

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” or “Phoenix”) concerning its corporate social responsibilities.

鳳凰衛視投資(控股)有限公司(「本公司」)董事會(「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」或「鳳凰」)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 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 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, charity and environmental protection activities of the Group, so that the Group can fulfill its social and environmental protection 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 contributions to the society's sustainable development.

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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 protection issues, and has incorporated such risks into the corporate risk management and internal control systems of the Group. 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 annual *Environmental, Social and Governance Report* for the corporation.

This report is the ninth 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 and environmental protection in 2020, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on environment, society and governance.

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年起發佈的第九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2020年度企業社會責任與環保方面的表現，也以此作為本集團與股東之間就環保、社會及管治的理念、實踐與成績溝通的橋樑。



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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 phenomena, and reports on public welfare activities in order to promote the spirit of public good and reveal social phenomena. It also makes substantial contributions to the society by organising and participating in various public welfare activities.

Since the COVID-19 epidemic outbreak, Phoenix reporters from different locations in China covered the full stories of people all over the country vigorously fighting the epidemic and achieving positive results. While the most difficult period in fighting against the epidemic has now ended in China, the epidemic has not yet been controlled at the global level. In 2020, collaborating with reporters stationed around the world, including the United States, the United Kingdom, Italy, Russia, Iran, Australia, South Korea and Japan, Phoenix has put in enormous resources on reporting news about battles against the COVID-19 epidemic in different countries. With constant focus on the epidemic, Phoenix has been reporting the latest updates and making its best efforts to show the world that: we are covering stories at the place where they happen, and we do not give up easily!

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。

自2019冠狀病毒疫情爆發以來，全國各地的鳳凰記者記錄了舉國上下艱苦抗疫、取得積極成效的過程，目前中國已經走出最困難、最艱巨的疫情階段，但迄今為止，全球疫情仍未受控。2020年內，鳳凰聯動駐美國、英國、義大利、俄羅斯、伊朗、澳洲、韓國、日本等地的記者，投入了更大的採訪力量，報道有關各國抗擊新冠病毒疫情的消息。鳳凰持續關注、報道疫情的最新消息，盡全力告訴世界：我們都在現場，不輕言放棄！



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Special Programmes on Combating the Epidemic

With a will to assume the social responsibility of a media company and accordingly exert its influence, Phoenix has produced a number of special programmes during the epidemic focusing on combating the epidemic including *Combating COVID-19* 《抗擊新冠肺炎》, *Under the Same Roof – Global Anti-epidemic Cooperation* 《風月同天：全球戰疫進行時》, *We Are in the Same Boat – Observations on Global Battles Against the Epidemic* 《寰宇同舟 – 全球戰「疫」觀察》, *We Are in the Same Boat – Spotlight on Global Epidemic* 《寰宇同舟 – 全球疫情直擊》, *We Are in the Same Boat – Rapid Global Development of Vaccines* 《寰宇同舟 – 全球疫苗研發衝刺》, *Letters from Wuhan* 《武漢來信》, *Letters from Compatriots* 《同胞來信》, *Face Mask Global Shortage: Supply and Demand Analysis* 《一罩何求 – 全球口罩供需全解析》, *Life on the Cloud: Digital Application during the Epidemic* 《在雲端的日子：疫情時期數字化生存實錄》, and *Spare Me Some Love – Psychological Crisis and Intervention during the COVID-19 Epidemic* 《借我一點愛 – 新冠疫情中的心理危機與干預》. In addition to providing Chinese around the world with first-hand information to fight the epidemic such as accurate analysis of epidemic trends and the latest responsive measures, Phoenix also anatomised the economic, social, cultural and international relation issues under the epidemic from multi-dimensional perspectives.

