmental and cross-departmental sharing and exchanges. Within six months, they offer counseling and mentoring to aid new employees in transitioning to regular roles.
- We conduct professional training for new hires, covering business processes, product knowledge, and business skills.
- In 2023, a total of 804 employees participated in new hire training.

"Management Trainee" program



- The "Management Trainee" program, led by our chairman, aims to cultivate young talents and future corporate leaders.
- In 2023, our "Management Trainee" program entered its "rapid training period", assisting 14 participants in developing job competence by enhancing their general vocational and professional abilities. Through a combination of systematic learning content, efficient learning methods (online and offline), and practical exercises, the program successfully enhanced participants' general and professional competencies.

Online platform "The Home of Learning"



- Autohome has developed a comprehensive learning management platform, accessible via both PCs and mobile apps, designed to support corporate strategy and empower talent efficiently and on a large scale. This platform facilitates quick responses to business challenges and strengthens team capabilities.
- Five schools are established in "The Home of Learning": the Internet School, Marketing School, Management School, Business Product School, and Technology School. They cover nearly 30 course categories. To date, the platform has launched over 2,650 courses, conducted more than 300 live-streaming sessions, and created over 1,500 learning tasks.

The Offline A3³ Lecture



- The Company has established a forward-thinking, strategic, and practical learning and communication platform.
- Supported by external experts, this platform guides employees in exploring future-oriented cutting-edge technologies and development trends and developing a comprehensive knowledge system.
- To date, we have conducted a total of 18 offline guest sharing activities. Each session was live-streamed to all employees, gathering 9,766 learning views online. On average, each participant has engaged in over four hours of learning per session.

TOP Emerging Training Camp for Team Leaders



- For team leader trainees, we adopt a variety of teaching forms such as online learning, sand table experience, case learning, on-the-job practice, feedback guidance, and graduation thesis defense, to help trainees clarify the requirements of their goals, identify the gaps between their current achievements and the goals, build a systematic management framework, effectively deal with key management challenges, and use the methodology acquired to think about and solve the specific challenges faced by the department.

TOP Elite Training Camp for Department Heads



- The "TOP Elite Training Camp" is designed to support middle and senior-level management in fostering corporate culture, promoting coordinated development, and expanding industry insights.
- The training program comprises three core elements: consensus building in management, team-building activities to enhance team cohesion, and management skills to bolster participants' strategic thinking and leadership.

"The Home of Experts"-Empowerment Program for All



- "The Home of Experts" is an empowerment initiative available to all employees, featuring experts from diverse professional backgrounds sharing their knowledge and project experience.
- This program is conducted once or twice per month, with each session lasting approximately one hour. Guests primarily consist of department heads, and participants voluntarily enroll and attend offline. Simultaneously, online sessions are livestreamed through "The Home of Learning".

"The Home of Experts"-Empowerment Program for All

In 2023, "The Home of Experts" broadened its sharing content to include product, sales, operations, project management, and other fields in addition to technical areas. It also cooperated with the organizer of the Gold Standard Award by inviting their outstanding teams to share their experience and exchange on successful projects. Throughout the year, we organized nine sharing sessions, attracting over 2,300 participants. These sessions enriched employees' professional knowledge, strengthened teamwork, and invigorated our innovation capability and business development.

Throughout the year we organized **9** sharing sessions

Attracting over **2,300** participants



"The Home of Experts" in 2023

TOP Emerging Training Camp for Team Leaders

In 2023, Autohome organized a three-month comprehensive training program for 33 new team leaders, emphasizing the core framework of "thinking, action, and leadership". The training included critical areas such as deepening role awareness, developing management skills, and formulating problem-solving strategies. Additionally, over ten online courses were cherry-picked to further enhance the leadership and management capabilities of these newly promoted team leaders.

In 2023 **33** new team leaders were trained

3 month comprehensive training program



TOP Emerging Training Camp for Team Leaders in 2023

10 online courses

TOP Elite Training Camp for Department Heads

In 2023, all middle and senior-level managers engaged in the two-day, one-night "TOP Elite Training Camp" and successfully completed all designated training sessions as planned. This initiative provided valuable learning opportunities for these managers, bolstered corporate cohesion, and enhanced the leadership capabilities of the management team. Furthermore, it contributed to fostering a cultural ethos and achieving its business objectives.



TOP Elite Training Camp in 2023

Employee Incentives

In 2023, **25.57%** of our employees were included in the Company's equity incentive program

In its ongoing efforts to nurture and retain a high-caliber talent team, Autohome has developed an equitable, just, and competitive compensation and benefits system and incentive system. We have further refined these systems in the *Autohome Employee Handbook 2023 Edition*.

To objectively evaluate employee performance, we have implemented a robust performance management mechanism. This includes a comprehensive assessment of their performance objectives and job requirements, providing an objective description of their performance. We conduct performance evaluations quarterly, semi-annually, and annually, and reward eligible employees who meet performance standards with bonuses. Additionally, to maintain transparency in the assessment process, we have established a comprehensive performance complaint mechanism, allowing employees to voice concerns and offer feedback on assessment outcomes.

