

# Environmental, Social and Governance Report

環境、社會及管治報告



This report is the tenth Environmental, Social and Governance Report (referred to as “Corporate Social Responsibility Report” in 2015 and before) published by Phoenix Media Investment (Holdings) Limited (“Company”) since 2012. The report documents the performance of the Company and its subsidiaries (“Group” or “Phoenix”) in the areas of corporate social responsibility and environmental protection in 2021, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on environment, society and governance (ESG).

本報告為鳳凰衛視投資（控股）有限公司（「本公司」）自2012年起發佈的第十份《環境、社會及管治報告》（2015年及以前稱為《企業社會責任報告》）。報告記錄了本公司及其附屬公司（「本集團」或「鳳凰」）在2021年度企業社會責任與環境保護方面的表現，也以此作為本集團與股東之間就環境、社會及管治（ESG）的理念、實踐與成績等事宜溝通的橋樑。

## THE CONCEPT OF SUSTAINABLE DEVELOPMENT

The board of directors (“**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. The enterprise must fully understand the ESG aspects about which its stakeholders and the society are concerned, and 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 sustainability.

## ESG RISK ASSESSMENT

The Board assessed that there are no significant environmental risks in the media industry in which the Group operates, mainly because the principal business of the Group focuses on the production and distribution of the media content, which is not an energy-intensive business or a natural resource-based business, and therefore the amount of raw materials used and the output of waste gas and wastes in the operation process are at a relatively low level. On the contrary, the Group focuses more on the social risks and regulatory risks that are related to our programs and social media content in terms of the ESG aspects, and how to better fulfill its corporate social responsibility by capitalising on its own advantages as a media company and its brand influence.

## ESG GOVERNANCE STRUCTURE (BOARD STATEMENT)

The Board is aware that it plays a key role in overseeing the Group’s ESG matters as well as assessing and managing major environmental and social risks. The Board also assumes the ultimate responsibility for the management policies, strategies and disclosures of the ESG matters.

## 可持續發展理念

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，充份了解其持份者與社會所關切的ESG領域，且能貫徹履行相關社會責任的企業方能立於不敗之地，這是本集團在企業可持續發展方面的理念及目標。

## ESG 風險評估

董事會評估本集團所屬之媒體行業沒有重大的環境風險，主因本集團之主營業務專注媒體內容生產及發放，其業務並非能源密集型或以自然資源為基礎，因此，運營過程中原材料使用量以及廢氣、廢物產出量在較低水平；反之，本集團在ESG範疇更聚焦於節目與社交媒體內容相關的社會風險和監管風險，以及如何利用自身傳媒優勢及品牌影響力更好的履行企業社會責任。

## ESG 管治架構（董事會聲明）

董事會知悉其在監察本集團ESG事宜以及評估和管理重大環境與社會風險事宜擔當著關鍵的角色。董事會對ESG事宜的管理方針、策略與披露匯報亦肩負最終責任。

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### Supervision of ESG Matters

The Board, through its Risk Management Committee, continuously monitors the Group's ESG risk management and internal control systems. The Risk Management Committee has incorporated environmental and social risks into the Group's corporate risk management and internal control system. In terms of mechanism, the Risk Management Committee reports to the Board on the identified major ESG risks and issues, as well as any material defect or weakness in the ESG risk control system. The primary functions and compositions of the Risk Management Committee are set out in the section entitled "Board Committees: Risk Management Committee" on page 71 of this report.

### ESG Management Policies and Strategies

In terms of staffing, a function on corporate social responsibility is in place to lead the ESG working team and assist the Board, the Risk Management Committee and the management to supervise the Group's ESG and sustainability work including the identification, assessment, prioritisation and management of major environmental and social risks to the Group, and prepare relevant Group Risk Register and submit it to the Risk Management Committee for review; promote the information exchange and communication of ESG within the Group, and the compilation of annual Environmental, Social and Governance Report for the Company.

For policy and supervision at corporate level, 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 ("Listing Rules") on The Stock Exchange of Hong Kong Limited ("Stock Exchange").

Besides, to manage the major environmental and social risks arising during our business operations in a more systematic and efficient way, the Group has established a regular bi-monthly mechanism for the Group's subordinate business units to report public welfare and environmental protection matters to the headquarters of the Group, and it has been proven effective.

### ESG 事宜監管

董事會透過其風險管理委員會，持續監察本集團的ESG風險管理與內部監控系統。風險管理委員會已將環境與社會風險納入本集團企業風險管理與內部監控體系。機制上風險管理委員會向董事會匯報所識別的重大ESG風險與事宜，以及任何ESG風險監控系統之重大漏洞或缺陷。風險管理委員會的主要職能及組成列載於本報告第71頁的「董事委員會：風險管理委員會」一節中。

### ESG 管理方針及策略

在人事編制上，本集團設有企業社會責任職能，其帶領ESG工作小組，以協助董事會、風險管理委員會以及管理層監督本集團的ESG與可持續發展工作，包括對本集團重大環境與社會風險進行識別、評估、優次排列以及管理，並編製相關《集團風險登記冊》呈風險管理委員會審閱；促進本集團內ESG信息交流與溝通以及撰寫年度企業《環境、社會及管治報告》。

在企業政策及監管層面，本集團已全面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。

此外，為更有系統及效率地管理在業務運營期間所產生的重大環境與社會風險，本集團已建立了集團下屬經營單位定期（雙月制）向本集團總部匯報社會公益與環保事項的機制，並一直行之有效。

### ESG Targets, Progress Review and Business Relevance

The Group's ESG goals are clear and highly relevant to its core business. Leveraging its own advantages as a media company and its brand influence, the Group produces and broadcasts programs that promote positive energy to the society, provides public welfare related 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. The Board will continuously review the Group's ESG-related goals and progress in the Board meetings, so as to ensure these ESG goals are relevant to the Group's businesses.

The above ESG Governance Structure and Board Statement have been formally discussed and approved by the Board.

## REPORTING PRINCIPLES

The Company has applied the reporting principles of materiality, quantitative, consistency and balance for the preparation of this Environmental, Social and Governance Report.

## MATERIALITY ASSESSMENT

Regarding the materiality principle, the Board has determined that ESG issues which have significant impacts on the investors of the Group and other stakeholders are material ESG issues that require disclosure and reporting. This is the selection criterion for significant ESG issues.

The Board continues to conduct the materiality assessment on ESG issues with the assistance of the ESG working team to determine the prioritisation of ESG-related risks and opportunities. The ESG working team invites representatives of the management and members of the Executive Working Meeting at the headquarters to identify the ESG issues of the Group through focus groups and individual interviews. In addition to collecting their opinions on the ESG issues related to Phoenix's business strategies and actual operations, they also collect the opinions and expectations on the sustainable development of the Group of various stakeholders known from the interviewees' contacts with them, including the shareholders, investors, employees, regulators, customers, suppliers and others during their daily work, so as to identify and assess the Group's significant ESG risks more comprehensively.

### ESG 目標、進度檢視及業務關連性

本集團的ESG目標清晰，且與核心業務有高度的關連性。利用自身的傳媒優勢及品牌影響力，本集團製作及播出能夠為社會宣揚正能量的節目，並透過其全媒體平台，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。董事會透過董事會會議持續檢視集團的ESG相關目標、檢討進度，並確保該等ESG目標與本集團業務必須具有關連。