抗疫特別節目

鳳凰肩負媒體社會責任並發揮傳媒影響力，於疫情期間製作了《抗擊新冠肺炎》、《風月同天：全球戰疫進行時》、《寰宇同舟 – 全球戰「疫」觀察》、《寰宇同舟 – 全球疫情直擊》、《寰宇同舟 – 全球疫苗研發衝刺》、《武漢來信》、《同胞來信》、《一罩何求 – 全球口罩供需全解析》、《在雲端的日子：疫情時期數字化生存實錄》、《借我一點愛 – 新冠疫情中的心理危機與干預》等多檔聚焦抗擊疫情的特別節目，除精準分析疫情走向及最新措施要點，為全球華人防疫提供一手資料，亦多維度視角解讀疫情之下的經濟、社會、文化與國際關係議題。



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Public Welfare Events on Combating COVID-19

In March 2020, Phoenix TV, The Shenzhen Mammoth Foundation and BGI Genomics Co., Ltd. jointly launched a public welfare event to combat the COVID-19 epidemic worldwide. For the purpose of actively participating in the international cooperation to prevent and combat COVID-19 epidemic, the three parties together launched the donation for the Huo-Yan Laboratory and a global donation of COVID-19 nucleic acid testing kits. These COVID-19 nucleic acid testing kits donated were developed by Shenzhen BGI, and have been widely used on the frontline to combat against the epidemic in China. As a world-class Chinese media platform and to share the responsibilities in fighting the epidemic, Phoenix TV has vigorously provided a bridge for the cooperation between domestic organisations and international society, through multiple international media channels and collaborations with international organisations, government authorities, overseas media, international chambers of commerce and think tanks.

抗擊新冠病毒公益行動

2020年3月，鳳凰衛視、「深圳市猛犸公益基金會」、「深圳華大基因股份有限公司」聯合發起全球抗擊新冠病毒疫情公益行動，為積極參與防控疫情國際合作，三方特別發起「火眼實驗室」捐建，以及新冠病毒核酸檢測試劑盒全球捐贈公益行動。本次捐贈的新冠病毒核酸檢測試劑盒均由深圳華大基因研製，廣泛用於中國抗擊疫情第一線。鳳凰衛視作為世界級的華語媒體平台，多次聯動國際機構、政府部門、海外媒體、國際商會、智庫等資源，運用多種國際傳播手段，傾力搭建國內機構與國際社會的合作橋樑，為共抗疫情同擔責任。



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Strategic Cooperation on International Social Welfare with the UNESCO

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.

In respect of the strategic cooperation between Phoenix TV and the United Nations Educational, Scientific and Cultural Organisation (“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 US\$1.5 million to UNESCO for relevant cultural projects. The donations amounted to US\$0.5 million in 2019 and US\$0.25 million (approximately HK\$1.94 million) in 2020. Pursuant to the agreement, both parties will continue to cooperate extensively and intensively in areas such as promoting cultural heritage protection for countries along the Belt and Road and facilitating human cultural diversity.



In addition, Phoenix TV also cooperated with UNESCO in respect of creative city networks and the formulation of related policies and measures to promote multicultural expression. In June 2020, Phoenix TV donated US\$0.1 million (approximately HK\$0.78 million) to UNESCO for the project Jingdezhen Forum – Building a Culture-based Sustainable City to support such activities.

與「聯合國教科文組織」就國際社會公益戰略合作

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或執行戰略合作，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。

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，2020年捐獻金額25萬美元（約港幣194萬元）。根據協議，雙方將在向世界宣傳一帶一路沿線國家文化遺產保護、推動人類文化多樣性等領域繼續進行廣泛深入的合作。

此外，鳳凰衛視與「聯合國教科文組織」亦在創意城市網路以及相關政策措施的制定方面展開合作，以推動多元文化表達。2020年6月，鳳凰衛視向「聯合國教科文組織」就「景德鎮論壇 – 構建以文化為基礎的可持續發展城市」項目捐助10萬美元（約港幣78萬元）以支持相關系列活動。