Moreover, we have incorporated compliance management and risk management into our performance appraisal process. Any breaches of compliance or risk management regulations will lead to a decrease in the employee's performance rating and the reduction or cancellation of performance-based bonuses. 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 2023 Edition*.

Furthermore, we have implemented an equity incentive program and formulated the *Autohome Long-Term Incentive Management Handbook*. This program acknowledges and rewards key employees for exceptional performance through equity compensation. In 2023, 25.57% of our employees participated in this equity incentive plan, underscoring our commitment to recognizing and retaining top talent.

Employee Promotion

In 2023, total of **369** employees were promoted

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.

The Company has established two distinct career development paths: the "professional" and the "management" paths. The former focuses on enhancing employees' professional skills and knowledge, while the latter emphasizes strengthening management abilities and leadership skills. Employees are encouraged to choose the path that best suits their interests, career goals, and capabilities. Moreover, newly promoted managers undergo tailored leadership training programs to assist them in transitioning into leadership roles. In 2023, we promoted a total of 369 employees.

Furthermore, employees have the opportunity to apply for new vacancies or make internal job adjustments with the consent of their immediate supervisors, thereby facilitating diversified career development.



Caring for Employees

Non-compensation Benefits

In 2023, Autohome provided contributions to five insurances and one housing fund for

100%

of our full-time employees

Autohome prioritizes the physical and mental health of its employees by offering a comprehensive range of benefits beyond salary. We ensure full coverage of all mandatory social insurance for all employees and provide additional commercial insurance for both employees and interns. In 2023, we provided contributions to five insurances and one housing fund for 100% of our 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 various forms of benefit leave, including annual benefit leave, paid sick leave, Chinese New Year benefit leave, and one-child parental leave. These provisions are designed to ensure that our employees have sufficient rest time and can maintain a healthy work-life balance. To accommodate the diverse needs of our workforce, we operate a flexible work system. This allows employees to start their workday between 9:00 am and 10:00 am and finish between 6:00 pm and 7:00 pm. We recognize that different positions have different requirements, and offer personalized and flexible work and telecommuting solutions. Moreover, we provide employees with the necessary technical support and tools to adapt to their individual needs while ensuring work efficiency, ultimately enhancing overall employee satisfaction.



Settlement Program

To alleviate the financial burden associated with home purchases and to retain excellent talent, the Company has initiated a settlement program. This program offers bank loan interest subsidies to employees who have completed one year of service, attained a specific position level, and demonstrated outstanding performance. To date, 57 employees have benefited from this initiative. Moving forward, we will remain committed to addressing employees' home purchase needs, monitor the program's effectiveness and make adjustments to optimize policies accordingly, to better cater to the diverse needs of employees.



Love and Support Fund

In 2023, Autohome's Love and Support Fund garnered widespread recognition and support within the Company, attracting over 4,000 members, including 1,711 full-time employees, constituting 51% of the total workforce (including Tiantian paiche). Since its inception, the fund has raised over RMB 5 million in donations, providing assistance to 12 members and their families in difficulties.

Since its inception, the fund has raised over **RMB 500 million** in donations providing assistance to **12 members** and their families in difficulties

Employee Care Activities

To encourage a healthy lifestyle among our employees, we offer various fitness benefits, including access to external gyms and an internal gym facility. Additionally, we have established a range of employee clubs such as soccer, basketball, and badminton clubs. The three clubs host regular activities and annual tournaments. To promote communication, we provide a dedicated club activity fund to support these initiatives and encourage staff participation.



Elite Football Match of China Network Media Cup

In 2023, the Autohome soccer team, on behalf the Company, participated in the "Elite Football Match of China Network Media Cup". After intense competition, the team excelled and made it to the top eight.



Elite Football Match of China Network Media Cup



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.



Activities for International Women’s Day

On March 8 every year, we hold a special Goddess Day celebration for female employees, providing a half-day paid holiday and creating a unique caring experience for female employees through a wealth of online and offline activities, expressing recognition and respect for their contributions.



Activities for International Women’s Day in 2023

Autohome provides comprehensive care and support for female employees. We provide female employees with comprehensive maternity protection including maternity leave, parental leave, and maternity insurance. Additionally, we have safe and comfortable mother and baby rooms, aiming to address the concerns of working mothers regarding childcare.



Establishing mother and baby rooms

The Company has established mother and baby rooms for female employees to provide a safe, comfortable, and private breastfeeding environment to dispel their concerns about disturbance or privacy exposure. These rooms are conveniently located on each office floor for easy access by female employees at any time. Equipped with comfortable seating, lockers, and other amenities, these rooms ensure the comfort of employees during their use. Additionally, professional sterilizers are provided to meet hygiene and safety standards, ensuring the safety of the facilities.



Autohome’s mother and baby room

Communication with Employees

Autohome places a strong emphasis on communication and interaction with its employees, establishing a multi-channel, multi-level communication mechanism to facilitate open communication and efficient decision-making processes.