以上的ESG管治架構及董事會聲明已在董事會正式討論並通過。

## 匯報原則

本公司在編製本《環境、社會及管治報告》時應用了「重要性」、「可量化」、「一致性」及「平衡」的匯報原則。

## 重要性評估

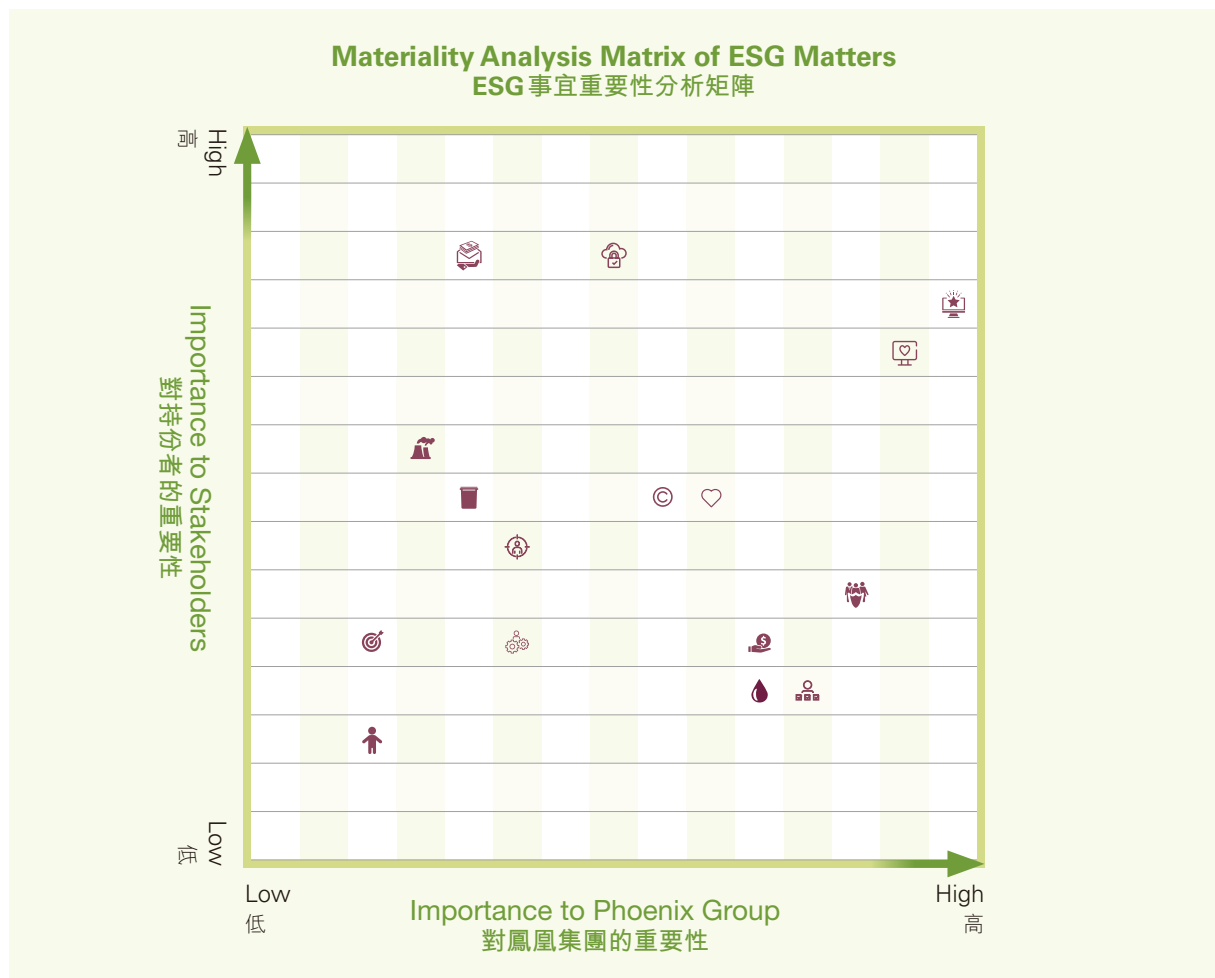
有關重要性原則，董事會已釐定凡對本集團投資者及其他持份者產生重要影響的ESG事宜皆為「重要」的ESG事宜並需要作出披露匯報，這是重大ESG事宜的選擇準則。

董事會透過ESG工作小組協助持續進行針對ESG事宜的重要性評估，以釐定相關ESG風險與機會的優次排序。ESG工作小組邀請管理層代表及總部行政工作會議成員，透過焦點小組與個別約談的形式以識別集團的ESG事宜，除收集他們就鳳凰業務策略與實際運營的情況對相關ESG事宜的意見，亦收集受訪者在其日常業務工作期間與股東、投資者、僱員、監管機構、客戶、供應商等的接觸所知悉的各持份者對本集團在可持續發展工作的意見和期望，以更全面的識別與評估本集團的重大ESG風險。

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The materiality matrix of ESG matters of the Group in 2021 is as follows: 本集團2021年ESG重要性事宜矩陣圖如下：



- |  |  |   |
|--|--|---|
| Waste Air Emission<br>廢氣排放   | Employee Health and Safety<br>員工健康與安全                                  | Social Media Contents (Health and Safety of Products)<br>社交媒體內容 (屬產品的健康及安全)           |
| Use of Resources (Energy, Water, Other Raw Materials)<br>資源 (能源、水、其他材料) 使用 | Employee Development and Training<br>員工發展及培訓                           | Anticorruption<br>反貪污   |
| Waste Generation<br>廢棄物產出  | Forbidding Employment of Children and Forced Labor<br>防止僱用童工和強制勞工      | Community Charity<br>社區公益慈善   |
| Tackling Climate Change<br>應對氣候變化  | Procurement and Supply Chain Management<br>採購及供應鏈管理                    | Customer Privacy Protection and Information Security<br>客戶隱私保護及信息安全                   |
| Employment Rights<br>僱傭權益  | Programme Contents (Health and Safety of Products)<br>節目內容 (屬產品的健康及安全) | Intellectual Property Protection (Including Copyright, Trademark)<br>保護知識產權 (包括版權、商標) |
| Employee Benefits<br>員工福利  |  |   |



## REPORTING SCOPE

This report covers the Group's core businesses in 2021, including business segments such as television broadcasting, internet media, outdoor media (large outdoor LED panel display advertising business) and real estate (mainly for leasing). The main operating locations include the Group's Hong Kong headquarters office and production and broadcasting building in Tai Po Industrial Estate ("HK headquarters"), Beijing Phoenix Center in Chaoyang District, Beijing, and ifeng.com office floors in Wangjing District, Beijing. This report records the ESG performance of the Group's main businesses during the year.

## ENVIRONMENTAL CATEGORY

### Environmental Protection Policies

Even though the environmental risks faced by the media industry to which the Group belongs are relatively low, daily office operations still involve power consumption, office resource consumption, greenhouse gas emissions, air pollutant emissions, etc. Therefore, the Group persistently promotes the environmental protection policies. The headquarters and the business units of the Group must effectively use resources during their operations, and at the same time encourage reuse and recycling of waste, water conservation and reduction of energy consumption, so as to reduce exhaust gas and greenhouse gas emissions. The Group also avoids all operating activities that have significant impacts on the environment and natural resources, with a goal to reduce the negative impacts on the environment during operation.

### Relevant Environmental Protection Laws and Regulations

The Group has always attached great importance to environmental protection and strictly abides by the laws of Hong Kong Waste Disposal Ordinance (Chapter 354), Air Pollution Control Ordinance (Chapter 311), Water Pollution Control Ordinance (Chapter 358), and the Mainland China laws The Environmental Protection Law of the People's Republic of China, The Pollution Prevention and Control Law of the People's Republic of China, and The Solid Waste Pollution Prevention and Control Law of the People's Republic of China and other laws and regulations related to environmental protection. During the year, the Group did not receive any violation notices related to relevant environmental protection laws and regulations that have a significant impact on the Group.

## 匯報範圍

本報告涵蓋本集團於2021年的核心業務，包括電視廣播、互聯網媒體、戶外媒體（大型戶外LED顯示屏幕廣告業務）以及以租賃為主的房地產等業務版塊。主要運營地點包括本集團位於香港大埔工業村的總部辦公室兼製播大樓（「香港總部」）、北京朝陽區的北京鳳凰中心、以及北京望京區的鳳凰網辦公樓層。本報告記錄了集團主要業務於年內在ESG方面的表現。

## 環境範疇

### 綠色環保政策

縱使本集團所屬之媒體行業所面對的環境風險相對較低，然而日常辦公運營亦涉及電力消耗、辦公室資源消耗、溫室氣體排放和空氣污染物排放等。因此本集團堅持推行綠色環保政策，總部及本集團下屬經營單位在運營過程中必須有效利用資源並同時鼓勵重用和回收廢棄物、節約用水、減少能源消耗以減少廢氣及溫室氣體排放。本集團亦避免一切對環境及天然資源造成重大影響的運營活動，目標是減少經營過程中對於環境的負面影響。

### 相關環保法律法規

本集團向來重視環境保護，嚴格遵守香港法例《廢物處置條例》（第354章）、《空氣污染管制條例》（第311章）、《水污染管制條例》（第358章），以及內地法例《中華人民共和國環境保護法》、《中華人民共和國環境保護法》、《中華人民共和國污染防治法》及《中華人民共和國固體廢物污染環境防治法》等與環保相關的法律法規。於本年度內，本集團並無接獲任何對本集團構成重大影響的有關環保法規之違規個案。

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### Data Collection for Emissions and Resource Usage

Regarding the collection of emissions and resource usage data, for office operations in Hong Kong, electricity consumption is calculated based on the bills issued by CLP Power Hong Kong Limited (for the Group's HK headquarters office cum production and broadcasting building) and the bills issued by The Hongkong Electric Company (for the Group's meeting and broadcasting center in Wanchai, Hong Kong). The gas consumption is calculated based on the bills issued by the Hong Kong and China Gas Company Limited. The water consumption is calculated based on the bills issued by the Water Supplies Department of the Hong Kong Special Administrative Region Government. For operations in the mainland, the electricity consumption is calculated according to the electricity notices issued by the State Grid Beijing Electric Power Company. The hot water consumption from central heating is calculated according to the bills of the Beijing District Heating (Group) Co., Ltd. The tap water consumption is calculated according to the bills of the Beijing Municipal Water Group Co., Ltd. The natural gas consumption is calculated based on the bills of the Beijing Gas Group Co., Ltd.

### Application of Quantitative Reporting Principles

The calculation methods for air pollutant emissions and carbon dioxide emissions in this report are in accordance with the generally accepted standard formulas contained in Appendix II: Reporting Guidelines for Environmental KPIs of How to Prepare An ESG Report issued by the Stock Exchange.

