

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

The board of directors (the “Board”) and the management of Phoenix Media Investment (Holdings) Limited (the “Company”) firmly believe that, as an enterprise develops, in addition to its economic value, it must also give even more consideration to its value to the society. And an enterprise must fulfill its social responsibilities and uphold its standard of morality and conscience so as to stay in a strong position. This is the mission and objective of the Company and its subsidiaries (the “Group”) concerning its corporate social responsibilities.

鳳凰衛視投資(控股)有限公司(「本公司」)董事會及管理層堅信，一個企業的發展，不僅要重視經濟價值，更要考慮自身的社會價值，能履行社會責任且具有道德良知的企業才能立於不敗之地，這是本公司及其附屬公司(「本集團」)在企業社會責任方面的理念及目標。



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The Board and the management of the Company firmly believe that, as an enterprise develops, in addition to its economic value, it must place even more emphasis on its value to the society. And an enterprise must fulfill its social responsibilities and uphold its standard of morality and conscience so as to stay in a strong position. This is the mission and objective of the Group concerning its corporate social responsibilities.

The Board has ultimate responsibility for the Group's environmental, social and governance strategies and reporting. In terms of policy, the Group has implemented a Board-approved Corporate Social and Environmental Responsibilities Policy. The policy sets out the tone and direction, and provides guidelines for the social and environmental protection activities of the Group, so that the Group can fulfill its responsibilities in a more effective way, and also comply with the disclosure requirements under the Rules Governing the Listing of Securities (the "**Listing Rules**") on the Stock Exchange of Hong Kong Limited (the "**Stock Exchange**").

In terms of strategy, leveraging its own advantages as a media company and its brand influence, the Group provides public welfare information and organises charity events through its omni-media platform to pool together resources from charitable organisations, media partners and caring enterprises, with the aim of promoting charity, facilitating public welfare and environmental protection projects and making contribution to the society's sustainable development.

本公司董事會及管理層堅信，一個企業的發展，不僅要重視經濟價值，更要考慮自身的社會價值，能履行社會責任且具有道德良知的企業才能立於不敗之地，這是本集團在企業社會責任方面的理念及目標。

董事會對本集團的環境、社會及管治策略與匯報負最終責任。在政策上，本集團實施經董事會批准通過的《企業社會與環境責任政策》。該政策為本集團的社會、公益與環境保護活動奠定基調、明確方向並提供指引，旨在協助本集團更好地履行社會與環境保護義務，並符合香港聯合交易所有限公司（「聯交所」）證券上市規則（「上市規則」）在披露方面的合規要求。

在策略上，本集團利用自身的傳媒優勢及品牌影響力，透過本集團的全媒體平台，提供公益資訊，舉辦公益活動，將公益組織、媒體夥伴、愛心企業等社會力量聚合起來，目標是宣揚公益理念、推動公益和環保項目、為社會可持續發展作出貢獻。



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To effectively manage the social and environmental risks arising from the course of business operations, the Group has set up a mechanism for each business unit to report regularly to the headquarters on public welfare and environmental issues, and has incorporated such risks into the corporate risk management and internal control systems. In terms of staffing, a function in corporate social responsibility is in place to assist the Board and the management in the identification, assessment, prioritisation, effective control and on-going monitoring of social and environmental risks, and the writing of the annual *Environmental, Social and Governance Report* for the corporation.

This report is the eighth corporate social responsibility report published by the Group since 2012. The Group adopts balanced, objective, consistent, prioritised and quantifiable reporting standards when making disclosures on the work of the Group in public welfare activities, employment relationship and environmental protection. This report documents the Group's performance of its principal businesses (television broadcasting, internet media and outdoor media business) in undertaking corporate social responsibilities in 2019, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on corporate social responsibilities.

為有效管理在業務運營期間所產生的社會與環境風險，本集團建立了各業務單位定期向本集團總部匯報公益與環保事項的機制，並將社會與環境風險納入本集團的企業風險管理與內部監控體系。在人事編制上，本集團設有企業社會責任職能，以協助董事會及管理層對本集團社會與環境風險進行識別、評估、優次排序、有效控制以及持續監控，並撰寫年度企業《環境、社會及管治報告》。

本報告為本集團自2012年起發佈的第八份企業社會責任報告。本集團採取以平衡客觀、貫徹一致、重要性、以及可量化為基礎的匯報準則，以披露本集團在社會公益、僱傭關係與環境保護方面的工作。本報告記錄了本集團主要業務（電視廣播、互聯網媒體與戶外媒體業務）在2019年度企業社會責任方面的表現，也以此作為本集團與股東之間就企業社會責任的理念、實踐與成績溝通的橋樑。



Social

Community, Charity and Sustainable Development

In the areas of community involvement and charity, the Group makes active efforts to understand and cater to the needs of the community, and focuses on alleviating poverty, helping underprivileged children in China, raising concerns about social phenomenon, and environmental protection. It promotes charity out of corporate social responsibilities by capitalising on its advantages as a media company and its brand influence. Through its omni-media platform, the Group produces and broadcasts objective, just and credible programmes on public welfare, environmental protection and social phenomenon, and reports on public welfare activities to reveal social phenomenon. The Group also makes substantial contributions to the society by organising and participating in various charity events. At the New York Festival TV & Films Awards 2019, Phoenix TV was honoured to receive the Gold World Medal in Documentary (Human Concerns Category) for its programme *C'est La Vie: Ten Days*. From the perception of human concerns, this programme documents how the parents bid farewell to their seven-year-old child Li Zhiyuan with neuroblastoma, showing how strong and brave this family is when faced with the inevitable outcome of death. The annual New York Festival TV & Films Awards Gala is considered to be one of the competitions with genuine international perspective in the global TV & film industry, attracting participation of advertisements, radio shows, TV programmes and movies from all over the world every year. Another programme of Phoenix TV, *Promise to the angels: Children's Vaccine Project in China*, was shortlisted for the Best Long Documentary Award in the 9th Chronological Records of the Lights and Shadows: China Academy Awards for Documentary Films.

社會

社區、公益與可持續發展

在社區與公益方面，本集團主動瞭解、照顧社區需要，並以扶貧、幫助中國貧困兒童、關注社會現象、環境保護為重點，利用自身的傳媒優勢及品牌影響力，從企業社會責任的角度出發，透過本集團的全媒體平台，製作播出客觀、公正兼具公信力的公益、環保與社會現象類節目，報導公益活動，宣揚公益精神，揭示社會現象，並組織、參與各項公益活動，為社會做出實質貢獻。鳳凰衛視節目《冷暖人生：十日告別》榮獲2019紐約國際電影電視節「人文關懷紀錄片金獎」。該片以人性關懷記錄了一個家庭如何和他們患神經母細胞瘤的七歲兒子李致遠告別，向人們展示了在面對死亡這個必然到來的結果面前，這個家庭的堅強和勇敢。一年一度的「紐約國際電影電視節」頒獎典禮被視為全球電影電視界最具國際視野的競賽之一，每年吸引來自世界各地的廣告片、電台節目、電視節目和電影參賽。此外，在「2019第九屆光影紀年－中國紀錄片學院獎」，鳳凰衛視節目《給天使的承諾－中國兒童疫苗工程紀實》入圍最佳長紀錄片獎。



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Leveraging its advantage as a media company, Phoenix TV has also entered into strategic cooperation with a number of subordinate organisations under the United Nations, through which platforms are established jointly to facilitate the promotion and implementation of the Sustainable Development Goals of the United Nations in China, and to provide assistance to Chinese enterprises for their sustainable development and overseas expansion.