Autohome’s Communication Initiatives with Employees

Chairman’s Online Communication Platform

To enhance bottom-up communication, the Company has implemented an online platform that enables direct communication with the Chairman of the Board, allowing employees to provide feedback and suggestions. Since its launch, the platform has received 117 pieces of employee feedback. Many suggestions have been adopted, leading to the formulation of specific solutions and measures. This ensures that employee voices are not only heard but also acted upon effectively.

Chairman’s Open Day

At the end of each month, we organize the Chairman’s Open Day, providing employees with the opportunity to communicate with the Chairman face-to-face. Through this initiative, dozens of front-line employees have shared their ideas and opinions with the Chairman.

Seminars with management trainees

For management trainees, we have arranged dedicated seminars with the Chairman to enable thorough communication and address their ideas while establishing development goals. We invite our middle and senior-level management in the training program for management trainees and organize dedicated seminars between middle and senior-level management and management trainees. These sessions facilitate the exchange and sharing of personal development experience, accelerating management trainees’ growth journey.

Communication and sharing meetings of department heads

We organize sharing meetings of department heads, allowing more than ten leaders from different departments to share their knowledge and experience with employees. This initiative fosters cross-departmental understanding and cooperation.

Employees participating in management meetings

To gain a deeper understanding of the frontline staff’s actual situation, we invite relevant key personnel to participate in some important management meetings so that they could directly express their views and insights.

These initiatives have improved the efficiency of our internal communication and bolstered our employees’ sense of participation and belonging. They have cultivated a favorable atmosphere for teamwork within the Company.

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 safeguard the well-being of our employees. During the reporting period, there were no work-related fatalities, and the number of lost workdays due to work-related injuries was 72.

Prevention and Control of Occupational Diseases and Health Management

To minimize the risk of occupational diseases, the Company has implemented various measures, including enhancing workplace ventilation, dust removal, and noise reduction. Additionally, we ensure that all employees receive regular health checkups. In 2023, 100% of our employees benefited from these routine health assessments.

Moreover, we have purchased enhanced commercial insurance coverage for specialized frontline employees like test drivers. This coverage includes accidental injury insurance and supplementary medical insurance, aiming to minimize any work-related safety hazards they may encounter.



Health consultations before medical checkups

- In 2023, before medical checkups for all employees, the Company invited professional doctors and health experts to educate employees on healthy diets and exercise. They also assisted employees in selecting suitable medical checkup packages.
- We collaborated with the PKU Healthcare Group to organize a health consultations activity for our Beijing-based employees. Nearly 60 medical professionals from Peking University International Hospital were invited to offer professional and comprehensive health guidance for 600 employees from 13 departments. This one-stop health consultation service covered areas such as prevention of common diseases, disease management, healthy diets, and mental health.

Nearly **60** medical professionals were invited

From **13** departments



Promotional poster before medical checkups in 2023



Health consultations in 2023

Office Safety

Autohome prioritizes office safety, adhering strictly to the Fire Protection Law of the People's Republic of China. We have implemented a comprehensive daily fire safety management system, including daily self-inspections of firefighting facilities in the office area. Inspection results are reported daily through a dedicated mini application. To strengthen safety awareness and emergency response skills among our staff, we conduct regular safety training sessions and fire drills. These activities aim to enhance employees' ability to respond effectively to fires and other emergencies, fostering self-rescue capabilities through practical exercises and simulation drills.



Fire prevention training and fire drills

On October 26, 2023, we invited the former deputy director of the Guidance Division of the Fire Prevention Department of the Beijing Municipal Public Security Fire Brigade to visit the Company and deliver a fire prevention training seminar for employees. The lecture attracted 145 employees and covered theoretical knowledge related to firefighting, firefighting skills, fire prevention, elimination of fire hazards, organization of initial firefighting and emergency response and self-rescue.

On October 31, 2023, Autohome collaborated with the Electronics Building property management to conduct a fire drill involving 37 employees. The drill encompassed various activities, such as fire escape and evacuation drills, demonstrations of the fire rescue process, hands-on experience with fire extinguishers, and practicing the setup of escape tents. Additionally, participants learned to use escape masks and wet towels to aid in safe evacuation.

These fire training sessions and drills have enriched our staff's knowledge of fire safety, raised their awareness and strengthened their practical emergency response skills in case of fire.

The lecture attracted **145** employees



On October 31, 2023, Autohome collaborated with the Electronics Building property management to conduct a fire drill involving **37** employees

Training on firefighting knowledge in 2023



Fire drill in 2023

06

Give Back to Society with Passion

Autohome is dedicated to reinforcing its efforts to seek development with contributing to social progress. We take the initiative to assume the responsibility of promoting community development and social progress, striving to enhance industry development and empowerment, and social welfare and philanthropy, and actively respond to the needs of all sectors of society. Through these endeavors, we contribute to the overall development of society.