### Air Pollutants: Emission Data of Nitrogen Oxides, Sulfur Oxides and Particulate Matters

The emissions of air pollutants such as nitrogen oxides (NOx), sulfur oxides (SOx) and particulate matters (PM) are mainly caused by the diesel fuel from the shuttle buses that pick up employees (24-hour round trip between the HK headquarters building and the Tai Po MTR station), a total of 378,009 grams of NOx, 687.4 grams of SOx, and 17,530 grams of PM were emitted during the year. The gaseous fuel (Towngas) consumed in the Group's HK headquarters office cum production and broadcasting building also resulted in emission of 3,959 grams of NOx. The emission factors used to calculate the emissions of the above pollutants are in accordance with Appendix II: Reporting Guidelines for Environmental KPIs of How to Prepare An ESG Report issued by the Stock Exchange.

### 排放及資源使用數據收集

有關排放及資源使用數據的收集，在香港地區辦公室運營方面，電力消耗量是根據中華電力有限公司（覆蓋本集團香港總部辦公兼製播大樓）以及香港電燈有限公司（覆蓋本集團位於香港灣仔的會客演播中心）發出的帳單計算。煤氣消耗量是根據香港中華煤氣有限公司發出的帳單計算、用水量是根據香港特區政府水務署發出的帳單計算。在國內運營方面，電力消耗量是根據國網北京市電力公司發出的用電通知單計算、供暖熱水消耗量是根據北京市熱力集團有限責任公司的帳單計算、自來水消耗量是根據北京市自來水集團有限責任公司的帳單計算、天然氣是根據北京市燃氣集團有限責任公司的帳單計算。

### 量化匯報原則應用

本報告的空氣污染物排放以及二氧化碳排放的計算方法按照聯交所發行的《如何編備環境、社會及管治報告》之《附錄二：環境關鍵績效指標匯報指引》所載之公認標準公式作出計算。

### 空氣污染物：氮氧化物、硫氧化物及懸浮顆粒排放數據

氮氧化物(NOx)、硫氧化物(SOx) 以及懸浮顆粒(PM)等空氣污染物排放主要是由接載僱員穿梭巴士(24小時來往香港總部大樓與大埔港鐵站)消耗柴油燃料所產生，本年內共排放了氮氧化物378,009克、硫氧化物687.4克、懸浮顆粒17,530克。本集團香港總部辦公兼製播大樓所消耗的氣體燃料(煤氣)亦產生3,959克氮氧化物。計算上述污染物排放量所採用的排放系數乃按照聯交所發行的《如何編備環境、社會及管治報告》中之《附錄二：環境關鍵績效指標匯報指引》所計算。

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#### Carbon Emissions: Direct and Energy Indirect Greenhouse Gas Emissions

碳排放：直接及能源間接溫室氣體排放

The media industry to which the Group belongs does not highly use energy and industrial processes. The Group also does not own or control businesses that consume non-renewable fuels or directly generate greenhouse gas emissions (i.e. Scope 1). The Group's HK headquarters office cum production and broadcasting building has four backup generator sets for emergency power supply and firefighting purposes, but they are not regularly used and do not directly generate greenhouse gas emissions. In addition, the Group's internal consumption of purchased electricity, gas, etc. during the operations of the principal businesses will cause energy indirect greenhouse gas emissions (i.e. Scope 2). In 2021, the Group's greenhouse gas emissions was **19,082.39 tons of CO2 equivalent**. The analysis and disclosure are as follows:

本集團所屬之媒體行業並沒有高度使用能源以及工業流程。本集團亦沒有擁有或控制會耗用不可再生燃料致直接產生溫室氣體排放的業務（即範圍1）。本集團香港總部辦公兼製播大樓擁有四部後備發電機組以作後備緊急供電及消防用途，但沒有恆常使用而直接產生溫室氣體排放。此外，本集團在主營業務運營期間因內部消耗（外購）電力、煤氣等會引致「能源間接」溫室氣體排放（即範圍2）。2021年度，本集團溫室氣體排放為**19,082.39噸二氧化碳當量**，分析及披露如下：

Operation locations 運營地區	Electricity/gas category 電力/煤氣類別	CO2 emission factor# 二氧化碳排放系數# unit單位	Consumption volume of purchased electricity/gas 購買的電/煤氣用量	CO2 equivalent emissions 二氧化碳當量排放量
Hong Kong 香港	Electricity provided by CLP Power Hong Kong 中華電力提供的電力	0.39 kg/kWh 0.39千克/千瓦時	9,364,359 kWh 千瓦時	3,652,100kg 千克
	Electricity provided by the Hongkong Electric 香港電燈提供的電力	0.71 kg/kWh 0.71千克/千瓦時	23,918 kWh 千瓦時	16,982 kg 千克
	Gas provided by the Hong Kong and China Gas 香港中華煤氣提供的煤氣	0.065 kg/MJ 0.065千克/兆焦耳	989,664 MJ 兆焦耳	64,328 kg 千克
Mainland China 中國大陸	Electricity provided by the State Grid Beijing Electric Power Company (Beijing Phoenix Center) 國網北京市電力公司提供的電力（北京鳳凰中心）	0.6101 kg/kWh 0.6101千克/千瓦時	4,603,300 kWh 千瓦時	2,808,473 kg 千克
	Electricity provided by the State Grid Beijing Electric Power Company (Internet media) 國網北京市電力公司提供的電力（互聯網媒體）	0.6101 kg/kWh 0.6101千克/千瓦時	1,174,599 kWh 千瓦時	716,623 kg 千克
	Electricity provided by the State Grid Beijing Electric Power Company (Outdoor media) 國網北京市電力公司提供的電力（戶外媒體）	0.6101 kg/kWh 0.6101千克/千瓦時	19,380,249 kWh 千瓦時	11,823,884 kg 千克
				Total: 19,082,390 kg 共計：19,082,390 千克 <b>(i.e. 19,082.39 tons)</b> <b>(即 19,082.39 噸)</b>



# Environmental, Social and Governance Report

## 環境、社會及管治報告

# Regarding the emission factors used in the calculation of the CO2 equivalent emissions by the Group, the operation in Hong Kong has referred to the latest emission factors in the 2021 Sustainability Report of CLP Power Hong Kong Limited and The Hongkong Electric Company, Limited, and in the latest 2021 ESG Report of the Hong Kong and China Gas Company Limited; for the operation outside Hong Kong, we refer to the relevant emission factors of the country/region where it is located: China's national emission factors are based on the relevant information from the Ministry of Ecology and Environment of the People's Republic of China.

### Emission Targets

The Group has set a directional and forward-looking mid-term emission reduction target in which overall air pollutant emissions and greenhouse gas emissions must fall year-on-year for the next five years. The steps taken to achieve this target include optimizing and adjusting the air-conditioning system and lighting system of the office cum production and broadcasting building to improve the overall power efficiency. The indoor air-conditioning temperature of the office cum production and broadcasting building should fall between 23 degrees Celsius and 25 degrees Celsius to reduce its power consumption. All employees are required to conserve electricity (including measures such as turning off air-conditioners, lights, computers and televisions during lunch hours and after work). And all the employee shuttle buses have been replaced to the 3.8-ton Euro V diesel commercial vehicles that comply with the EU's fifth Exhaust Gas Emission Standards; shuttle buses will be maintained regularly to effectively reduce emissions. In addition, the Group also reserves a large outdoor green area right outside the office building, and sets up Electric Vehicle charging areas in the parking lots to promote low carbon emissions.



# 有關本集團計算二氧化碳當量排放過程中所採用的排放系數，香港地區運營部分已參考中華電力有限公司、香港電燈有限公司的2021年可持續發展報告中的最近期的排放系數，以及香港中華煤氣有限公司最新的2021年環境、社會及管理報告中的最近期的排放系數；香港以外地區運營部分則參考所在國家／地區的相關排放系數；中國國家排放系數根據中華人民共和國生態環境局的相關資料。

### 排放量目標

本集團訂立了未來五年每年總體空氣污染物排放及溫室氣體排放必須同比下降的方向性、前瞻性中期減排目標。為達到這個目標所採取的步驟包括優化調整辦公兼製播大樓的空調系統及照明系統以提升整體電能效益，辦公兼製播大樓室內空調溫度控制在攝氏23度至25度之間以減少空調的耗電量，要求所有員工切實節約用電（包括在午飯時間及下班後合理地關掉空調、電燈、電腦及電視等舉措），並且確保所有僱員穿梭巴士已更換為符合歐盟第五期「廢氣排放標準」的3.8噸歐盟五期柴油商業車，為穿梭柴油巴士進行定期保養，以有效減少排放量。此外，本集團亦在辦公大樓外保持較大戶外綠化面積，以及在停車場設置電動車充電專區，提倡低碳排放。



## Waste Management

The principal business of the Group is media, and no major toxic chemicals, chemical waste, construction waste, medical waste and other hazardous wastes are generated in the course of the business activities. As for the disposal volume of electronic equipment, batteries, energy saving lamps, detergent/insecticide supplies, etc. during daily office operations, the environmental risk is assessed to be at a relatively low risk level.

In addition, the non-hazardous wastes generated by the Group during its operation include general office waste, food waste from the staff canteen, garden waste, electronic waste and construction/demolition waste generated during the repair and maintenance of office buildings. These non-hazardous wastes are general wastes that are not subject to any legal waste management methods restriction and are disposed of by the municipal authority. As a more effective waste data collection and management system is being prepared, the waste amount has not been disclosed this year.