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On 6 July 2020, the first live streaming in China as well as the first offline conversation of ResiliArt in the world, jointly organised by the UNESCO's Representative Office in the PRC and Phoenix TV, was held at the Phoenix Center in Beijing. Literary and art practitioners in China from various fields including culture, film and television, music and performing arts were invited to the event to reveal the current situation of cultural and creative industry under the impact of the COVID-19 epidemic, to discuss the methods and strategies in resuming the undertakings of cultural and creative industry in the post-epidemic period, to carry out in-depth discussion on how to maintain artists' resilience under the epidemic, as well as to explore ways to establish a sustainable cultural ecosystem. In his speech, Mr Ou Minxing, the UNESCO's representative in the PRC, stated that the outbreak of COVID-19 had heavily hit the global cultural and creative industry. Nevertheless, professionals in the literary and artistic sector had been taking initiatives to propose responsive measures, and art still remained her resilience. In times of crisis, people need art more than ever. Art and culture bring hope, happiness and spiritual encouragement to people. That is the reason why UNESCO calls on the artists around the world to join the ResiliArt campaign. Mr. LIU Changle, J.P., Chairman of the Board and the then Chief Executive Officer of Phoenix TV, said in his speech, "As a globally influential Chinese-language media group, Phoenix TV always responds to every challenge with an open and inclusive attitude. We are expecting a rebirth after the epidemic with the spirit of cultural revival and artistic expressions."

2020年7月6日，由「聯合國教科文組織駐華代表處」和鳳凰衛視聯合主辦的「ResiliArt堅韌藝術」中國首場直播暨全球首場線下對話在北京鳳凰中心舉行。此次活動邀請到來自文博、影視、音樂、演藝等各領域的中國文藝工作者，揭示新冠病毒疫情影響下的文化創意產業現狀，討論後疫情時代恢復文創事業的方法和策略，並且就藝術家們如何在疫情中保持藝術韌性進行深入探討，探索如何建立可持續發展的文化生態系統。聯合國教科文組織駐華代表歐敏行在致辭中指出，新冠病毒的爆發使全球文創產業遭受沉重打擊。儘管如此，文藝界專業人士仍在積極提出應對方案，藝術仍然是具有韌性的。在危機時刻，人們比以往任何時候更需要藝術。藝術和文化為人們帶來希望、幸福和精神上的鼓勵，這正是為什麼教科文組織呼籲全球文藝工作者加入「ResiliArt堅韌藝術」活動的原因。鳳凰衛視董事局主席兼當時行政總裁劉長樂太平紳士在致辭中談到，「作為全球具有重要影響力的華語媒體集團，鳳凰衛視始終以開放融合的姿態迎接每一次挑戰，期望在疫情後用文化復蘇精神，以藝術演繹重生。」



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Phoenix TV works together with global strategic partners including UNESCO, providing assistance to people around the world in the fields of education, culture and art by leveraging the advantages of the omni-media industry, supporting the global cultural and creative industry to overcome difficulties, and facilitating the sustainable development of cultural ecosystem in the post-epidemic period.

Strategic Cooperation with Chinese Red Cross Foundation

On 16 September 2020, Phoenix TV and Chinese Red Cross Foundation held Strategic Cooperation Agreement Signing Ceremony and the launching ceremony of Miss Chinese Charity Event 2020 at the Phoenix Center in Beijing, signifying the beginning of the strategic cooperation between the parties. As a beauty event for Chinese females around the world, Miss Chinese Cosmos Pageant, hosted by Phoenix TV, has always been emphasising the promotion of Chinese culture and traditional virtues, with focus on the perfect combination of both inner and outer beauty. The poverty alleviation through consumption project Charity Kitchen is a key project of Chinese Red Cross Foundation this year, which supports online sales of agricultural products of poor counties across the country. It is an important measure to achieve poverty alleviation and help revitalization in rural areas. Through in-depth bundling of these two projects and taking advantage of Phoenix TV's omni-media edge to support the Chinese Red Cross Foundation's Charity Kitchen project, the parties jointly launched the charity activity "TV Media + Online Platform Interaction". In the future, Phoenix TV and Chinese Red Cross Foundation will fully integrate the advantages of their platforms, expertise and resources to promote better fulfillment of social responsibilities and establish good public welfare image.