Empowering Industry Development

Autohome actively engages in industry seminars and collaborative initiatives to promote the coordinated development of the industry. Through partnerships with academia, research institutions, industry alliances, and forums organized by these alliances, as well as the compilation of industry standards, we share knowledge and ideas, contributing to the sustainable advancement of the industry. In 2023, Autohome formed strategic alliances with various internet firms, collaborating across the value chain to compile industry standards and documents. These efforts are aimed at promoting the sustainable growth of the industry.

Autohome was invited to attend the 2023 China Auto Forum

From July 5 to 7, 2023, Autohome participated in the 2023 China Auto Forum organized by the China Association of Automobile Manufacturers (CAAM) as one of the three official partners and strategic media partners. With the theme of "New Era, New Mission, New Driving Force. Helping Build a Modern Industrial System", the Forum brought together representatives from regulatory departments, enterprises, and research institutions in the automobile industry. Autohome's key leaders participated in the sub-forums, delivering speeches and engaging in in-depth discussions with government officials, industry experts, and entrepreneurs. They explored strategies for developing a modernized industrial system in the automotive industry, analyzed the characteristics of the industry's new cycle, and discussed methods to overcome current challenges through the establishment of a modernized industrial system. This endeavor aims to facilitate the industry's transition and advancement in the new era.



Group photo of participants at the 2023 China Auto Forum

Autohome contributed its input at the Seminar on the Transformation and Development of New Energy Vehicles hosted by CADCC

During the "Seminar on the Transformation and Development of New Energy Vehicles" held in the afternoon of April 14th, 2023, Autohome, serving as the Vice Chairmanship Member of China's Auto Dealers Chamber of Commerce (CADCC) and its exclusive supporter, actively participated in the event. We collaborated with industry leaders to explore strategies for achieving mutual benefits in the new ecological and competitive landscape with the industry's outstanding practitioners, and how the automotive enterprises and dealers could seize the opportunities and adapt to changes for healthy and sustainable development within the industry.

Autohome is appointed as a member of the Specialized Committee on ESG and Social Responsibility of the Working Committee for Automotive Industry Standards and Regulations of the CAAM

On May 18, 2023, the inaugural meeting of the Specialized Committee on ESG and Social Responsibility of the Working Committee for Automotive Industry Standards and Regulations of China Association of Automobile Manufacturers (CAAM) was convened in Beijing. Autohome, the only media outlet appointed as a member of the committee, provided valuable insights and recommendations for the development of standards and regulations. The committee's mission is to serve as a liaison between the government and the industry, facilitating research on ESG guidelines and alliance standards. It aims to establish international collaboration platforms for ESG initiatives and enhance enterprises' ESG awareness, management, and implementation capabilities. This effort seeks to promote the integration of automobile enterprises into the international sustainable development system. In partnership with CAAM and other relevant stakeholders, Autohome will leverage its media platform to amplify the influence of ESG practices within the automotive industry.

Autohome became a signatory to the Self-Discipline Convention on Combating the Use of Malicious Complaints for Unlawful Profits

In an effort to promote the standardized and orderly development of the telecommunications and Internet industry, safeguard the rights of enterprises and users, and combat illicit practices exploiting malicious complaints for undue profit, the Internet Society of China (ISOC), under the guidance of the Information and Communications Bureau of the Ministry of Industry and Information Technology (MIIT), has formulated the *Self-Discipline Convention on Combating the Use of Malicious Complaints for Illegal Profits* (referred to as the "Convention") and drew great attention. On June 19, 2023, the first batch of 39 members, including Autohome, jointly initiated the Convention. The signing of this Convention reflects industry cohesion and a commitment to combating the exploitation of malicious complaints for illegal profits, such as through spam and other illicit means used to file complaints against video tutorials for violations of regulations on Internet platforms. By doing so, the industry aims to promote standardized and orderly development while safeguarding the legitimate rights and interests of enterprises and users.

Autohome participated in the release of the Initiatives to Strengthen the Construction of a Culture of Integrity in Internet Enterprises in response to the ISOC call

To effectively implement directives such as the *Opinions on Strengthening the Construction of a Culture of Integrity in the New Era* and the *Guiding Opinions of Promoting the Development and Growth of the Private Economy* issued by the CPC Central Committee and State Council, the Internet Society of China has formulated the *Initiatives to Strengthen the Construction of a Culture of Integrity in Internet Enterprises*. This initiative aims to cultivate integrity awareness among Internet enterprises, promote self-discipline, instill values centered on integrity, and foster an atmosphere of integrity within the industry. Autohome, along with companies like Alibaba, Tencent, and Douyin, collaborated with the Internet Society of China to launch this initiative, collectively striving to create a healthy and integrity environment within the Internet industry.

Autohome held its Conference on Ecological Strategic Partners

In 2023, Autohome held its first Conference on Ecological Strategic Partners, attended by partners from more than 30 companies such as Huawei, Kuaishou Technology, Baidu, Alipay, AutoNavi, Honor, China Telecom, 58 AUTO, NBA China, Microsoft, Shougang Sports, and Hero Games. All participants discussed innovative cooperation in the Internet ecology and drew a new blueprint for the automotive ecology.