The Group always encourages waste reduction at source and paper conservation, and actively promotes proper classification, treatment, recycling and reuse of waste. The ESG working team provides waste reduction advice, and the Group's corporate administration department implements it and reports to the management. The Group's headquarters currently employs a professional cleaning contractor to handle waste. The Group has set a directional and forward-looking mid-term waste reduction target that the total waste volume must fall year-on-year for each of the next five years. To achieve this target, we have taken the following steps:

## 廢棄物管理

本集團主營業務為傳媒，經營活動過程中沒有產生重大有毒化學品、化學廢物、建築廢料、醫療廢物等有害廢棄物。至於日常辦公運營中一些電子設備、電池、慳電膽、清潔劑／剷蟲劑用品等的棄置量經環境風險評估則在較低風險水平。

此外，本集團在經營活動中所產生的無害廢棄物種類有一般辦公室廢物、員工飯堂廚餘、園林廢棄物、電子廢物及辦公樓維修保養過程所產生的建築／拆卸廢棄物。該等無害廢棄物屬於不受任何法定廢物管理方式規限並由市政當局處置的一般廢物。由於正在完備更有效的廢棄物數據採集及管理系統，本年度未有披露相關廢棄量。

本集團始終鼓勵源頭減廢、節約用紙，並積極推動廢棄物妥善分類、處理、回收及循環再用，由ESG工作小組提供減廢意見、集團行政部具體執行並向管理層匯報。本集團總部目前聘用了專業清潔承辦商負責處理廢棄物。本集團訂立未來五年每年總體廢棄量必須同比下跌的方向性、前瞻性中期減廢目標。為達到這個目標，所採取的步驟包括以下舉措：

Classifying and recycling waste systematically  
系統性的廢物分類及回收

Further promoting the concept and practice of paperless office through the use of SAP Enterprise Resource Planning Management System (ERP)  
透過使用SAP企業資源計劃管理系統(ERP)進一步推動無紙化辦公概念及實踐

Saving paper: Put up notices at obvious spots to remind employees to print double sided, use recycled paper and use waste paper for notes  
節約用紙：在明顯地方張貼提示，提醒員工採用雙面打印文件、使用再生紙及廢紙記事

Recycling paper: Place a large paper recycling bag next to the printer to collect waste paper for further processing  
廢紙回收：於打印機旁放置大型廢紙回收袋，統一收集廢棄紙張再作進一步處理

Controlling the quantity of food supplies in the staff canteen to effectively reduce food waste  
控制員工飯堂食材供應數量，以有效減少廚餘

Communicating regularly with the professional cleaning contractor and monitoring the waste volume  
與專業清潔承辦商定期溝通並監察廢物廢棄量情況

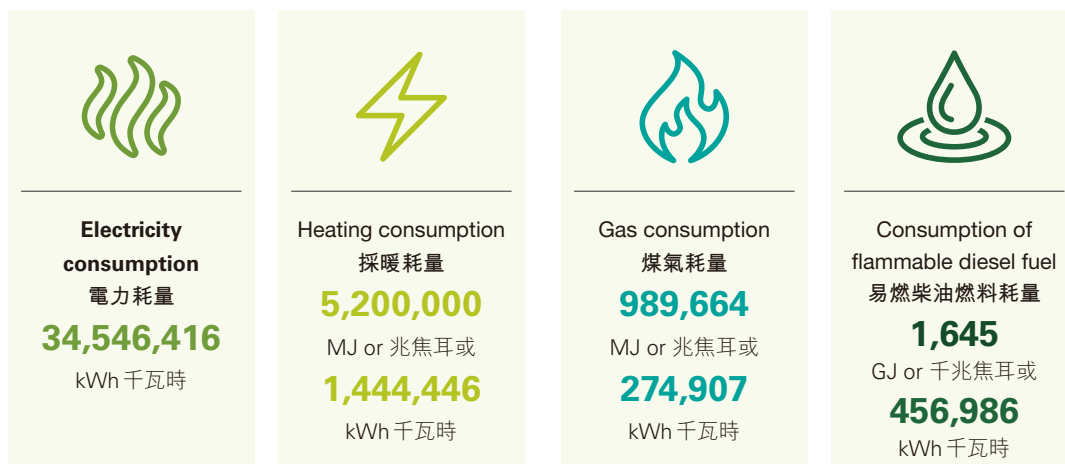


### Energy Consumption

In terms of direct energy consumption, the 24-hour employee shuttle bus service provided by the Group's HK headquarters consumes non-renewable diesel fuel. In addition, the Group does not own or control businesses or operating activities that consume a significant amount of non-renewable fuel. In terms of indirect energy consumption, the Group purchases and consumes indirect energy including electricity, as well as heating (mainly in Beijing) during the operation of the principal business. The energy consumption data for this year are disclosed as follows:

### 能源耗量

在直接能源消耗方面，本集團香港總部為員工提供的24小時僱員穿梭巴士服務會消耗不可再生的柴油燃料。此外，本集團沒有擁有或控制會耗用重大非再生燃料的業務或經營活動。而在間接能源消耗方面，本集團在主營業務活動期間會外購及耗用間接能源包括電力，以及採暖（主要在北京），本年度能源消耗數據披露如下：



**Total energy consumption of the year: 36,722,755 kWh**

**年度能源總耗量：36,722,755 千瓦時**



If the number of the Group's employees (2,948 people) is used as the unit for calculating energy consumption intensity, the **energy consumption of each employee of the Group during the year is 12,456.84 kWh**. The Group has set a directional and forward-looking mid-term waste reduction target that the annual total energy consumption for the next five years must fall year-on-year. For the steps taken to achieve this target, please refer to the above-mentioned series of measures on emission reduction, the ultimate goal of which is to save energy and reduce emissions.

Moreover, the related operating units of the Group's outdoor media business (large outdoor LED display panel advertising business) have also established the following environmental protection measures: for energy saving, large display screens use energy-saving LED tubes, the brightness of which will be adjusted automatically during usage. The power consumption of the display screen, therefore, is only about 40% of the designed peak consumption level during normal usage. It uses axial fans instead of air conditioning for ventilation, which further reduces energy consumption while ensuring the normal operation of screens. For the recycling and reuse of dismantled screens which does not occur frequently, it cleans and modifies components that are still useful and reuses them as spare parts for newly built or modified screens or for repairing screens. For the reduction of light pollution from screens, the large display screens are all equipped with an outdoor light assessment system, so screen brightness can be automatically adjusted to accommodate the surrounding environment. It 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.

#### Water Consumption

Regarding water consumption, the Group does not involve industrial operations that require a large amount of water, and does not cause any significant impact on the place of operation in terms of water resources. During the year, the total water consumption of the Group's HK headquarters office cum production and broadcasting building and Beijing Phoenix Center in Chaoyang District, Beijing during the operation is **55,912 m<sup>3</sup>**, and **the intensity per employee is about 33.2 m<sup>3</sup>**. The above-mentioned water consumption and intensity do not take into account the Group's internet media business located in the ifeng.com office floors in Wangjing District, Beijing, mainly because it operates in a leased property (Zhongqing Building), and the water supply and drainage are managed by the Zhongqing Building's property management office. There is no separate water meter for individual tenants, and the water fee has been included in the property fee. Therefore, there is no data on KPIs related to water consumption. The Group has set a directional and forward-looking mid-term water reduction target that the overall water consumption must fall year-on-year in the next five years. The steps taken to achieve this target include regular inspection of water meter readings

如果以本集團僱員人數(2,948人)作為計算能源耗量密度的單位,則本集團**每名僱員在本年度之能源耗量為12,456.84千瓦時**。本集團訂立未來五年每年能源總耗量必須同比下跌的方向性、前瞻性中期減廢目標。有關為達到這個目標所採取的步驟,請參閱上述有關減排的系列舉措,其最終目標皆為節能減排。

另外,本集團旗下的戶外媒體業務(大型戶外LED顯示屏幕廣告業務),相關經營單位亦設立了以下系列環保措施:在節能方面,大型顯示屏幕採用節省耗電的LED燈管,並且播放時會自動進行亮度調節,使顯示屏幕在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;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(不經常發生)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;在減少顯示屏光污染方面,大型顯示屏幕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燈管,減少光源帶來的不舒適感。

#### 耗水量

有關耗水量,本集團沒有涉及需要大量用水的工業生產作業,沒有在水資源方面對經營所在地造成任何非常重大的影響,然本年度,由本集團的香港總部辦公兼製播大樓、以及位於北京朝陽區的北京鳳凰中心在運營過程中的總體耗水量為**55,912立方米**,密度約**每名僱員耗水33.2立方米**。上述之耗水量及密度未有計及本集團互聯網媒體業務位於北京望京區的鳳凰網辦公樓層,主因其在租賃物業(中輕大廈)運營,而供水及排水是由中輕大廈之物管處控制,不設個別租戶分錶,水費亦已計算在物業費裡,因此沒有水耗量相關的關鍵績效指標的數據。本集團訂立未來五年每年總體耗水量必須同比下跌的方向性、前瞻性中期減用水目標。為達到這個目標所採取的步驟包括在總部辦公兼製播大樓範圍內定期檢查水錶讀數以監控任何異常用水情況、定期檢查水管有否滲漏、所有

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within the headquarters office cum production and broadcasting building to monitor any abnormal water usage, regular inspections of water pipes for leaks, installation of automatic sensor faucets in all toilets to prevent the faucets from not being turned off or dripping, and posting notices about water saving at obvious spots.