鳳凰衛視亦憑藉自身媒體優勢，與聯合國下屬多個機構達成戰略合作，共同搭建平台，助力聯合國可持續發展目標在中國的傳播和實踐、助力中國企業可持續發展、助力中國企業走出去。



In respect of the strategic cooperation between Phoenix TV and the United Nations Educational, Scientific and Cultural Organisation (the “UNESCO”), after the successful implementation of the five-year strategic cooperation agreement for 2012-2017, Phoenix TV and UNESCO entered into a new five-year strategic cooperation agreement in September 2019, during the term of which Phoenix TV would donate USD\$1.5 million to UNESCO for relevant cultural projects. In 2019, USD\$500,000 (approximately HK\$3.92 million) was donated. Pursuant to the agreement, both parties will continue to cooperate extensively and thoroughly in areas such as promoting heritage protection for the countries along the Belt and Road, demonstrating the image of China to the world, and facilitating human cultural diversity. UNESCO also issued a certificate of commendation to Mr. LIU Changle, J.P., the chairman and chief executive officer (“CEO”) of the Group, recognising Mr. LIU for his unremitting efforts and special contributions in promoting the long-term close cooperation between Phoenix TV and UNESCO and facilitating the global cultural diversity.

有關鳳凰衛視與「聯合國教科文組織」的戰略合作，在成功執行2012年至2017年的五年戰略合作協議後，2019年9月，鳳凰衛視與「聯合國教科文組織」簽署了新的五年戰略合作協議。在協議期內，鳳凰衛視將向「聯合國教科文組織」就相關文化項目捐助150萬美元，2019年已捐獻金額50萬美元（約港幣392萬元）。根據協議，雙方將在向世界宣傳一帶一路沿線國家遺產保護、展示弘揚中國形象、以及推動人類文化多樣性等領域繼續進行廣泛深入的合作。「聯合國教科文組織」亦向本集團主席兼行政總裁劉長樂太平紳士頒發了表彰證書，表彰劉長樂先生對推動鳳凰衛視與「聯合國教科文組織」之間長期緊密合作以及促進世界文化多樣性所做出的長期努力與特殊貢獻。

Phoenix TV has entered into a strategic cooperation agreement with the United Nations Development Programme (the “UNDP”) for a term of three years from November 2016 to November 2019. As the strategic media partner of the UNDP in China, Phoenix TV assists the UNDP in collecting first-hand cases to establish a database for the overseas sustainable development of Chinese enterprises. Selected cases will be included in the *Report on the Sustainable Development of Chinese Enterprises Overseas*, so that successful experiences and lessons of the overseas development of Chinese enterprises can be learnt from by other developing countries. Phoenix TV is also responsible for the production of the video version of the report. Successful cases of the relevant Chinese enterprises will be broadcast in the programme *The Odyssey of Dragon* produced by Phoenix TV for global promotion.

On 26 September 2019, the Experience Exchange Conference on China Overseas Sustainable Development jointly organised by Phoenix TV and the United Nations Office for Sustainable Development was held at the United Nations’ Headquarters in New York, the United States. The United Nations officials, the representatives of Chinese Mission to the United Nations, the officials of Chinese Embassy in the United States, representatives of Chinese and American companies as well as experts and scholars from Chinese and American think tanks engaged in thorough discussions, focusing on the issue of the current status of global sustainable development and the opportunities and challenges faced by Chinese companies.

鳳凰衛視與「聯合國開發計劃署」簽訂了為期三年(2016年11月至2019年11月)的戰略合作協定。作為「聯合國開發計劃署」在中國的媒體戰略合作夥伴，鳳凰衛視協助「聯合國開發計劃署」收集第一手案例以建立中國企業海外可持續發展案例庫，揀選案例納入《中國企業海外可持續發展報告》，將中國企業走出去的成功經驗和教訓借鑒推廣到發展中國家。鳳凰衛視亦負責製作《中國企業海外可持續發展報告》的視頻版本，相關中國企業的成功案例在鳳凰衛視旗下欄目《龍行天下》中播出，作為在全球範圍內的推廣。

2019年9月26日，鳳凰衛視與「聯合國可持續發展辦公室」聯合主辦的「中國海外可持續發展經驗分享會」在美國紐約聯合國總部順利召開，邀請聯合國官員、中國駐聯合國使團代表、中國駐美大使館官員、中美企業代表、中美智庫專家學者圍繞「全球可持續發展現狀及中國企業面臨的機遇與挑戰」這一議題展開深入探討。



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On 24 April 2019, the Belt & Road Cooperation Partners Conference of Phoenix TV (the “**Belt & Road Conference**”) was successfully concluded at the Phoenix Center in Beijing. Focusing on the themes such as establishing global partnerships to assist Chinese companies in promoting sustainable development and more efficient participation of China in the South-South cooperation, attendees from government agencies, international organisations, embassies and consulates in China, industry associations, academic institutions, non-governmental organisations and enterprises engaged in in-depth discussions. Through the Belt & Road Conference, the achievements of Chinese companies in global sustainable development were shared with the participating guests, who together with Phoenix TV would jointly advance and implement the United Nations’ 2030 Agenda for Sustainable Development by contributing the Chinese wisdom to the sustainable development of the global economy. At the Conference, it was announced that the Phoenix Research Institute for Global Sustainable Development of Chinese Enterprises was established to be responsible for the collection of the best cases of sustainable development practices in countries around the world, including China. In addition, the 4th Belt and Road International Forum of Phoenix TV was held, in which two annual development research reports jointly initiated and written by Phoenix TV and its partners, *Report on Promoting Sustainable Development of the China Belt and Road Overseas Economic and Trade Cooperation Zone* and *China’s Contribution to South-South Cooperation: Cases and Inspiration*, were released.