Group photo at Autohome's Conference on Ecological Strategic Partners

Amidst increasing global concern over climate issues, the automotive industry is undergoing a notable transformation towards new energy, intelligence, and Internet connectivity. As a leading automotive Internet platform, Autohome is committed to becoming the world's largest automotive intelligent ecosystem. Our aim is to cover every aspect of the automotive lifecycle, providing users with a premium automotive consumption experience and services while utilizing technology to streamline decision-making processes and transaction costs within the industry. Drawing upon our technological prowess and in collaboration with Ping An Group's business and consumer-oriented ecosystems, we are actively driving the zero-carbon transition of the automotive industry. This involves guiding our automotive ecosystem partners towards green and low-carbon development across all aspects of their operations. Moreover, we are utilizing our content ecosystems, digitalized products, and intelligent platforms to promote environmentally friendly consumer behaviors, facilitate online marketing and digital operations for dealers, and support the growth of both the new energy and used car markets.

To advance the development of the new energy vehicle industry, we are proactively supporting market exploration from various perspectives. We offer exclusive publicity channels and prioritize exposure for these vehicles, thereby enhancing public awareness and stimulating transactions for new energy vehicles.

Establishing a dedicated new energy content display area ➤ To align with the evolving trends in the new energy market, Autohome has established a dedicated area exclusively for new energy-related content. This initiative expands beyond static graphics by incorporating short and medium-length videos, providing users with timely updates on the latest developments in the new energy market, and catering to the preferences of new energy users. Additionally, we tailor customized content and promotional strategies based on user browsing habits, enriching the overall car selection and purchasing experience for our users.

Prioritizing the review of new energy-related content ➤ Autohome prioritizes the moderating content and advertisements associated with clearly labeled topics such as new energy and environmental protection. This approach underscores our dedication to endorsing environmental preservation and sustainable development values. Furthermore, it aligns with our efforts to actively promote social responsibility and facilitate the spread of positive information.

Exploring new sales channels for new energy vehicles ➤ Autohome's exclusive "818 Global Auto Festival" garnered widespread acclaim from both industry insiders and users alike. In 2023, the event recorded 150 million live-streaming views, 183 Weibo trending topics, and over 14.5 billion hits across all media platforms. Moreover, the total number of active users on our website exceeded 840 million. Autohome has expanded its global presence by actively participating in international events such as the 2023 Munich Motor Show in Germany, contributing to the globalization efforts of China's new energy vehicle industry.

Provide new energy subsidies ➤ Autohome's e-commerce platform provides more than RMB 10 million in cash subsidies on statutory automobile liability insurance for users of its new energy brand partners. Additionally, we collaborate with new energy brands to introduce new energy car purchase subsidy initiatives during events such as the 818 Global Auto Festival and e-commerce sales seasons such as "618" and "Double Eleven Day" providing purchasing benefits for new energy vehicle buyers.

To foster the growth of the used car market, we have comprehensively upgraded our digital tools for the used car business. This includes the launch of several new functions such as a one-stop service and function analysis tools. These improvements are designed to enhance transparency in used car transactions, ultimately lowering associated costs while boosting efficiency and sales.

One-stop vehicle condition check ➤ Recognizing the challenges associated with information disparities and assessing vehicle conditions in the used car market, Autohome has collaborated with leading domestic new energy vehicle full-cycle databases to address these concerns. By leveraging real data, including vehicle battery health, charging and discharging patterns, and diagnostic fault alerts, Autohome achieves a report checking rate of over 80%. Furthermore, by integrating various domestic maintenance databases, we provide comprehensive historical maintenance records for vehicles, highlighting any abnormalities, with a report access rate of 85%. Users can effortlessly upload a driving license for a quick report query within one minute, effectively minimizing risks.

One-stop car price check ➤ To address common challenges such as price inconsistency and volatility in used car transactions, Autohome has introduced a one-stop car price check product. This innovative solution integrates various pricing resources, including new car transaction prices, used car transaction prices, and online sales prices. Powered by an AI pricing model, market insights, and considerations of maintenance and depreciation conditions, this product provides quoted prices and real-time access to comprehensive car pricing data. It includes insights on new and used car prices, average online price trends, sales cycles, and market trends. By enhancing transparency and accuracy in pricing, this solution minimizes potential losses for used car dealers.

Three-in-one model ➤ It integrates TTP Car, UsedAutohome.com, and Autohome Space Stores to offer consumers an "All in One" solution for browsing, selecting, purchasing, and replacing vehicles.

Development of used car trading guarantee mechanism ➤ Autohome collaborates with over a hundred high-quality used car dealers nationwide to ensure the quality of vehicle sources. We have formulated ten strict cooperation access rules, such as the need to have formal business premises and business license, and standards such as prohibiting the uploading of accidental cars, fire-burned cars, and flooded cars, as well as the mileage being lower than the strictly determined standards. All vehicles undergo comprehensive testing before being listed to ensure quality, providing users with a worry-free car-buying experience. To further enhance the confidence of users, Autohome has joined hands with Ping An Bank to provide fund supervision account service. User payments are initially deposited into the regulatory account and only released to the car dealer's account upon successful car pickup and completion of transfer procedures. This process effectively safeguards user financial security and enhances trust in used car transactions.