Beijing Phoenix Center possessed International LEED Platinum Certification as a Green Building

The Group's Beijing Phoenix Center has the LEED Platinum Certification (LEED O+M: Existing Buildings • v4.1) issued by the international architectural authority LEED (Leadership in Energy and Environmental Design), which acknowledges the positioning and achievements of the green sustainable development design and operation model of Beijing Phoenix Center. Beijing Phoenix Center makes its best efforts to minimise energy consumption in its overall operation. In addition, its external rainwater collection system and the natural ventilation design for the large space inside the building are two major features of the Beijing Phoenix Center's environmental protection design.

**The external rainwater collection system:** On the outer layer of the exterior shell of the Beijing Phoenix Center, there is no rainwater pipe, but the rainwater can be directed to the rainwater collection pool connected to the building's bottom through the main rib on the building's exterior. After the centralised process, the water is used for all the artistic waterscapes in the Phoenix Center, garden irrigation, etc. In the LEED certification, the building is required to collect and process at least 25% of the rainwater from the rainfall, but the Beijing Phoenix Center can reach more than 95%, effectively reducing the overall water consumption.

**Natural ventilation design for the large space inside the building:** 61 electric sunroofs are installed above the exterior shell of the Beijing Phoenix Center. During the transition season, all the sunroofs are opened, and the air replacement inside the Phoenix Center can be completed in 30 minutes. This design completely relies on the construction principle of the building and does not need to consume energy. It is significant to the reduction of carbon emissions and enhancement of ventilation, thereby ensuring the comfort of the people in the building.

The operation of the Beijing Phoenix Center places great emphasis on the effective control and reduction of energy consumption. Apart from the transparent glass ceiling on the building's exterior shell that provides sufficient natural lighting and thus greatly reduces power consumption, the Beijing Phoenix Center also introduced a digital green operation model. With the assistance of a professional property consulting company Cushman & Wakefield and the building's operation team, Beijing Phoenix Center monitors and manages the operation of the building's heating, ventilation, lighting, water supply and drainage in real time through the building's automation system, so that the energy consumption of the Beijing Phoenix Center is reduced year by year.

洗手間內安裝自動感應水龍頭以避免水龍頭長開或滴漏、在明顯地方張貼節約用水的員工提示等。

北京鳳凰中心作為綠色建築擁有國際性 LEED 鉑金認證

本集團的北京鳳凰中心擁有國際建築類權威組織 LEED (能源與環境設計領導認證) 頒發的 LEED 鉑金級認證 (LEED O+M: Existing Buildings • v4.1)，肯定了北京鳳凰中心的「綠色可持續發展」設計和運營模式的定位與成績。北京鳳凰中心在整體運營中盡量降低各項能耗，此外，其「建築外部雨水收集系統」和「建築內部高大空間自然換氣設計」是北京鳳凰中心在環保設計上的兩大特點。

**建築外部雨水收集系統：**在北京鳳凰中心外罩的外層，沒有建設任何雨水管，但是雨水卻可全部通過建築外表的主肋導向建築底部連接的雨水收集池，經過集中處理後提供鳳凰中心的所有藝術水景、庭院灌溉和其他用途。在 LEED 認證中要求建築在降雨中收集和處理雨水至少要佔 25%，但在北京鳳凰中心可以達到 95% 以上，有效減少整體耗水量。

**建築內部高大空間自然換氣設計：**在北京鳳凰中心外罩的上方設有 61 個電動天窗，在過渡季的時候，將天窗全部開啟，30 分鐘就可完成鳳凰中心內部的空氣置換。這個設計完全依靠建築的建造原理，無需消耗能源，對減少碳排放有著重要意義，並且增加空氣流通，保證了人在建築內部的舒適性。

北京鳳凰中心的運營十分強調各項能耗的有效控制與降低。除了建築物外罩的透光玻璃天花設計給予超充足自然採光以大量減少耗電外，北京鳳凰中心亦引入了「數位化綠色運營模式」，在專業物業顧問公司戴德梁行和團隊的協助下，北京鳳凰中心通過樓宇自動化系統智慧化管理，對建築暖通、照明、供排水等各項運作情況即時監控管理，使北京鳳凰中心的能源消耗逐年降低。



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Furthermore, Beijing Phoenix Center often holds exhibitions and activities, allowing more and more people to visit this building that combines architectural beauty and green qualities. It is believed that this will also bring educational value to the society in terms of sustainability.

此外，北京鳳凰中心經常舉辦一些展覽、活動，讓越來越多普通民眾得以參觀這棟兼具設計美感與綠色實力的建築。相信這也會給社會帶來可持續理念的教化作用。



### Amount of Packaging Materials Used in Finished Products

The principal business of the Group is media, which focuses on the production and distribution of media content. During the operation, there is no significant usage of packaging materials. Therefore, relevant disclosures on the amount of packaging materials used are not applicable.

### Impacts on the Environment and Natural Resources

As mentioned above, the Board has assessed that the media industry to which the Group belongs does not have significant environmental risks. The principal business of the Group focuses on the production and distribution of media content and does not involve operational activities that have a significant impact on the environment and natural resources. Also, the emissions and resource usage in the operation process are at a low level, and there is no impact on biodiversity. Nevertheless, the Group insists on implementing environmental protection policies and a number of measures to fulfill the Group's environmental responsibilities.

### 製成品所用包裝材料量

本集團主營業務為傳媒，集中於媒體內容的製作及發放，運營期間並未涉及包裝材料的大量使用，因此包裝物料使用量的相關披露並不適用。

### 對環境及天然資源的影響

如上文所述，董事會已評估本集團所屬之媒體行業沒有重大的環境風險，本集團之主營業務專注媒體內容生產及發放，沒有涉及對環境及天然資源造成重大影響的運營活動，且在經營過程中的排放量及資源使用在較低水平，亦沒有影響生物多樣性。然而本集團堅持推行綠色環保政策及系列措施以履行本集團的環境責任。

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The following is a list of relevant chapters for the matters required to be reported under the KPI A3.1:

以下是關鍵績效指標 A3.1 項下所需報告事項的相關章節一覽表：

Matters Required to be Reported 指定的報告事項	Relevant Chapters 相關章節
<ul style="list-style-type: none"> <li>Policies and/or measures taken specifically for the environment and natural resources 特別為環境及自然資源採取的政策及／或措施</li> </ul>	<ul style="list-style-type: none"> <li><b>Environmental Category:</b> 環境範疇：                             <ul style="list-style-type: none"> <li>Environmental Protection Policies; 綠色環保政策；</li> <li>Emission Targets (including a series of emission reduction measures); 排放量目標（含減排系列措施）；</li> <li>Waste Management (including a series of waste reduction measures); 廢棄物管理（含減廢系列措施）；</li> <li>Energy Consumption (including a series of energy-saving measures); 能源耗量（含節能系列措施）；</li> <li>Water Consumption (including a series of water reduction measures) 耗水量（含節水系列措施）</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Description of business scope, related activities and reporting scope 有關業務範圍、所涵蓋活動及匯報範圍的描述</li> </ul>	<ul style="list-style-type: none"> <li><b>Reporting Scope</b> 匯報範圍</li> </ul>
<ul style="list-style-type: none"> <li>Responsible personnel, their job duties and to whom they report 負責的人員、其工作內容及向誰匯報</li> </ul>	<ul style="list-style-type: none"> <li><b>ESG Governance Structure:</b> ESG 管治架構：                             <ul style="list-style-type: none"> <li>ESG Management Policies and Strategies ESG 管理方針及策略</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Indicators with significant impacts 有重大影響的指標</li> </ul>	<ul style="list-style-type: none"> <li><b>Environmental category:</b> 環境範疇：                             <ul style="list-style-type: none"> <li>Carbon Emissions: Direct and Energy Indirect Greenhouse Gas Emissions; 碳排放：直接及能源間接溫室氣體排放；</li> <li>Energy Consumption 能源耗量</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Statement made by the Board on the supervision of ESG matters 由董事會就對 ESG 事宜的監管作出的聲明</li> </ul>	<ul style="list-style-type: none"> <li><b>ESG Governance Structure (Board Statement)</b> ESG 管治架構（董事會聲明）</li> </ul>
<ul style="list-style-type: none"> <li>Application of reporting principles, especially the materiality principle 匯報原則的應用，尤其是「重要性」原則</li> </ul>	<ul style="list-style-type: none"> <li><b>Reporting Principles</b> 匯報原則</li> <li><b>Materiality Assessment</b> 重要性評估</li> <li><b>Environmental Category:</b> 環境範疇：                             <ul style="list-style-type: none"> <li>Application of Quantitative Reporting Principles 量化匯報原則的應用</li> </ul> </li> </ul>

## Climate Change

The Board assessed that no major matters related to climate change are affecting the business activities of the Group, and the related climate risks are at a low level. The Risk Management Committee continuously monitors and evaluates changes in related climate risks.