2019年4月24日，「鳳凰衛視『一帶一路』合作夥伴大會」在北京鳳凰中心圓滿收官。來自政府機構、國際組織、駐華使領館、行業協會、學術機構、非政府組織和企業的嘉賓們圍繞全球夥伴關係助力中國企業推動可持續發展、中國更高效地參與南南合作等主題展開深入探討。「鳳凰衛視『一帶一路』合作夥伴大會」希望同與會嘉賓分享中國企業全球可持續發展的豐碩成果，共同推進落實聯合國2030可持續發展議程，為世界經濟的可持續發展貢獻中國的智慧。大會宣佈成立「鳳凰中國企業全球可持續發展研究院」，將從包括中國在內的世界各國的可持續發展實踐中收集最佳案例。同時，第四屆鳳凰衛視「一帶一路」國際論壇舉行，論壇上發佈了由鳳凰衛視與合作夥伴共同發起並撰寫製作的兩份年度發展研究報告：《中國一帶一路境外經貿合作區助力可持續發展報告》和《中國對南南合作的貢獻：案例與啟示》。



Mr. LIU Changle, the Chairman of the Board and Chief Executive Officer of Phoenix TV, gave the opening speech
鳳凰衛視董事局主席兼行政總裁劉長樂先生發表開幕致辭



Mr. Daniel Gustafson, Deputy Director-General of Food and Agriculture Organization of the United Nations, gave his speech
聯合國糧食組織副總幹事 Daniel Gustafson 先生發表致辭



Mr. Jorge Chediek, Envoy of the Secretary-General on South-South Cooperation and Director of the United Nations Office for South-South Cooperation, gave his speech
聯合國秘書長南南合作特使、聯合國南南合作辦公室主任 Jorge Chediek 先生發表致辭

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Regarding the above two annual development research reports, the *Report on Promoting Sustainable Development of the China Belt and Road Overseas Economic and Trade Cooperation Zone* was jointly prepared by the Chinese Academy of International Trade and Economic Cooperation of the Ministry of Commerce of China, the United Nations Development Programme Office in China and Phoenix TV. It sets out the current status and development history of China's overseas economic and trade cooperation in recent years, and analyses the opportunities and challenges arising from the development models of economic parks in China in respect of their expansion overseas. The other report, *China's Contribution to South-South Cooperation: Cases and Inspiration*, is a report and collection of cases jointly initiated and written by Phoenix TV and the Financial Center for South-South Cooperation, with the support of the United Nations Office for South-South Cooperation and the technical support of the Agricultural College of South-South Cooperation of China Agricultural University. This report provides an analysis on the impact of South-South cooperation model on China, and an in-depth research on the model and experience of China's participation in South-South cooperation overseas.

有關上述的兩份年度發展研究報告，《中國一帶一路境外經貿合作區助力可持續發展報告》由「中國商務部國際貿易經濟合作研究院」和「聯合國開發計畫署駐華代表處」與鳳凰衛視聯合製作，梳理了中國境外經貿合作近年來的現狀和發展歷程，解析走向海外的中國經濟園區發展模式面臨的機遇與挑戰。另外一份報告《中國對南南合作的貢獻：案例與啟示》報告和案例集是在「聯合國南南合作辦公室」支持下，由鳳凰衛視攜手「南南合作金融中心」發起調研和撰寫，「中國農業大學南南農業合作學院」提供技術支持，該報告討論南南合作模式給中國帶來的影響，對中國參與海外南南合作的模式和經驗進行深入研究。

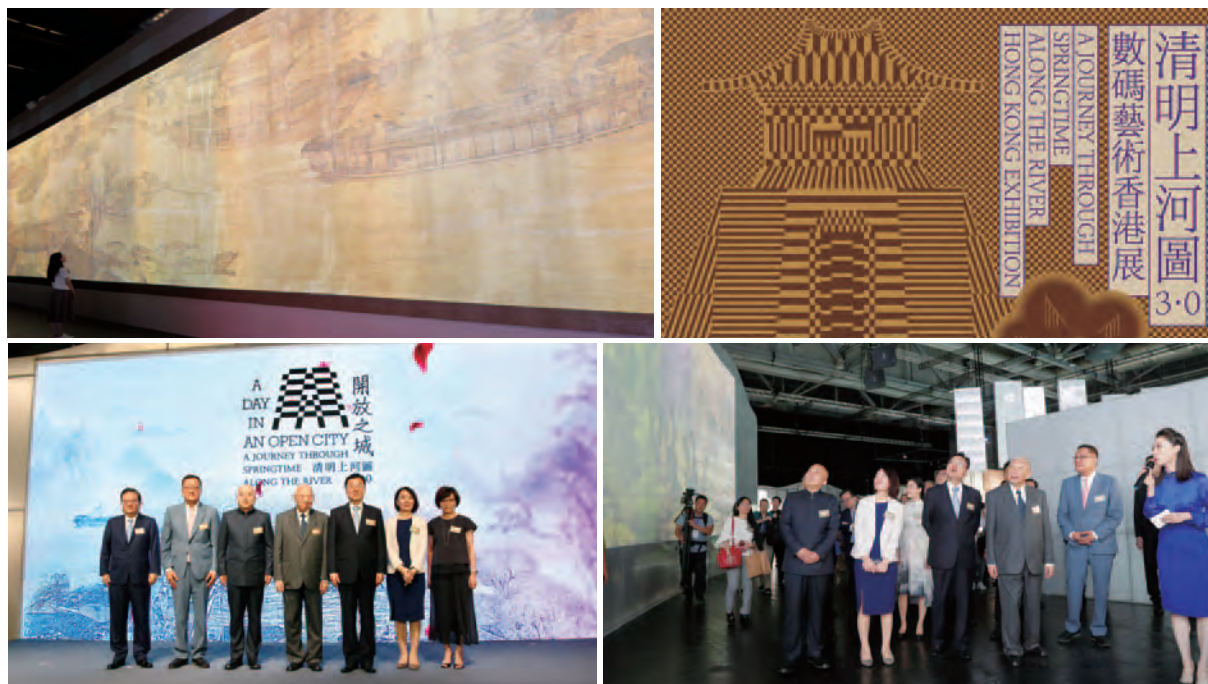


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To celebrate the 70th anniversary of the founding of the People's Republic of China, and the 22nd anniversary of the return of Hong Kong, the digital art exhibition Along the River during the Qingming Festival 3.0 in Hong Kong, jointly organised by the Palace Museum and Phoenix TV with Bank of China (Hong Kong) as the Chief Charity Partner, was successfully launched at the Hall 3 of Hong Kong AsiaWorld-Expo from 26 July to 25 August 2019. The exhibition spanned a floor area of 4,000 square meters, charging an admission fee of non-profit nature for only HK\$10 per person. As a key project of the Culture and Tourism Exchange between Mainland China and Hong Kong and Macau of 2019, this exhibition was a cultural and art public welfare activity designed for Hong Kong citizens, aiming to bring to the general public a world-class feast of culture, art and technology demonstrating the Chinese treasures through new digital and artistic languages. At the opening ceremony, Mr. LIU Changle, J.P., the chairman and CEO of the Group, said that with the success of this exhibition, combined with the solid strategic upgrade of Phoenix TV, Phoenix is steadily transforming and developing into a high-tech omni-media group focusing on synergetic investments and content operation. Prior to its exhibition in Hong Kong, the high-tech interactive art exhibition Along the River during the Qingming Festival 3.0 was also launched at the Palace Museum in Beijing from May to October 2018, during which a total of more than 1.4 million visitors were received. The exhibition in Hong Kong is the first stop for this high-tech interactive art exhibition to go overseas beyond the Palace Museum.