鳳凰衛視與聯合國教科文組織等全球戰略合作夥伴攜手，充分發揮全媒體產業優勢，在教育、文化、藝術等領域為世界人民提供幫助，支持全球文創產業攻克時艱，並助力後疫情時代文化生態系統的可持續發展。

與「中國紅十字基金會」戰略合作

2020年9月16日，鳳凰衛視與「中國紅十字基金會」在北京鳳凰中心舉行戰略合作簽約儀式暨「2020中華小姐公益活動」啟動儀式，並以此拉開雙方戰略合作的序幕。「中華小姐環球大賽」作為鳳凰衛視主辦的全球華裔女性的美麗盛事，一直強調中華文化和傳統美德的推廣，注重內在美和外美的完美結合。而「公益廚房」消費扶貧項目是今年「中國紅十字基金會」的重頭項目，幫扶全國貧困縣農產品線上銷售，是貫徹落實打贏脫貧攻堅戰、助力鄉村振興的重要舉措。通過將兩個項目深度綁定，利用鳳凰衛視全媒體優勢支持中國紅十字基金會「公益廚房」項目，雙方合力打造「電視媒體+網絡平台聯動」的公益行動。未來，鳳凰衛視與「中國紅十字基金會」也將充分結合雙方的平台、專業和資源的優勢，推動更好地履行社會責任、樹立良好的公益形象。



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Involvement in Other Social Welfare Activities and Donations

In October 2020, Phoenix TV donated RMB0.3 million (approximately HK\$0.34 million) to the Forbidden City Cultural Heritage Conservation Foundation to support various cultural heritage conservation projects and daily operations of the Foundation.

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, showing to the world the beautiful vision of social harmony of the Chinese people. Every year, the ticket revenue is donated to the Phoenix Charity Caring Fund managed by the China Charity Federation for charitable and welfare activities. In 2020, the donated ticket revenue of the concert amounted to around RMB0.25 million (approximately HK\$0.3 million).



On 20 December 2020, the 15th Compassion Award Ceremony, organised by the Compassion Award Committee and the Hong Kong and Macao Taiwanese Charity Fund and co-organised and produced by Phoenix TV, was held simultaneously and broadcasted via satellite at the Company's Hong Kong Tai Po headquarters (main venue) as well as at Phoenix Center in Beijing and GTV in Taipei (sub-venues). Chinese people and businessmen from Mainland China, Hong Kong, Taiwan and Macau and around the world were gathered together to make the charity dream come true. Through the Compassion Award event, great benefactors and selfless devotees are discovered from the society and recommended by institutional representatives each year to participate in the selection process.



其他社會公益活動的參與和捐獻

2020年10月，鳳凰衛視向「北京故宮文物保護基金會」捐資30萬元人民幣（約港幣34萬元），以支持基金會推動各類文物保護項目及日常運營。

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。2020年捐獻的音樂會門票收入約為25萬元人民幣（約港幣30萬元）。

2020年12月20日，由「愛心獎委員會」、「港澳台灣慈善基金會」主辦、「鳳凰衛視」協辦及製作的第15屆•2020「愛心獎」頒獎典禮通過衛星連線在香港鳳凰衛視大埔總部主會場、北京鳳凰中心分會場及台北八大電視分會場同時舉行，結合兩岸四地以至全球華人、華商的力量，共同實現愛心夢想。愛心獎每年從社會上發掘大善行者、無私奉獻者，通過機構代表推薦參與甄選。

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In-house Large-scale Branded Charity Projects

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.

Forever Happiness

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 14 consecutive years, and has held Charity Night for 10 consecutive years. Footprints of Forever Happiness were left across 3 continents in 8 cities. Through on-site and off-site auctions as well as specified 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. The 2020 Forever Happiness 14th Anniversary Ceremony was held on 15 December in Beijing.

自家大型品牌公益項目

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。

「美麗童行」

「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14年發起公益活動、連續10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。2020年美麗童行盛典14周年慶於12月15日在北京舉行。





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Benefiting the Children Project

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.