Phoenix Satellite Television Company Limited (“Phoenix TV”) and World Wide Fund for Nature Hosted 2021 Zero Carbon Mission International Climate Summit

As a media company, the Group pays great attention to climate change and uses its media influence to organise large-scale climate change summits at the Beijing Phoenix Center, so as to arouse the attention of international community on climate change. To actively promote the realisation of the national carbon neutral vision and global temperature control goals, Phoenix TV and the World Wide Fund for Nature (WWF) hosted 2021 Zero Carbon Mission International Climate Summit in Beijing from 22nd to 24th September 2021. The theme was Global Carbon Neutrality and China’s Commitments. This summit invited more than 70 guests, including Al Gore, the former U.S. Vice President, Siddharth Chatterjee, the United Nations Resident Coordinator in China, Tu Ruihe, the representative of the United Nations Environment Programme, Jia Feng, the director of the Publicity and Education Center of the Ministry of Ecology and Environment, and Marco Lambertini, the International Director General of WWF, so as to share and discuss topics such as global carbon neutrality, corporate climate ambitions, green finance, energy transition, green buildings and low-carbon transportation. It aimed to gather resources from all parties, fully mobilise the enthusiasm of enterprises to address climate change and provide diversified guidance and services, such as strategic planning, technology application, results display, knowledge sharing and international exchange, to the local governments and enterprises for achieving carbon neutrality. During the summit, the Carbon Neutrality Action Leadership Awards were also presented to 12 companies.

For more details on the summit, please visit: <https://news.ifeng.com/c/special/89WzdffsiYK>

## 氣候變化

董事會評估沒有重大氣候變化相關事宜正在影響本集團的業務活動，相關氣候風險在低水平。風險管理委員會持續監督及評估相關氣候風險的變化。

鳳凰衛視有限公司（「鳳凰衛視」）與世界自然基金會主辦「2021 零碳使命國際氣候峰會」

作為媒體企業，本集團十分關注氣候變化，並透過自身傳媒影響力在北京鳳凰中心舉辦氣候變化相關的大型峰會活動，以引起國際社會對氣候變化的關注。為積極推動國家碳中和願景和全球控溫目標實現，鳳凰衛視與世界自然基金會 (WWF) 於 2021 年 9 月 22 日至 24 日在北京主辦「2021 零碳使命國際氣候峰會」，主題為「全球碳中和與中國擔當」。本次峰會邀請到包括美國前副總統阿爾·戈爾、聯合國駐華協調員常啟德、聯合國環境規劃署代表處代表塗瑞和、國家生態環境部宣傳教育中心主任賈峰、世界自然基金會全球總幹事馬可·蘭博蒂尼等七十多位嘉賓參與，就全球碳中和、企業氣候雄心、綠色金融、能源轉型、綠色建築以及低碳交通等話題進行分享和討論，旨在聚集各方資源，充分調動企業參與應對氣候變化的積極性，為地方政府和企業在實現碳達峰、碳中和等目標過程中，提供戰略規劃、技術應用、成果展示、知識分享及國際交流等多樣化的指導和服務。峰會期間亦頒發了「碳中和行動者」獎項予十二家企業。

有關峰會詳情，請瀏覽連結：<https://news.ifeng.com/c/special/89WzdffsiYK>



Environmental, Social and Governance Report  
環境、社會及管治報告



Climate Action Week-  
2021 Zero Carbon  
Mission International  
Climate Summit held  
at the Beijing Phoenix  
Center

氣候行動周 - 在北京鳳  
凰中心舉辦的『2021 零  
碳使命國際氣候峰會』

Siddharth Chatterjee,  
the United Nations  
Resident Coordinator  
in China, delivered a  
speech at the summit  
聯合國駐華協調員常啓  
德先生在峰會上致辭



Jia Feng, the director of the  
Publicity and Education Center  
of the Ministry of Ecology and  
Environment: The world needs  
to work together and learn  
from China's wisdom to tackle  
climate change

國家生態環境部宣傳教育中心  
主任賈峰：全球需同舟共濟，  
借鑒中國智慧應對氣候變化

The 2021 Zero Carbon Mission International Climate Summit  
with a theme of Global Carbon Neutrality and China's  
Commitments, joined by experts from various countries,  
opened in Beijing

多國專家共議「全球碳中和與中國擔當」2021 零碳使命國際  
氣候峰會在北京開幕



Zhou Fei, the Deputy Director General (Project) of the  
Beijing Representative Office of WWF (Switzerland): The  
wind and solar power are infinite and the next ten years  
will be the golden era of clean energy such as wind and  
solar power

世界自然基金會（瑞士）北京代表處副總幹事（項目）周  
非：「風光無限」· 未來十年是風光等清潔能源的黃金十年



Climate Action Week – Hosts of the 2021 Zero Carbon Mission International  
Climate Summit and the participating institutions

氣候行動周 - 2021 零碳使命國際氣候峰會主辦與各參與機構



Carbon Neutrality Action Leadership Award in 2021 Zero Carbon Mission International Climate Summit; 12 companies were awarded

2021 零碳使命國際氣候峰會「碳中和行動者」大獎，12 個企業獲獎



John Merton, a special envoy of the United Nations Climate Change Conference: Chinese enterprises have become important members of the Race to Zero alliance

聯合國氣候變化大會特使約翰·默頓：中國企業已成為「奔向零碳」聯盟的重要成員

Marco Lambertini, the International Director General of WWF: Climate actions require more attention to the scale and speed of low-carbon development

世界自然基金會全球總幹事馬可·蘭博蒂尼：氣候行動，需要更關注低碳發展的規模和速度

## SOCIAL CATEGORY

Company Policies on Employment, Occupational Safety, Training and Labour Practices

In terms of employment and labour practices, the Group attaches great importance to talents and adopts an employee-oriented policy, by offering reasonable employment conditions, including salaries that meet market standards, provident fund (also known as occupational retirement scheme)/mandatory provident fund (MPF), working hours, holidays, medical and other types of employee insurance, a safe and healthy working environment, continuous professional development and training for employees, internal recruitment, diversified recreation and welfare (such as fitness room, basketball court, tennis court, table tennis room, snooker room, barbecue area, rest room, breastfeeding room in the HK headquarters), eye care checkup plan for staff, employee stock option plan to attract and retain talents. In addition, during the COVID-19 pandemic period, employees are provided with vaccination leave, and group medical insurance is used to provide employees with extended protection against side effects of the COVID-19 vaccine to protect their health.

## 社會範疇

有關僱傭、職業安全、培訓及勞工準則的公司政策

在僱傭及勞工常規方面，本集團非常重視人才並採取「員工為本」的政策，透過提供合理的僱傭條件（包括符合市場水平的薪酬、公積金（又稱職業退休計劃）／強制性公積金（強積金）、工作時數、假期、醫療及其他種類的僱員保險等）、安全健康的工作環境、員工持續專業發展與培訓、內部招聘、多元化的康樂與福利（香港總部範圍設有健身室、籃球場、網球場、乒乓球室、桌球室、燒烤場、休息室、哺乳室等）、眼睛健康檢查優惠計劃、員工認購股權計劃，以吸引和挽留人才。此外，新冠疫情期间為員工提供疫苗接種假期，並透過團體醫療保險為員工提供新冠疫苗副作用延伸保障，以保障員工的健康。



## Environmental, Social and Governance Report

### 環境、社會及管治報告

The HK headquarters of the Group formulates and distributes Staff Manual to each employee, stating company policies related to employment, remuneration and welfare, employees' duties and work regulations, subsidy plans for staff training, employee relations and communication and resignation, to clarify employees' rights and obligations during their service period. In addition, a series of personnel policies have been formulated to protect employees' equal development opportunities and rights, such as the Recruitment Policy, Internal Transfer Policy, Employee Retirement Policy and Code of Ethics. Relevant Staff Manual and personnel policies are available for employees to download on the Company's intranet.

本集團香港總部制訂並向每位員工發放《員工手冊》，列明有關僱傭、薪酬和福利、員工職責及工作規範、員工培訓資助計劃、員工關係及溝通、離職等公司政策，以明確員工在服務期間的權責義務；此外，亦制訂了《招聘政策》、《內部轉職政策》、《員工退休政策》、《道德操守守則》等保障員工平等發展機會及權益的系列人事政策。相關員工手冊及人事政策在公司內聯網上開放，供員工下載。



The HK headquarters of the Group held a large-scale recruitment event in August 2021, and published recruitment advertisements on major newspapers and new media information platforms for multiple days to recruit more professionals for the Group, providing media industry with enormous job opportunities at different levels. In this way, we aim to fulfill our corporate social responsibilities in a more practical manner during the anti-pandemic and economic recovery period.

本集團香港總部在2021年8月舉行大型招聘活動，在各大報章及新媒體資訊平台多天刊登招聘廣告，以為集團增聘專業人才，同時為傳媒業界提供大量不同層面的就業機會，在抗疫及經濟復甦期間更實在地履行企業社會責任。

### Relevant Regulations on Employment, Occupational Safety and Labour Practices

### 僱傭、職業安全及勞工準則的相關法規

The Group is in strict compliance with the laws of Employment Ordinance (Chapter 57 of Hong Kong Laws) (i.e. Labour Legislation), as well as Labor Law of the People's Republic of China, Labor Contract Law of the People's Republic of China and Provisions on the Prohibition of Using Child Labor of the People's Republic of China under the PRC Laws and other employment / labour and social security related laws and regulations in the countries of operation, including signing employment or labour contracts with employees as required by laws and regulations, opposing discrimination on age, gender and any other aspects, and prohibiting forced labour and child labour to protect the legitimate rights and interests of employees. The Group 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, to ensure an equal working environment.