為慶祝中華人民共和國成立70周年、香港回歸22周年，由「故宮博物院」和鳳凰衛視聯合主辦、「中國銀行（香港）」作為首席公益合作夥伴的「《清明上河圖3.0》數碼藝術香港展」於2019年7月26日至8月25日在香港亞洲國際博覽館3號館成功舉行，展覽佔地4,000平方米，公益性質每位入場費用僅十元港幣。本次展覽是為香港市民設計的文化藝術公益活動，同時作為「2019年度內地與港澳文化和旅遊交流重點項目」，力求通過全新的數碼與藝術語言為廣大觀眾帶來一場展現華夏瑰寶的世界級文化、藝術與科技盛宴。本集團主席兼行政總裁劉長樂太平紳士在開幕式上表示，這次展覽的成功推出，伴隨著鳳凰衛視戰略升級的堅實步伐，鳳凰正在穩健地向產業投資以及內容運營型高科技全媒體集團轉型發展。在香港展之前，《清明上河圖3.0》高科技互動藝術展演亦於2018年5月至10月在北京故宮展出，期間累計接待觀眾逾140萬人次。《清明上河圖3.0》數碼藝術香港展是高科技互動藝術展演走出故宮、走向海外的第一站。



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Since 2008, Phoenix TV and the National Centre for the Performing Arts have been jointly organising the yearly Dragon and Phoenix Bringing Auspiciousness • Spring Festival Music Gala for Chinese around the World to make Chinese people's beautiful vision of social harmony known to the world. Each year, all ticket revenue is donated to the Phoenix Charity Caring Fund managed by the China Charity Federation for organising charitable and welfare activities. In 2019, the donated ticket revenue of the concert amounted to around RMB324,152 (approximately HK\$367,265).

鳳凰衛視與「國家大劇院」自2008年起，每年聯合舉辦「龍鳳呈祥•全球華人新春音樂盛典」，向世界表達中國人對社會和諧的美好願景，並將每年的門票收入全部捐獻給由中華慈善總會管理的「鳳凰慈善關愛基金」，用以開展公益慈善活動。2019年捐獻的音樂會門票收入約為人民幣324,152元(約港幣367,265元)。



On 29 January 2019, a large-scale public welfare event, Walking in the Breeze of the Spring • Overseas Chinese Spring Festival Gala Evening 2019, jointly organised by Phoenix TV, All-China Federation of Returned Overseas Chinese and Fujian Southeast TV, was held at the Phoenix Center in Beijing. More than 300 overseas Chinese from over 120 countries and regions and returnees in Beijing were present. Broadcast on TV, the Gala Evening was expected to provide a feast of art for the Chinese worldwide and cohering and Chinese around the world. It was also the objective of the event to promote the cultural charm of the Chinese nation and to build the Gala Evening into a branded programme which is empowered by global broadcast and integrates thoughtful, artistic, cultural and entertaining qualities as one.

2019年1月29日，鳳凰衛視、「中國僑聯」、「福建東南衛視」共同主辦「走在春風裡•2019華僑華人春節大聯歡」大型公益晚會，在北京鳳凰中心舉行。來自全球120多個國家和地區的海外僑胞和在京歸僑僑眷代表300多人出席晚會。該公益活動希望通過電視為全球華人提供一場藝術盛宴，凝聚世界華人的感情外，更致力於將華僑華人春晚打造為弘揚中華民族的文化魅力，具有國際傳播能力，是集思想性、藝術性、文化性、娛樂性為一體的品牌項目。



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On 18 December 2019, the 14th Compassion Award Ceremony, organised by the Hong Kong and Macau Taiwanese Charity Fund and co-organised and produced by Phoenix TV, was held at the Hong Kong Convention and Exhibition Centre in Wan Chai, Hong Kong. The participation of caring people from different sectors in Mainland China, Hong Kong, Taiwan and Macau, who exchanged their experiences in charity, has made the charitable event a great success. Mr. LIU Changle, J.P., the chairman and CEO of the Group, as the guest speaker at this Compassion Award Ceremony, said, "Despite of changing times and situations, Phoenix TV's original intention to speak for the Chinese has never changed. Leveraging our advantage as an omni-media platform, we will promote public welfare and charity, and make our best efforts to demonstrate the kindness of the Chinese people."

2019年12月18日，由「港澳台僑慈善基金會」主辦、「鳳凰衛視」協辦及製作的第14屆「愛心獎」頒獎典禮在香港灣仔會議展覽中心隆重舉行，來自兩岸四地的各界愛心人士互相交流慈善心得，共襄盛舉。本集團主席兼行政總裁劉長樂太平紳士擔任本屆愛心獎致辭嘉賓，他表示「任憑時代變遷，風雲變幻，鳳凰衛視為華人發聲的初心不改，我們將借助集團全媒體平台，為宣導公益慈善鼓與呼，為彰顯華人的慈心善舉傾心盡力」。



Phoenix New Media, the business unit of the Group principally engaged in internet media, also implements the Group's beliefs on corporate social responsibilities. Through a series of charity projects, it has unleashed the power of charitable acts and kept putting into practice its beliefs on public welfare with the creation of a number of branded charity projects including Forever Happiness, Benefiting the Children and Activist League, etc.

本集團旗下主營互聯網媒體的業務單位「鳳凰新媒體」亦貫徹集團的企業社會責任理念，透過一系列公益項目，發揮公益力量，不斷踐行公益理念，先後打造了「美麗童行」、「益童計劃」和「行動者聯盟」等品牌公益項目。

Forever Happiness is a large-scale branded charity event organised by ifeng.com, the web portal of Phoenix New Media. It aims at uniting Chinese all over the world for their attention to the survival, health, education and future development of underprivileged children in China, calling for contributions from all sectors of society, reinforcing the idea of public welfare, and creating a better future for the children. Since 2007, Forever Happiness has organised charity events for 13 consecutive years, and has held Charity Night for 9 consecutive years. Footprints of Forever Happiness were left across three continents in eight cities. Through on-site and off-site auctions as well as specified

其中，「美麗童行」是由「鳳凰新媒體」門戶網站「鳳凰網」主辦的大型品牌公益活動，旨在聯合全球華人共同關注中國困境兒童的生存、健康、教育及未來發展，呼籲社會各界貢獻愛心，強化公益理念，為孩子們創造更美好的明天，自2007年至今已連續13年發起公益活動、連續9年舉辦「美麗童行」慈善晚宴，足跡跨越全球三大洲、八個城市，通過場內外拍賣、定向捐贈等方式，為有需要的兒童募捐，並以善款幫扶兒童公

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donations, funds are raised for charity projects for children. The ifeng News App, as the designated mobile information platform for the Charity Night, released updated information and special reports of all aspects of the events at real-time. In addition, the events were also broadcast live by Feng Live, an internet live broadcast platform of ifeng.com.