Dealer Empowerment

In 2023, Autohome embarked on a journey to evolve from digitalization to intelligence and ecosystem development, continuously empowering dealers' core operations across all fronts through cutting-edge data and technology.

Intention collection

By leveraging the digital capabilities to mirror offline scenarios online, dealers can now offer a range of digital services such as virtual showrooms, online consultation, and virtual vehicle displays through the intelligent showroom and smart effect store products. These initiatives enable dealers to engage with customers from multiple perspectives, enhancing the efficiency of traffic and lead conversion. With immersive experience and interactive communication tools, dealers gain valuable insights into customer preferences beforehand. The VR technology facilitates dual-screen interaction between users and sales consultants in online car selection, fostering effective communication. Furthermore, the addition of user labels enables consultants to swiftly grasp customer purchase requirements and intentions.

User operations

We offer a suite of user operation tools for dealers, including Qi Xin Tong, Smart Selection, and Smart Aftersales. These tools are designed to cater to various customer segments, including potential new car buyers, after-sales service customers, and those seeking to buy additional or replace their vehicles. Qi Xin Tong standardizes the integration of major online marketing channels, facilitating real-time customer engagement and enhancing communication efficiency. Leveraging its aggregation capabilities, it seamlessly consolidates vertical, private, and cross-media channels, while full-process intelligent data analysis enables adaptive distribution strategies, ranging from centralized to decentralized and hybrid operations.

Intelligence tools

We offer a suite of intelligent conversion tools, such as Smart Online Sales, Smart Assistant, and Smart Call-out, empowering dealer consultants with effective business support. These digital products serve as proactive aids in preventing failures, addressing complaints, and detecting anomalies. With platform capability extension, it ensures brand isolation, centralizes data, compliance, and expansion of business models. Notably, it boosts business performance by enhancing connection rates by up to 27%.

Management

Autohome leverages its robust data accumulation and modeling capabilities to offer products like SiNan and Smart Quality Control. It introduces a service consistency model in its operational approach. In the realm of new cars, we assist dealers in identifying investment opportunities, transformation strategies, and network expansion prospects by providing macro-market insights, product-specific market opportunities, and insights into new car volume and pricing. This empowers dealers to enhance their new car sales and expand online sales. In terms of after-sales, we boost dealers' capabilities in acquiring new customers and retaining existing ones through insights into new customer acquisition opportunities and after-sales performance metrics. Regarding used cars, we aid dealers in understanding market demand and online sales leads in the trading process.

Public Welfare and Charity

Autohome places significant emphasis on creating social value and remains steadfast in its commitment to social welfare initiatives. Collaborating with various sectors, we engage in public welfare activities, showcasing corporate social responsibility through tangible actions and actively contributing to society.

Educational Public Welfare Activities

Autohome strategically integrates its public welfare initiatives with its overall strategy. Leveraging its strengths in connecting and disseminating automotive information, it actively participates in educational public welfare activities related to automobiles, particularly focusing on areas such as children's development and safe travel. Through these efforts, our goal is to foster youth interest in automotive science and technology, enhance public understanding of the industrial civilization development of the automotive industry, promote safe travel practices, and contribute to a better future.



Youth Automobile Innovation Collection Campaign

The "2023 Youth Automobile Innovation Collection Campaign" is a large-scale public welfare activity guided by China Association for Science and Technology, co-organized by the Organizing Committee of the World New Energy Vehicle Congress and the Chinese Society of Automotive Engineers, and supported by Autohome. During the National Science Popularization Day, the activity was held in two schools, Jinxiao Primary School in Wangcheng District, Changsha City, and Zhoutian Complete Primary School in Liuyang City, Changsha City, to stimulate the youth's strong interest in the automobile industry and future travel through immersive painting experience, engaging automobile culture display and interesting explanation of automobile knowledge.



Group photo of award-winning youth representatives from around the world



Autohome racing team's CEC No. 601 was collected by the Beijing Auto Museum and Autohome delivered automobile knowledge courses during summer vocation at the museum

Invited by Beijing Auto Museum, the Autohome racing team's CEC (China Endurance Championship) No. 601 was collected in the four-floor racing hall. Additionally, we worked with the museum to jointly organize a series of summer vacation activities in the form of a racing culture salon "Stories shared by Automobile Experts". These initiatives allowed children to get up close with authentic racing cars, learn about their components and necessary equipment, and gain a deeper appreciation for the spirit and significance of the racing sport.



An Autohome representative explaining automobile knowledge

Charitable Donations

Autohome encourages its employees to engage actively in charitable endeavors and contribute to addressing societal needs. Through collaboration with other social entities and active involvement in on-site activities, we aim to explore our potential value to society. In 2023, the Company had 66 participants taking part in public welfare projects, dedicating a total of 864 hours and RMB 2.081 million in charitable donations.