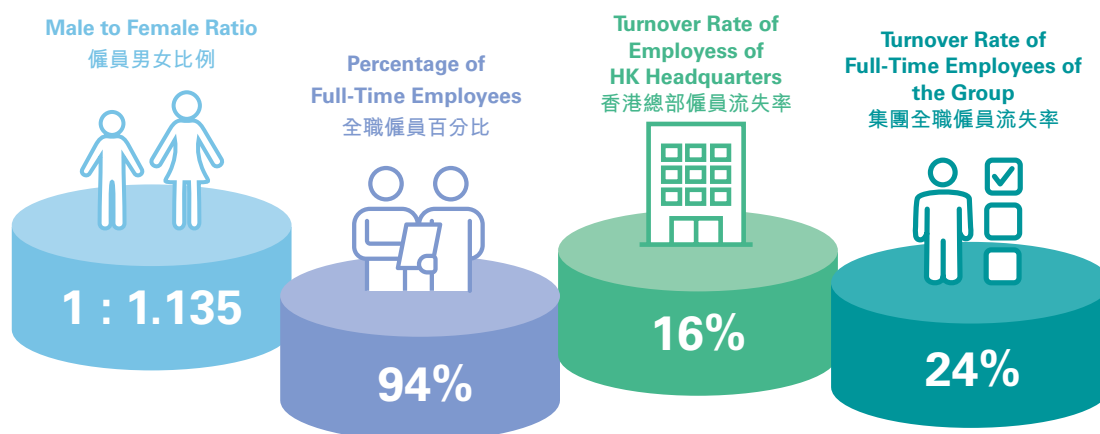
本集團嚴格遵守香港法例（第57章）《僱傭條例》（即勞工法例），以及內地法例《中華人民共和國勞動法》、《中華人民共和國勞動合同法》及《中華人民共和國禁止使用童工規定》等經營所在地的僱傭／勞動及社會保障法規，包括按法規要求與員工簽訂僱傭或勞動合同、反對年齡、性別及其他任何方面的歧視等、以及禁止強制勞工及使用童工，以保障員工的合法權益。本集團十分注重給予員工平等機會及員工的多樣性，反對歧視，保證員工的受聘、薪酬及晉升絕不受其政治取向、性別、年紀、性取向、婚姻狀況、宗教信仰、種族、國籍等社會因素的影響，以確保平等機會的工作環境。

Analysis on Employment

As of 31 December 2021, the Group has 2,948 directly employed employees. The analysis by gender, employment type, age and geographical region is disclosed as follows:

僱傭情況分析

截至2021年12月31日，本集團共僱用2,948名直接聘用的員工，按性別、僱傭類型、年齡組別及地區劃分之分析披露如下：



Relevant KPI 相關關鍵績效指標	Social KPI 社會關鍵績效指標	Social KPI B1.1 社會關鍵績效指標 B1.1	Social KPI B1.2 社會關鍵績效指標 B1.2
	Total number of employees 僱員總數	Number of employees as of 31 December 2021 於2021年12月31日 僱員人數	Employee turnover rate in 2021 2021年度僱員流失比率
	(By gender) (按性別劃分)		
	Total number of female employees 女性僱員總數	1,567	35%
	Total number of male employees 男性僱員總數	1,381	26%
	(By employment type) (按僱傭類型劃分)		
	Full time 全職	2,771	24%
	Part time 兼職	177	74%
	(By age) (按年齡組別劃分)		
	35 or below 35歲或以下	1,652	41%
	36 to 45 36歲至45歲	772	16%
	46 or above 46歲或以上	524	11%
	(By geographical region) (按地區劃分)		
	Hong Kong 香港	764	16%
	Mainland China 中國大陸	2,059	37%
	Taiwan 台灣	22	0%
	Overseas 海外地區	103	14%

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Occupational Health and Safety

The Group places great emphasis on workplace safety so as to prevent occupational hazards by establishing 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 main offices and production and broadcasting buildings of the Group. In addition to providing a safe workplace and raising safety awareness, the head office also maintains labor insurance and business travel insurance for its employees, and promotes work-life balance. HK headquarters is equipped with comprehensive sports and recreational facilities to encourage staff members to exercise and engage a healthy life style. Health talks are also provided to employees by the head office from time to time.

The social KPIs (B2.1 and B2.2) for health and safety are disclosed as follows:

### 職業健康與安全

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已制定了相應的技術指引及守則。本集團各主要辦公及製播大樓亦安裝符合經營當地要求的消防滅火系統。除了提供安全的工作環境、提高員工的安全意識，香港總部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。香港總部備有完善的體育康樂設施，以鼓勵員工多鍛煉身體，保持身心健康的生活方式。總部亦不時為員工提供不同類型的健康專題講座。

以下是針對健康與安全的社會關鍵績效指標 (B2.1 及 B2.2) 的披露：

Relevant KPI 相關關鍵績效指標	Social KPI 社會關鍵績效指標	Data 數據
KPI B1.1	Number of employees as of 31 December 2021 於 2021 年 12 月 31 日僱員人數	2,948 person(s) 人
KPI B2.1	The number of work-related fatalities in the past three years (2019-2021) 過去三年 (2019 年-2021 年) 因工亡故的員工人數	0 person(s) 人
KPI B2.1	The fatality rate due to work in the past three years (2019-2021) 過去三年 (2019 年-2021 年) 因工亡故的比率	0%
KPI B2.2	The number of working days lost due to work-related injuries in 2021 2021 年因工傷損失的工作天數	80 day(s) 日

Development and Training

The Group offers occupational training to its employees to enhance their knowledge and skills for performing job duties. The Group has in place a Staff Training and Sponsorship Program to subsidise full-time employees who attend courses, seminars and workshops including a series of editor-in-chief workshops for media majors, advertising and marketing training, listing rules compliance training, anticorruption training that are beneficial to their work performance and future career development. The social key performance indicators (B3.1 and B3.2) for development and training of employees are disclosed as follows:

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。本集團設有員工培訓及資助計劃，為全職員工提供津貼，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、工作坊或講座，包括針對媒體專業的系列總編室講座、廣告營銷培訓、上市規則合規培訓、反貪污培訓等。以下是針對員工發展及培訓的社會關鍵績效指標 (B3.1 及 B3.2) 的披露：

Relevant social KPIs 相關社會關鍵 績效指標	By gender 按性別劃分	Number of employees trained 受訓僱員人數	Training hours 僱員受訓時數	Employment (Year opening plus new joiners in 2021) 僱員人數 (2021年初 加年內新僱員工)	Percentage of employees trained 受訓僱員百分比	Average training hours 僱員平均受訓時數
		A	B	C	D=A/C	E=B/C
KPI B3.1	Female employees 女性僱員	1,095 person(s) 人	11,165 hour(s) 小時	2,397 person(s) 人	46%	4.66 hour(s) 小時
	Male employees 男性僱員	850 person(s) 人	8,016 hour(s) 小時	1,842 person(s) 人	46%	4.35 hour(s) 小時

Relevant social KPIs 相關社會關鍵 績效指標	By function 按職能劃分	Number of employees trained 受訓僱員人數	Training hours 僱員受訓時數	Employment (Year opening plus new joiners in 2021) 僱員人數 (2021年初 加年內新僱員工)	Percentage of employees trained 受訓僱員百分比	Average training hours 僱員平均受訓時數
		A	B	C	D=A/C	E=B/C
KPI B3.2	Headquarters Management and Business Unit management 總部管理層及 下屬經營單位高管	23 person(s) 人	164 hour(s) 小時	52 person(s) 人	44%	3.15 hour(s) 小時
	Middle management 中層主管	152 person(s) 人	2,026 hour(s) 小時	282 person(s) 人	54%	7.18 hour(s) 小時
	General staffs 基層員工	1,770 person(s) 人	16,991 hour(s) 小時	3,905 person(s) 人	45%	4.35 hour(s) 小時

# Environmental, Social and Governance Report

## 環境、社會及管治報告

### Labour Practices

The Group forbids employment of children or forced labour such as compulsory labour or bonded labour. The HK headquarters of the Group reviews recruitment practices from time to time, and checks the identity documents of all job applicants during the recruitment process to ensure whether they have reached the age to be legally employed. In addition, the Human Resources Department of the Group also continuously monitors the compliance of the above-mentioned labour practices in the operating units of the Group through its human resources system. During the year, the Group had no non-compliance cases relating to the recruitment of child labour or forced labour.

### Supply Chain Management and Product Responsibility

The Group is principally engaged in television broadcasting, internet media and outdoor media businesses, 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 including programme content and social 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's Standards and Practices Department is also responsible for ensuring that the broadcasted programmes and advertising content strictly comply with and execute the requirements of Non-Domestic Television Programme Service Licence for broadcast content, as well as Hong Kong's current Broadcasting Ordinance and Generic Codes of Practice on Television.