In 2019, Forever Happiness hosted three charity nights. The ifeng.com Forever Happiness 2019 Angel Baby Charity Night, jointly organised in Shanghai by ifeng.com, Shanghai Charity Foundation and Shanghai Angel Baby Charity Foundation on 11 May, raised more than RMB14.47 million, which would be used specifically for Angel Baby's special project Helping Children Injured in Accidents. The ifeng.com Forever Happiness 2019 Chi Heng Charity Gala, jointly organised by ifeng.com and Chi Heng Foundation in Vancouver, Canada on 22 September, raised more than CAD\$900,000 for children suffering from AIDS. With an international perspective, this is the fourth time for Forever Happiness to step out of China and gather charity support from both within China and overseas to fulfill the social responsibility for the physical and emotional health of underprivileged children. On 25 November, the ifeng.com Forever Happiness 2019 Beijing Charity Grand Ceremony, organised by ifeng.com jointly with the China Charities Aid Foundation for Children, Beijing Smile Angel Children's Hospital, Shanghai Dandelion Child Development Center and MaxTimes Charity, was held in Beijing. Focusing on the current situation of the underprivileged children in China, the event raised more than RMB13.21 million to repay the society with charitable acts.

益項目。「鳳凰新聞客戶端」作為慈善晚宴指定移動資訊平台及時發佈活動最新資訊及全方位專題報導。另外，鳳凰網旗下「風直播」平台亦對慈善晚宴進行現場直播。

2019年「美麗童行」共舉辦了三場慈善晚宴：5月11日由「鳳凰網」、「上海市慈善基金會」和「上海天使寶貝公益基金會」聯合主辦的上海站「2019鳳凰網美麗童行•天使寶貝慈善晚宴」共籌得善款逾人民幣1,447萬元，將定向用於天使寶貝「意外傷害兒童救助」專項項目；9月22日由「鳳凰網」和「智行基金會」聯合舉辦的加拿大溫哥華站「2019鳳凰網美麗童行•智行慈善晚宴」為受愛滋病影響的孩子籌集善款，活動共募得善款逾90萬加元。這是鳳凰網「美麗童行」慈善晚宴第4次走出國門，用國際視野，凝聚海內外公益慈善力量，為困境兒童身心健康而踐行責任擔當；11月25日北京站「2019鳳凰網美麗童行公益盛典」，「鳳凰網」攜手「中華少年兒童慈善救助基金會」、「北京嫣然天使兒童醫院」、「上海蒲公英兒童發展中心」及「麥特公益」，聚焦中國困境兒童生存現狀，用公益能量回報社會。活動籌得善款逾人民幣1,321萬元。



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The Benefiting the Children project, another branded charity project of Phoenix New Media, is a charity project under the ifeng.com Special Charity Fund which provides medical care and help to underprivileged children in need in terms of medical aids, educational development, mental health and standards of living. The project aims at providing necessary opportunities and conditions for children's survival, development, protection and growth with the best effort, satisfying their development needs to the greatest extent, calling on all sectors of society to make contributions to their growth, and striving to let every child have equal growth opportunities. Benefiting the Children project mainly carried out large-scale medical assistance projects for underprivileged children focusing on the screening of critical illnesses, through which it aims to gradually enhance the overall medical service capability for children in impoverished regions in China, and to improve the medical and sanitation conditions of these children. In 2019, the ifeng.com Special Charity Fund raised a total of RMB1,242,163 for the Benefiting the Children project. In addition to offline fund raising, donation portals have also been set up on the ifeng.com webpage and in the ifeng News App.

During the year, Benefiting the Children volunteer service team, together with various hospitals in Beijing, jointly provided medical assistance to more than 2,600 underprivileged children in some of the primary schools and kindergartens of Lufeng County of Yi Autonomous Prefecture in Yunnan Province, Wangchuan Town in Hui'an County of Quanzhou City in Fujian Province, Maocun Town of Shangrao City in Jiangxi Province, Zhuozi County of Ulanqab City in Inner Mongolia, Lingtai County of Pingliang City in Gansu Province, Panshan County of Panjin City in Liaoning Province, Hure Banner in Inner Mongolia, Yangbajain Town in Damxung County of Lhasa City in the Tibet Autonomous Region and Jiangjin District of Chongqing City. The medical assistance included disease screening, setting up medical records for children, and providing lectures which popularise basic medical knowledge. All sectors of the society were called on to pay attention to the health of children in distress.

Moreover, in July 2019, Benefiting the Children project together with its charity partner Operation Smile and over 70 volunteers from across the country, provided free repair and plastic surgery to 56 suitable patients with cleft lips and cleft palates in the Linxia Hospital of Traditional Chinese Medicine in Gansu Province.

鳳凰新媒體另一品牌公益項目「益童計劃」是「鳳凰網公益專項基金」旗下針對困境兒童在醫療救助、教育發展、心理健康、生活水平等方面進行救護和幫助的公益項目，力所能及地為兒童提供必要的生存、發展、受保護和成長的機會與條件，最大限度地滿足兒童的發展需要，倡導社會各界為兒童成長貢獻力量，竭力讓每位兒童都享有平等的成長機會。「益童計劃」主要開展以大病篩查為主要救助方向的大型困境兒童醫療救助項目，旨在從疾病篩查著手，逐步提高貧困地區整體的兒童醫療服務能力，改善困境兒童的醫療衛生狀況。2019年，「鳳凰網公益專項基金」為「益童計劃」募得款項人民幣1,242,163元，除線下籌款外，「鳳凰網」門戶網站及「鳳凰新聞客戶端」亦設有愛心捐贈入口。

本年度，「益童計劃」志願服務隊攜手北京各大醫院，先後前往雲南省彝族自治州祿豐縣、福建省泉州市惠安縣輞川鎮、江西省上饒市毛村鎮、內蒙古烏蘭察布市卓資縣、甘肅省平涼市靈台縣、遼寧省盤錦市盤山縣、內蒙古庫倫旗、西藏自治區拉薩市當雄縣羊八井鎮、重慶市江津區等地的部分小學與幼稚園，為超過2,600名困境兒童開展了疾病篩查、建立兒童體檢檔案、普及醫療常識講座等醫療救助行動，呼籲社會各界關注困境兒童健康。

另外，2019年7月，「益童計劃」攜手公益合作夥伴「微笑行動」及來自全國各地的70多位志願者，在甘肅省臨夏回族自治州中醫院為符合手術條件的56名唇齶裂患者實施了免費的整形修復手術，並提供術後護理幫助。