Autohome's commitment to party building extends to its public welfare initiatives in popularization of traffic safety -- "Together for Civilized Transportation" themed activity

During the National Traffic Safety Day 2023, China Youth Daily - China Youth Online, China Road Traffic Safety Association, China Association of Automobile Manufacturers, Autohome and other organizations co-sponsored a special live event on the theme of "Together for Civilized Traffic". The event aimed to raise public awareness of traffic safety responsibilities through "small classrooms on campus", "social practice classrooms" and "round-table dialogues".

At Ping An Hope Primary School in Sandaohezi, Hailin City, Heilongjiang Province ("Ping An Hope Primary School"), representatives of caring volunteers from various parties, professional lecturers, and local traffic police brought a rich variety of public welfare programs to the students. The event included both indoor and outdoor venues, serious and lively contents, and interactive and didactic forms. Through material donations and colorful activities, Autohome brought responsibility, warmth, and care to the children of the Ping An Hope Primary School.

After fully understanding the school's needs, the Autohome donated 220 sets of student desks and chairs, several printers and U disks, 50 thermos flasks, 50 notebooks, one drone and one stereo.



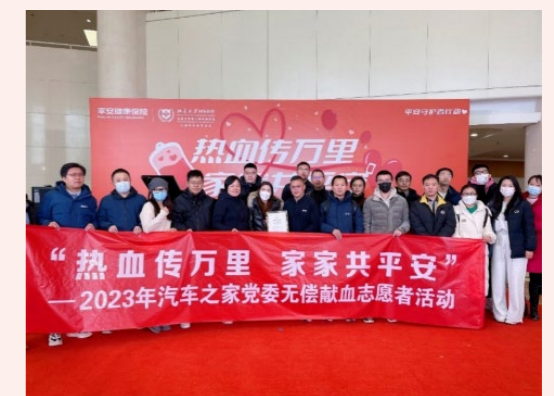
Road Traffic Safety Public Welfare Classroom



Autohome's "Safety for All" Volunteer Blood Donation Activity

On December 5, 2023, Autohome's major leaders led employees to "go out" by participating in the "Safety for All" volunteer blood donation activity at Peking University International Hospital, fostering deeper cooperation in party building initiatives. The activity garnered significant interest from our staff, with many eagerly signing up to contribute their efforts.

During the event, Autohome was honored with the "Alliance of Life" enterprise certificate.



Volunteer blood donation activity

Appendix

ESG Performance Table

Environmental Performance Table

Performance Indicator		Unit	2023
Greenhouse gas emissions	Greenhouse gas emissions - Scope 1	tCO ₂ e	362.41
	Greenhouse gas emissions - Scope 1 intensity	tCO ₂ e/m ²	0.01
	Refrigerant	tCO ₂ e	28.55
	Fuel consumption of the Company's cars	tCO ₂ e	333.86
	Greenhouse gas emissions - Scope 2	tCO ₂ e	1,337.58
	Greenhouse gas emissions - Scope 2 intensity	tCO ₂ e/m ²	0.05
	Purchased electricity	tCO ₂ e	1,337.58
	Total greenhouse gas emissions	tCO ₂ e	1,699.99
	Greenhouse emission intensity	tCO ₂ e/m ²	0.07
Waste gas emissions	Air pollutant emissions	kg	96.83
	Nitrogen oxides	kg	94.57
	Sulfur dioxide	kg	2.26
Energy consumption	Direct energy consumption	MWh	1334.51
	Gasoline consumption	MWh	1334.51
	Indirect energy consumption	MWh	2345.40
	Purchased electricity	MWh	2345.40
	Comprehensive energy consumption ⁷	MWh	3679.90
	Energy consumption per square meter of office floor	MWh/m ²	0.15
Water consumption	Water consumption	tonne	15,940.0
	Water consumption per square meter of office floor	tonne/m ²	0.64
Waste	Hazardous waste	tonne	0.015
	Hazardous waste per capita	kg per person	0.005
	Non-hazardous waste	tonne	103.08
	Non-hazardous waste per capita	tonne per person	0.03

⁷ 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.

Social Performance Table

Performance Indicator		Unit	2023
Intellectual property	Patent proposals	/	386
	Newly accepted patent proposals	/	160
	Newly accepted invention patent proposals	/	133
	Newly accepted appearance patent proposals	/	27
	New authorized patents	/	79
	New authorized invention patents	/	73
	New authorized appearance patents	/	6
	Trademark applications	/	273
	Trademark registration certificates	/	81
	Software copyright submissions	/	258
Supplier	Software copyright certificates	/	153
	Software copyright submissions under review	/	105
	Total number of suppliers	/	12,241
	Number of suppliers in China's Mainland	/	11,861
	Number of suppliers in Hong Kong, Macao and Taiwan	/	28
Training on privacy protection ⁸	Number of overseas suppliers	/	352
	Management's privacy awareness training per capita	hour	1.5
	Privacy awareness training per employee	hour	1.5
	Participants of management's privacy awareness training	/	721
	Participants of employees' privacy awareness training	/	2,545
	Participation rate of management's privacy awareness training	%	100
User Services	Participation rate of employees' privacy awareness training	%	100
	Number of complaints received	/	35,149
	Complaint response rate	%	100
	Satisfaction rate with manual services	%	95

⁸ All statistics related to employee privacy protection training exclude those from TTP Car.