「益童計劃」

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、生活水準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。



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During the year, ifeng.com volunteer service team of the Benefiting the Children project, together with its charity partner Aramco Asia and various hospitals in Beijing, jointly carried out a charity walk event in October in Zhuozi County of Inner Mongolia and Changshun County of Guizhou Miao Autonomous Prefecture, providing medical assistance to a total of 675 underprivileged children in the region. These included disease screening, setting up of medical records for children, and providing lectures which popularize basic medical knowledge. All sectors of the society were called on to give their concern for the health of distressed children. In this event, Benefiting the Children project also donated a variety of essentials to the local schools, including computers, printers and basic medical supplies. In addition, donation portals have also been set up on the ifeng.com webpage and in the ifeng News App.

The Activist League

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 5 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 million children and over 0.5 million parents.

本年度，「鳳凰網」的「益童計劃」志願服務隊攜手北京各大醫院以及公益合作夥伴「阿美亞洲」，於10月前往內蒙古卓資縣、貴州苗族自治州長順縣進行行走公益活動，為當地總共675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。在本次活動中，「益童計劃」還為當地的學校捐贈了一批文體用品，包括電腦、打印機、基礎醫療器材等必備用品。此外，「鳳凰網」門戶網站及「鳳凰新聞客戶端」亦設有愛心捐贈入口。

「行動者聯盟」

「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、動物保護等多個焦點領域。在過去的5年裡，「行動者聯盟」先後推出了「承諾膠帶」、「勇敢的娃娃」等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機構的高度認可，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 1 December 2020, the 2020 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 2020 Charity Influence Index of the Celebrities was also announced. A special Fight the Epidemic Award for the Year was also set up by the Committee to honour individuals, organisations and enterprises which had made outstanding contributions during the COVID-19 epidemic outbreak. Feng Live, a platform operated by ifeng.com, provided a live broadcast of the ceremony, attracting an online audience of 9 million people.

2020年12月1日，由「鳳凰網」主辦的「行動者聯盟2020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、最具網絡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。今年組委會還設立了年度抗疫特別獎，以表彰在新冠病毒疫情中做出突出貢獻的人物、社會組織以及企業。「鳳凰網」旗下「風直播」平台及其他八家內地直播平台對典禮實況進行了現場直播，線上觀看人數達900萬人。



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Donation in Support of Epidemic Prevention and Control, Youth Entrepreneurship and Employment

In January 2020, Phoenix New Media donated RMB1 million (approximately HK\$1.12 million) to China Charity Federation for public prevention and treatment of the COVID-19 epidemic.

In October 2020, Phoenix New Media donated RMB1 million (approximately HK\$1.16 million) to China Foundation for Youth Entrepreneurship and Employment. The donation was included in the Foundation's Special Fund for Creative Industries, which is used in identifying and nurturing talents for the automobile and creative branding industries, to enhance the entrepreneurial and employment abilities of youths, particularly university students, and to deliver young talents for the innovative development of the automobile industry in the future. The fund donated by Phoenix New Media will be used in implementing the Youth of Automobile Circle plan and other charity projects to support mainly the following activities: establishment of innovative laboratories in universities; support of internship, employment or firm visits to automobile enterprises for outstanding students; dissemination and exchange of green development ideas; and establishment of youth employment bases in automobile enterprises, etc.

捐款以支持防疫抗疫、青年創業就業

2020年1月，鳳凰新媒體向「中華慈善總會」捐款100萬元人民幣（約港幣112萬元），用於大眾新冠病毒疫情防治。

2020年10月，鳳凰新媒體向「中國青年創業就業基金會」捐資100萬元人民幣（約港幣116萬元）並納入「中國青年創業就業基金會創意產業專項基金」，用於發現、培養汽車行業和品牌創意行業人才，提升青年尤其是高校大學生的創業就業能力，為未來汽車工業產業創新發展輸送青年人才。鳳凰新媒體所捐贈的資金將用於實施「車圈青年」計畫及其他公益項目，重點支持的活動有：高校創新實驗室建設；支持優秀學生實習、就業或到汽車企業參觀學習等；綠色發展理念傳播交流；在汽車企業建立青年就業基地等。



Charity Channel of ifeng.com

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.

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.

鳳凰網公益頻道

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。

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。

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Employment

As at 31 December 2020, the Group employed 2,840 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 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.