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The Activist League launched by ifeng.com in 2016, aims at establishing a charity event platform for the mutual aid and cooperation among charitable organisations, creative industries, celebrities and caring companies, and through the platform providing extra media resources and corporate support to the charitable parties. Meanwhile, the platform also gathers and selects from all sectors of the society innovative charity projects which are suitable for dissemination through new media, covering a multiple of areas such as caring for autistic children, environmental protection and animal protection, etc. In the past 4 years, Activist League has launched a series of solutions focusing on wildlife protection and child safety issues, such as the Tape Pledge and Brave Babe, which not only won awards both at home and abroad, facilitated the spread of the social design concept in China, but also earned high recognition from the United Nations through promoting the practice of the United Nations' Sustainable Development Goals in China and around the world. Girls Protection, an important project of the Activist League, has brought children sexual abuse prevention and puberty health education courses to 31 provinces of the country, covering nearly 3,000,000 children and over 500,000 parents.

「行動者聯盟」由「鳳凰網」於2016年發起，旨在為公益界、創意界、明星藝人、愛心企業等各方搭建互助合作的公益活動平台，透過這個平台使各方公益力量得到更多的傳播資源和企業支援。同時，該平台也面向全社會徵集、選拔適合新媒體傳播的創新公益項目，涉及關愛自閉症兒童、環境保護、動物保護等多個領域。在過去的4年裡，「行動者聯盟」先後推出了「承諾膠帶」、「勇敢的娃娃」等一系列聚焦野生動物保護、兒童安全議題的解決方案，不僅在國內外斬獲大獎，推動「社會設計」理念在中國的傳播，也獲得了聯合國相關結構的高度認可，促進聯合國可持續發展目標在中國乃至世界範圍的實踐。而「行動者聯盟」的重要項目之一「女童保護」亦已在全國31個省份開展兒童防性侵及青春期健康教育課程，累計覆蓋近300萬兒童、超過50萬家長。



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On 8 December 2019, the 2019 Activist League Charity Grand Ceremony, comprising a summit and an award presentation ceremony, was hosted by ifeng.com in Beijing. At the ceremony, six prizes were presented to recognise the individuals and events that contributed to the advancement of society and development of social charitable undertakings over the past year. These included Top Ten People of the Year for Charity, Top Ten Charity Projects of the Year, Top Ten Innovative Charity Ideas of the Year, Top Ten Companies of the Year for Charity, the Most Popular on Internet Award and the Special Contribution Award. The 2019 Charity Influence Index of the Celebrities was also announced. 1,200 participants attended the Grand Ceremony. Feng Live, a platform operated by ifeng.com, provided a live broadcast of the ceremony.

2019年12月8日，由「鳳凰網」主辦的「行動者聯盟2019公益盛典」在北京舉行，盛典包括高峰論壇和頒獎典禮兩個部分。頒獎典禮現場頒發了年度十大公益人物、年度十大公益項目、年度十大公益創意和年度十大公益企業、最具網路人氣獎和特別貢獻獎六大獎項，並揭曉年度明星公益指數榜，以表彰在過去一年，推動社會進步、致力於社會公益事業發展的人和事。「行動者聯盟2019公益盛典」當天到場參會人數1200人次。鳳凰網旗下「風直播」平台對典禮實況進行了現場直播。



In 2019, ifeng.com donated approximately RMB1,150,000 (approximately HK\$1,260,000) to China Charities Aid Foundation for Children to help orphans, homeless children, dropouts, juvenile offenders as well as youths and children with special difficulties.

2019年，鳳凰網向「中華少年兒童慈善救助基金會」捐贈人民幣約115萬元（約港幣126萬），用於幫助孤兒、流浪兒、輟學學生、失足少年兒童及有特殊困難的少年兒童。



The charity channel (<http://gongyi.ifeng.com>) on the Group's internet portal ifeng.com is an online charity platform for the continuous broadcasting of public welfare information. It features news on major charity events, interpretation of public welfare policies in the form of salons and forums, as well as organisation and promotion of charity events.

此外，「鳳凰網」內設立了「鳳凰網公益頻道」(<http://gongyi.ifeng.com>)，作為網絡公益平台，持續傳播公益資訊，報導重大公益事件，以沙龍、論壇等形式解讀公益政策，並舉辦、推廣各種公益活動。

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Employment and Labor Practices

In terms of employment and labor practices, the Group adopts a people-oriented strategy where it attracts and retains talents by offering reasonable employment terms, a safe and healthy work environment, a wide range of employee benefits and trainings for staff development while maintaining strict compliance with the labor practices.

Employment

As at 31 December 2019, the Group employed 3,288 full-time staff members. The Group has strictly abided by the employment and labor laws and regulations in the countries of operation. It also emphasises equal opportunities and workplace diversity. The Group opposes discrimination and undertakes that the employment, remuneration and promotion of its employees are determined irrespective of their political stance, gender, age, sexual orientation, marital status, religion, race, nationality or other social factors.

The remuneration packages of the employees are determined with reference to the business results of the Group and the performance of individual employees and are in line with market rates. The Group also provides various benefits to employees, such as medical and other types of employee insurance coverage, a defined contribution pension scheme and employee share option schemes to attract and retain competent staff members. Details of the employee remuneration, recruitment, termination of employment, working hours and holidays are set out in the staff manual distributed to employees.

Health and Safety

The Group has placed great emphasis on workplace safety so as to prevent occupational hazards. Phoenix TV has established a set of technical guidelines and codes on the safe operation of machineries and electronic equipment for program production. Fire suppression systems which are in compliance with the local requirements are also installed in each of the office buildings of the Group. In addition to providing a safe workplace and raising safety awareness, Phoenix TV also maintains labor insurance and business travel insurance for its employees, and promotes work-life balance. The Group's headquarters in Hong Kong is equipped with comprehensive sports and recreational facilities such as a basketball court, a tennis court, a gymnasium, a table tennis room and a snooker room to encourage staff members to exercise and engage a healthy life style. Health talks are also provided to employees from time to time.