Performance Indicator	Unit	2023
Total number of employees	/	5,511
Total number of employees (excluding those from TTP Car)	/	3,322
Number of male employees	/	3,525
Number of female employees	/	1,986
Number of male employees (excluding those from TTP Car)	/	2,037
Number of female employees (excluding those from TTP Car)	/	1,285
Number of employees aged 30 and below	/	1,876
Number of employees aged 31-50	/	3,611
Number of employees aged 51 and above	/	24
Number of employees aged 30 and below (excluding those from TTP Car)	/	844
Number of employees aged 31-50 (excluding those from TTP Car)	/	2,463
Number of employees aged 51 and above (excluding those from TTP Car)	/	15
Employment		
Number of employees in China's Mainland	/	5,506
Number of employees in Hong Kong, Macao and Taiwan	/	5
Number of overseas employees	/	0
Number of employees in China's Mainland (excluding those from TTP Car)	/	3,317
Number of employees in Hong Kong, Macao and Taiwan (excluding those from TTP Car)	/	5
Number of employees in Overseas Regions (excluding those from TTP Car)	/	0
Number of senior managers	/	86
Number of middle-level managers	/	877
Number of non-management employees	/	4,548
Number of senior management (excluding those from TTP Car)	/	56
Number of middle-level managers (excluding those from TTP Car)	/	721
Number of non-management employees (excluding those from TTP Car)	/	2,545
Turnover rate ⁹		
Overall employee turnover rate	%	10.69
Turnover rate among male employees	%	10.90
Turnover rate among female employees	%	10.35
Turnover rate among employees aged 30 and below	%	20.02
Turnover rate among employees aged 31-50	%	7.39
Turnover rate among employees aged 51 and above	%	26.67
Turnover rate in China's Mainland	%	10.67
Hong Kong, Macao and Taiwan	%	20.00
Turnover rate overseas	%	/

⁹ All statistics related to employee turnover exclude those from TTP Car.

Performance Indicator	Unit	2023
Total participants	/	3,322
Employee training ¹⁰		
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 length	hour	103,648,91
Training length per capita	hour	31.20
Average training hours for male employees	/	29.58
Average training hours for female employees	/	33.77
Average hours of training for senior managers	/	15.02
Average training hours for middle-level managers	/	17.67
Average training hours for non-management employees	/	35.39
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	/	72
Public welfare and charity		
Total charitable donations	Thousand	2,081
Employee participation in charitable programs	Times	66
Hours devoted to charitable programs by employees	/	864

¹⁰ All statistics related to employee training participation exclude those from TTP Car.

Index of HKEX ESG Reporting Guide

ESG KPI	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.	P62
A1.1	The types of emissions and respective emissions data.	P63
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P63
A1.3	Total hazardous waste (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).	P63
A1.5	Description of emissions target(s) set and steps taken to achieve them.	P60
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	P60, 63
A2: Use of Resources	General Disclosure: Policies on the efficient use of resources, including energy, water and other raw materials.	P62
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).	P63
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	P63
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	P60, 62
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	P60, 62, 64
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not applicable
A3: The Environment and Natural Resources	General Disclosure: Policies on minimising the issuer's significant impacts on the environment and natural resources.	P64
A3.1	Description of the significant impact of business activities on the environment and natural resources and the actions taken to manage them.	P65
A4: Climate Change	General Disclosure: Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	P58
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	P59

ESG KPI	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.	P68-69, P73-74
B1.1	Total workforce by gender, employment type (for example, full- or parttime), age group and geographical region.	P92
B1.2	Employee turnover rate by gender, age group and geographical region.	P92
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.	P78-79
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, and how they are implemented and monitored.	P78-79
B3: Development and Training	General Disclosure: Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	P70-72
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	P93
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.	P68-69
B4.1	Description of measures to review employment practices to avoid child and forced labour.	P68-69
B4.2	Description of steps taken to eliminate such practices when discovered.	P68-69
B5: Supply Chain Management	General Disclosure: Policies on managing environmental and social risks of the supply chain	P38-39
B5.1	Number of suppliers by geographical region.	P38
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.	P38

ESG KPI	Description	Page
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	P38-39
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	P39
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.	P30-34, P42-46
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable. Autohome business operation does not involve production of physical products.
B6.2	Number of products and service related complaints received and how they are dealt with.	P51
B6.3	Description of practices relating to observing and protecting intellectual property rights.	P36-37
B6.4	Description of quality assurance process and recall procedures.	Not applicable. Autohome business operation does not involve production of physical products.
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	P30-35
B7: Anti-corruption	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	P26-29
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.	P28
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	P29
B7.3	Description of anti-corruption training provided to directors and staff.	P26-28
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.	P88
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sports).	P88-89
B8.2	Resources contributed (e.g. money or time) to the focus area.	P89

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?

汽车之家
AUTOHOME INC.