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.

僱傭

截至2020年12月31日，本集團共僱用2,840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。

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。

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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).

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。

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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。



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

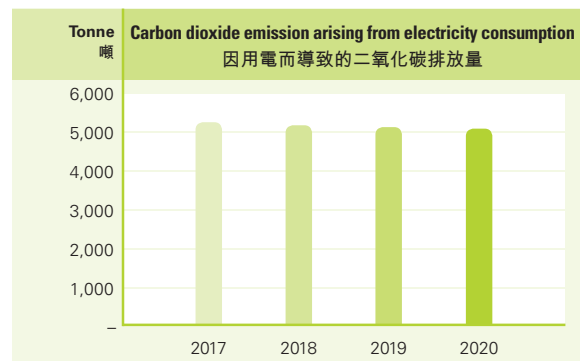
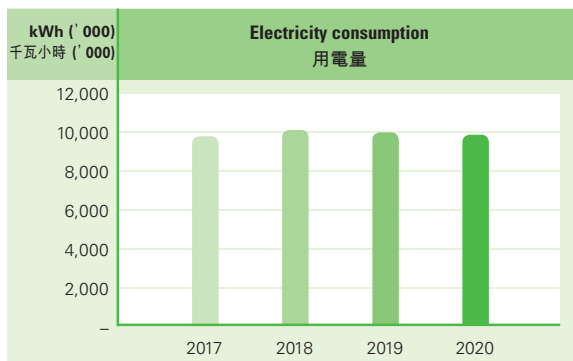


Details of energy consumption and carbon dioxide emission at the Phoenix Center, the Group's headquarters in Hong Kong, are disclosed as below:

香港總部鳳凰中心能源消耗及碳排放數據披露如下：

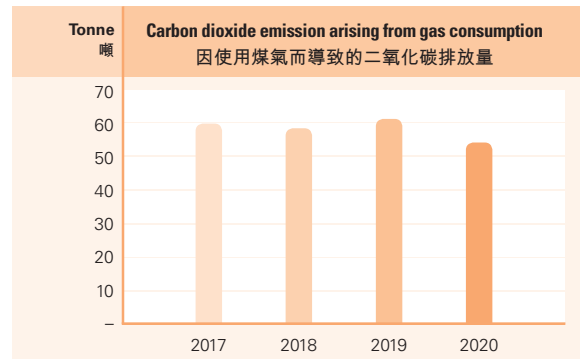
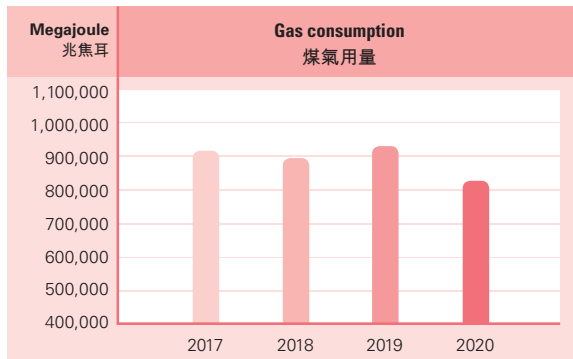
Electricity consumption and the resulting carbon dioxide emissions:

電力使用及相應的碳排放：



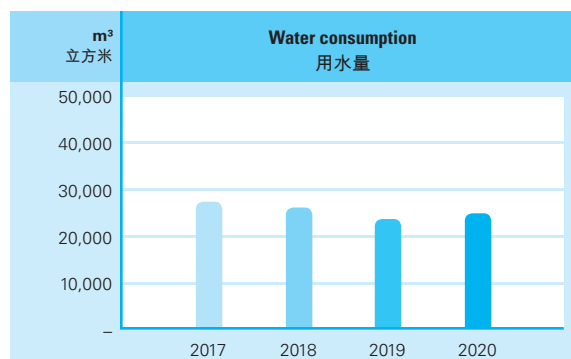
Gas consumption and the resulting carbon dioxide emission:

煤氣使用及相應的碳排放：



Water consumption:

水用量：



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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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 2020, and in 2020, 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2020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，2020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。