僱傭及勞工常規

在僱傭及勞工常規方面，本集團採取以員工為本的政策，嚴格遵守勞工準則，並透過提供合理的僱傭條件、安全健康的工作環境、多元化的康樂福利、以及支持員工發展與培訓，以吸引和挽留人材。

僱傭

截至2019年12月31日，本集團共僱用3,288名全職員工。本集團嚴格遵守業務所在地有關僱傭與勞動的法律、法規，注重給予員工平等機會及員工的多樣性，反對歧視，並且保證員工的受聘、薪酬及晉升絕不受其政治取向、性別、年紀、性取向、婚姻狀況、宗教信仰、種族、國籍等社會因素的影響。

員工的薪酬待遇依據本集團的業務運營情況和員工的個人工作表現而制定，員工所獲的薪酬符合市場水平。本集團亦向員工提供醫療及其他種類的僱員保險、定額供款的退休金計劃及員工認購股權計劃等福利，以吸引和挽留優秀員工。有關薪酬、招聘、離職、工作時長、假期等待遇及福利，已在發放給每位員工的《員工手冊》中詳細說明。

健康與安全

本集團注重確保員工工作環境的安全，避免職業性危害。在如何安全操作節目製作機械與電子設備方面，鳳凰衛視制定了相應的技術指引及守則。本集團各辦公大樓也裝有符合當地要求的滅火系統。除了提供安全的工作環境、提高員工的安全意識，鳳凰衛視亦為員工購買了勞工保險及針對出差的保障計劃，並提倡工作與生活相平衡。本集團位於香港的總部備有完善的體育康樂設施，如籃球場、網球場、健身房、乒乓球室及桌球室，以鼓勵員工鍛煉身體，保持健康的生活方式。公司亦不時為員工提供健康講座。

Development and Training

The Group offers occupational training to its employees to enhance their knowledge and skills for performing job duties. Phoenix TV has in place a Staff Training and Sponsorship Program to subsidise full-time employees who attend courses, seminars and workshops that are beneficial to their work performance or future career development.

Labor Standards

The Group forbids employment of children or forced labor such as compulsory labor or bonded labor.

Operating Practices

The Group is principally engaged in television broadcasting, internet media and outdoor media business, hence corporate social responsibilities in relation to supply chain management and physical products are not relevant to the Group's core activities. Despite this fact, the Group emphasises that it should not broadcast media content that is detrimental to the community on its media platforms, and should firmly uphold the code of conduct of the media industry to safeguard the independence, diversity and morality of media content, and also to protect intellectual property rights. The Group has also set forth clear principles and guidelines on how to fulfill its social responsibilities in relation to media content.

The Group is dedicated to its social responsibilities of anticorruption. To achieve its goal, it has established and implemented the Phoenix Corporate Governance Code and Procedures to help its employees to develop a clear understanding on the Company's code and procedures in relation to contract execution, conflict of interests, solicitation, acceptance or offer of advantages and entertainment, dealing with confidential information and insider dealings. In addition, the Group has also set up a formal communication channel through which its employees may directly contact the independent internal audit department of the Group in the event of concerns about financial reporting, internal control, risk management and other matters, or in the case of employee misconduct that may harm the interests of the Group (such as offering and accepting bribes, conflict of interests, insider dealings, blackmail, fraud, money laundering, disclosure of confidential information and violation of professional ethics).

發展及培訓

本集團為員工提供職業培訓，以提升員工履行工作職責的知識與技能。鳳凰衛視設有員工培訓及資助計劃，為正式的全職員工提供津貼，資助員工修讀與工作有關或對未來事業發展有幫助的課程、講座或工作坊。

勞工準則

本集團禁止僱用童工，或者出於被強迫、抵債等情況的非自願勞工。

運營常規

本集團主要經營電視廣播、互聯網媒體及戶外媒體業務，因此社會責任中有關供應鏈管理及實體產品的部份，與本集團主營業務並不直接相關。雖不涉及實體產品，本集團仍十分注重，通過集團旗下全媒體平台傳播的媒體內容不應包含可能對社會造成負面影響的成分，並堅持媒體操守，確保媒體內容獨立、多元、符合社會道德規範，並且充分尊重知識產權。本集團也就如何履行有關媒體內容的社會責任訂立了清晰的原則和指引。

在反貪污的社會責任上，本集團制定實施《鳳凰衛視企業管治守則及程式指引》，使員工清晰理解有關合約簽署、利益衝突、索取接受及提供利益、款待、處理機密資料、內幕交易等事項的公司守則及處理程式。另外，本集團設有正規的溝通管道，員工如有任何針對財務匯報、內部監控、風險管理事宜的疑慮，或者注意到任何可能損害本集團利益的員工不當行為（如行賄、受賄、利益衝突、內幕交易、勒索、欺詐、洗黑錢、洩露公司機密、違反職業道德等），可直接與本集團的獨立內部審計部門聯絡。

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

Environmental

In the area of environmental protection, the Group maintains compliance with the environmental laws and regulations in the countries of operation. Although the Group's businesses are not energy intensive or natural resources based, the management closely monitors key environmental performance indicators, which include those of energy consumption and waste air emission, so as to continuously enhance its performance in environmental protection.

The management of the Company emphasises cultivation of environmental awareness and has implemented a series of measures at the Phoenix Center, the Group's headquarters and program production base in Hong Kong, to protect the environment, increase efficiency in energy use and reduce indirect greenhouse gas emissions. Such measures include maintaining large areas of outdoor green space, reengineering of air conditioning and lighting systems for higher energy efficiency, waste separation for recycling incentives, and the provision of charging devices for electric vehicles in the car park to support low-carbon emission. Regarding water consumption, the Group has no need to source water and continues to encourage employees to be aware of the importance of water saving. In addition, the Group also pays close attention to the consumption of electricity, gas and water in the course of daily operations to ensure it is at a reasonable and environmentally friendly level, thereby minimising energy waste.

環境

在環境保護方面，本集團遵守業務所在地在環境方面的法律法規。雖然本集團的業務並非能源密集型或以自然資源為基礎，但管理層密切監控關鍵的環境績效指標，包括能源消耗、廢氣排放等，以在環保方面持續地作出改善。

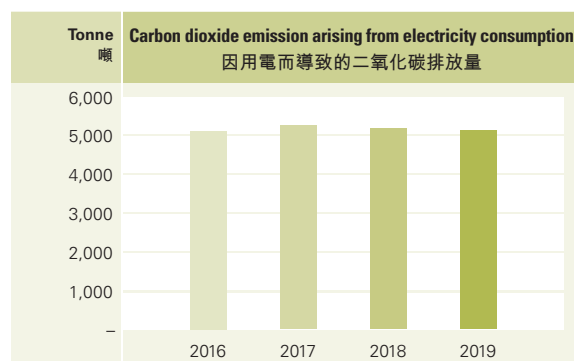
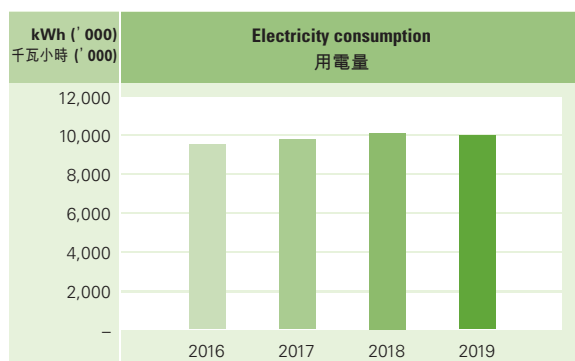
本公司管理層注重構建環保文化，並在本集團位於香港的總部暨節目製作基地鳳凰中心實施了一系列的措施，以保護環境、增加能源使用效益，並減少間接的溫室氣體排放。有關措施包括在公司範圍內保持較大戶外綠化面積，調整空調及照明系統以提升能源效益，垃圾分類回收，以及在停車場設置電動車充電專區，提倡低碳排放。在用水方面，本集團無需求取適用水源，並一直鼓勵員工注意節約用水。此外，本集團在日常運營中消耗的電能、煤和水，管理層也密切監控其使用是否合理、環保，從而盡量減少能源浪費。



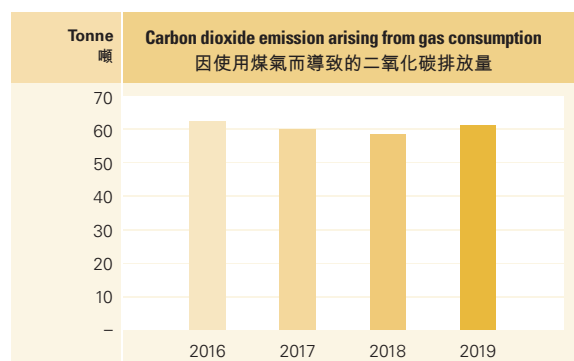
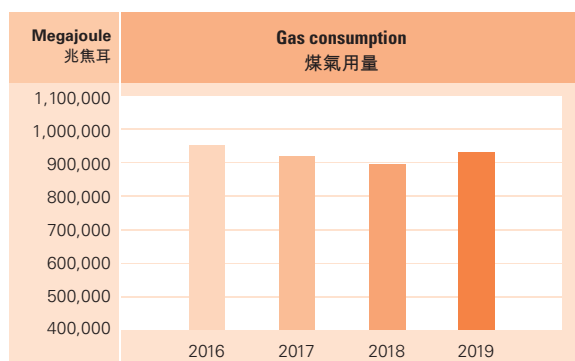
Details of energy consumption and carbon dioxide emission at the Phoenix Center, the Group's headquarters in Hong Kong, are disclosed as below:

香港總部鳳凰中心能源消耗及碳排放數據披露如下：

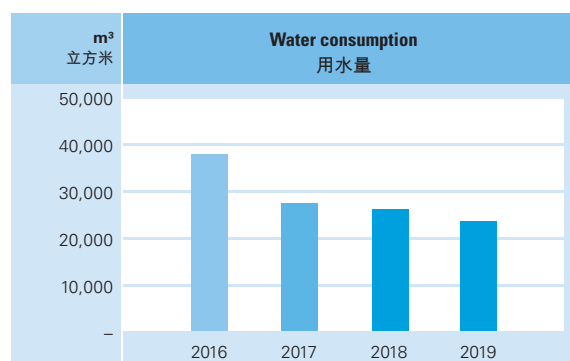
Electricity consumption and the resulting carbon dioxide emissions:
電力使用及相應的碳排放：



Gas consumption and the resulting carbon dioxide emission:
煤氣使用及相應的碳排放：



Water consumption:
水用量：



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

In addition, Phoenix Metropolis Media, a subsidiary of the Group engaged in the outdoor large LED screen advertising business, has implemented the following environmental protection measures: In order to reduce light pollution from screens, large screens installed by Phoenix Metropolis Media are all equipped with an outdoor light assessment system, so screen brightness can be automatically adjusted to accommodate the surrounding environment. Phoenix Metropolis Media also introduces new LED screens that adopt a color depth of 16 bit, thereby producing softer colors and helping to alleviate discomfort from bright lights. For the purpose of saving energy, Phoenix Metropolis Media uses large screens with energy-saving LED light tubes which automatically adjust brightness when in use, cutting electricity consumption for normal use to approximately 40% of the designed peak consumption level, thereby saving energy. Apart from that, it uses axial fans instead of air conditioning for ventilation, which further reduces energy consumption while ensuring the normal operation of screens. In terms of the recycling and reuse of dismantled screens, Phoenix Metropolis Media cleans and modifies components that are still useful and reuses them as spare parts for newly built or modified screens or for repairing screens.

Compliance Status

The management confirms to the Board that the Group's risk management and internal control systems on environmental, social and governance issues are effective, and the Group has complied with the "comply or explain" provisions set out in the ESG Reporting Guide of the Listing Rules of the Stock Exchange for the financial year of 2019, and in 2019, there were no major environmental, social and governance risks across the Group.

Looking Ahead

The Group will continue to fulfill its beliefs on corporate social responsibilities while pursuing higher business performance and value maximisation for the Shareholders. Capitalising on its media advantages, the Group will strive to exert its influence as a role model in society, better undertake its obligations on public welfare and environmental protection, and create excellent media credibility through its care for humanity and sense of social responsibilities. This report was prepared in strict compliance with the disclosure requirements under Appendix 27 Environmental, Social and Governance Reporting Guide of the Main Board Listing Rules of the Stock Exchange. Any feedback regarding this report is welcome and could be sent to csr@phoenixtv.com.

另外，本集團旗下從事戶外大型LED屏幕廣告業務的業務單位「鳳凰都市傳媒」設立了以下環保措施：在減少顯示屏光污染方面，鳳凰都市傳媒大型顯示屏配有戶外亮度採集系統，可隨時根據環境自動調節播出亮度。而新型的LED屏幕採用柔和16位元的色彩顯示層次，減少光源帶來的不舒適感。在節能方面，大型顯示屏採用節省耗電的LED燈管，並且播放時會自動進行亮度調節，使顯示屏正常播放時的耗電量僅為設計峰值耗電量的40%左右，減少能耗。除此之外，屏體散熱採用軸流風機散熱，而非空調散熱，從而在保證屏體正常運轉的情況下，減少耗電。在對已拆除屏幕的回收利用方面，仍有使用價值的屏幕組件，將在清理改造後作為後備，循環利用在其他新建、改造屏幕或屏幕維修上。

合規情況

管理層向董事會確認本集團在企業環境、社會及管治方面的風險管理與內部監控系統有效，本集團在2019年財政年度已遵守聯交所上市規則《環境、社會及管治報告指引》中規定的「不遵守就解釋」條文，2019年本集團沒有任何與環境、社會及管治有關的重大風險。

展望未來

本集團將在追求業績攀升、為股東創造最大化價值的同時，持之以恆，繼續貫徹企業社會責任的理念，發揮本集團的傳媒優勢和社會榜樣力量，更好的履行社會公益與環境保護的義務，並以人文關懷和社會責任感，來營造卓越的媒體公信力。本報告的撰寫嚴格遵守聯交所主板上市規則附錄27《環境、社會及管治報告指引》的披露要求。若閣下對本報告有任何反饋意見，歡迎發送電郵至 csr@phoenixtv.com。