### Internal Control Procedures for Anticorruption and Training

The Group is dedicated to its corporate 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 and its employees may directly contact the independent internal audit department of the Group through the established appeal channel mechanism in the event of rising 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, false instruments, fraud, money laundering, stealing or disclosure of company's 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。集團香港總部不時檢討招聘慣例，透過於招聘過程中核查所有求職者的身份證明文件，以確保其已達到合法勞工年齡。此外，本集團人力資源部亦透過其人力資源系統持續監察集團下屬經營單位在上述勞工準則的合規情況。年度內，本集團沒有發生任何聘用童工或強制勞工的違規個案。

### 供應鏈管理、產品責任

本集團主要經營電視廣播、互聯網媒體及戶外媒體業務，因此在履行企業社會責任過程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，本集團仍十分注重集團旗下全媒體平台傳播的媒體內容（包括節目內容及社交媒體內容）不可包含可能對社會造成負面影響的成分，並堅持傳媒專業操守，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。本集團節目守則部亦專門負責確保播出的節目和廣告內容嚴格遵守和執行非本地電視節目服務牌照有關播出內容的要求，以及香港現行的廣播條例和電視通用業務守則。

### 反貪污內控程序及培訓

在反貪污的企業社會責任上，本集團制定實施《鳳凰衛視企業管治守則及程序指引》，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序。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、虛假文書、欺詐、洗黑錢、竊取或洩露公司機密、違反職業道德等），可透過已建立的申訴渠道機制直接與本集團的獨立內部審計部門聯絡。



For the anticorruption training, the Group has engaged an external law firm, Paul Hastings LLP, to provide annual anticorruption training for the Board. In addition, the 2021 Annual Online Anticorruption Training, co-initiated by the Group's Chief Executive Officer and the Group's Chief Financial Officer and coordinated by the Group's Legal Department, was carried out and completed in an orderly manner in the third quarter of this year, in order to reinforce the corporate culture of integrity that the Group has always emphasised and maintained. The number of employees participating in the above anticorruption training for the year was 350, representing 46.24% of employees in the HK headquarters, and the total training hours were approximately 525 hours. There were no concluded lawsuits in relation to corruption against the Company or its employees for the year.

## COMMUNITY INVESTMENT: SOCIAL CONTRIBUTION AND PUBLIC WELFARE

### Policy Guidelines for Community Involvement

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 environmental protection and social phenomenon. 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 organizing and participating in various public welfare events in a constant and proactive manner.

有關反貪污培訓，本集團已聘請外部律師「普衡律師事務所」為董事會提供年度反貪污培訓。此外，由本集團行政總裁及集團財務總監聯署發起，本集團法律部協調推行的香港總部全體員工「2021年年度線上反貪污培訓」在本年度第三季度有序進行並完成，該培訓旨在鞏固本集團一直強調並保持著的廉潔企業文化。本年度參與上述反貪污培訓的員工人數為350人，佔香港總部員工46.24%總培訓時數為約525小時。本年度沒有對本公司或其僱員提出並已審結的貪污訴訟案件。

## 社區投資：社會貢獻與公益

### 社區參與的政策方針

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、環境保護及關注社會現象，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，並恆常積極組織、參與各項公益活動，為社會做出實質貢獻。

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### Society and Environment Related Programmes

For programme production, Phoenix TV has produced and broadcasted in the year various programmes themes on public welfare, poverty alleviation, environmental protection, conservation, social phenomena and care for humanity, including aired on Phoenix Chinese Channel, *A Future without Poor Children* • *Research and Practice of Early Childhood Education in Rural Regions* episode, *The Philosophy of Ecological Water Control* episode, *Trans-Pacific Future Forum – Green World and The Future of Mankind* episode and *How to Avoid Poverty Caused by Cancer* episode of *The Century Forum*; *Poverty Alleviation Story: Sunshine into Childhood – Ethnic Minorities* episode of *Phoenix Panorama*; *Embroidery in Dongxiang* episode, a feature film in relation to poverty alleviation, of *Elite Converge*; *Could the World Survive from the Epidemic if COVID-19 Vaccine Patents are to Open?*, an episode of *Tiger Talk*; *The Road of Carbon – Global Climate Action* episode of *Premium Spectacular*, aired on Phoenix InfoNews Channel, *Anti-Epidemic Coronavirus Special*, as well as *Fight for Vaccines* episode and *Gansu's Achievements in Poverty Alleviation* episode of *Journalist on the Spot*; aired on Phoenix Hong Kong Channel, *Hong Kong Marine Garbage* episode, *Hong Kong Unique Species* episode, *Hong Kong Greening Policy* episode and *How Social Enterprises Survive during the Epidemic* episode of *Hong Kong Perspectives*. In addition, Phoenix TV's promotional film *Save Our Planet, Save Our Children's Future* won the Best Promotional Film / Trailer Award at the 2021 Asian Academy Creative Award.

On 12 December 2021, the 16th 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 HK headquarters (main venue) as well as at Beijing Phoenix Center and GTV in Taipei (sub-venues). Chinese people and businessmen from Mainland China, Hong Kong, Taiwan, 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.

### 社會與環保類節目

節目製作方面，鳳凰衛視在本年內製作及播出各類公益、脫貧、環保、保育、社會現象、人文關懷等欄目，包括鳳凰衛視中文台的《世紀大講堂》「沒有『窮孩子』的未來」•「山村兒童早期教育研究與實踐」篇、「生態治水之道」篇、「太平洋未來論壇」•「綠色世界與人類未來」篇、「如何避免因癌致貧」篇，《鳳凰大視野》「陽光閃耀人類童年—『直過民族』脫貧紀事」篇，《財智菁英匯》扶貧專題片「東鄉刺繡」篇，《一虎一席談》「新冠疫苗專利開放，能否拯救全球疫情？」篇，《皇牌大放送》「破路—全球氣候行動進行時」篇；鳳凰衛視資訊台《抗擊新冠肺炎特別節目》、《記者再報告》「全球疫苗爭奪戰」篇、「甘肅脫貧攻堅成績」篇；鳳凰衛視香港台的《香港新視點》香港海洋垃圾篇、香港獨有物種篇、香港綠化政策篇及社企疫境求生篇。另外，鳳凰衛視宣傳片《善待地球就是善待孩子的未來》榮獲2021亞洲影藝創意大獎「最佳宣傳片／預告片大獎」。

2021年12月12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16屆2021「愛心獎」頒獎典禮通過衛星連線在鳳凰衛視香港總部主會場、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。



*"Forever Happiness"*  
*Dreams Pursuit Project*

*charity journey activities: visited the village schools  
in Daliang Mountain region of Sichuan*



2021 <sup>15<sup>th</sup></sup> ANNIVERSARY

鳳凰網美麗童行十五周年

尋夢計劃“点亮你的梦想”

主办：鳳凰網  
IFENG.COM

支持单位：中國青年志願者服務中心 中國志願服務基金會 海運

「美麗童行」尋夢計劃

公益之旅：走進四川大涼山區的鄉村學校

2021 ifeng.com – “Forever Happiness” Dreams Pursuit Project  
2021 鳳凰網「美麗童行」尋夢計畫

Forever Happiness (美麗童行) is a large-scale branded charity event of ifeng.com, the Group's internet platform. 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 more contributions from all sectors of society, reinforcing the idea of public welfare. Since 2007, Forever Happiness has unremittingly organized a total of 22 Charity Nights and has raised donations of over RMB227 million. It has cooperated with over 10 large-scale charity organisations around the world and has supported various charity projects for children which cover all the provinces in China, resulting in over 670,000 children benefiting from such projects.

「美麗童行」是本集團旗下互聯網平台「鳳凰網」大型品牌公益活動，旨在和全球華人一起關注中國困境兒童的生存、健康、教育及未來發展，喚起社會各界更多的愛心，強化公益理念。自2007年開始，堅持不懈開展籌款晚宴共計22場，募集善款逾2.27億元人民幣，與全球超過10家大型公益慈善組織合作，幫扶眾多兒童公益項目，項目已覆蓋中國全部省份，超過67萬名兒童因此而受益。



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In 2021, on the occasion of the 15th anniversary of Forever Happiness, ifeng.com specially organised a charity journey and activity Dream Pursuit Project (尋夢計畫) which was launched during the period from 25 April to 4 June 2021. The activity, in the form of volunteers' love relay, calls for the attention from all sectors of society on the educational development of rural children. Our staffs together with the volunteers visited the village schools in Daliang Mountains region of Sichuan China. Focusing on four major themes Art Creation, Music Appreciation, Culture & Geography, Sports & Health, Forever Happiness aims at cultivating the sense of beauty among children, guiding them in discovering their talents, broadening their horizons, leading them to actively plan their paths and lighting up their dreams. Besides lighting up their dreams, Dream Pursuit Project together with Beijing Qingxi Yuanshan Charity Foundation, also provided a series of new sports equipment for the children, with an aim to encourage every child to enhance physical exercise and contribute to building a strong sports country.

For details of Forever Happiness Dreams Pursuit Project, please browse the link below: <https://gongyi.ifeng.com/c/special/87V2o7LXK3E>

2021年，鳳凰網藉「美麗童行」十五周年之際，特別策劃「尋夢計畫」公益之旅活動並於2021年4月25日至6月4日開展，打造志願者愛心接力模式，呼籲社會各界共同關注鄉村兒童教育發展。同事們與志願者一起走進中國四川大涼山地區的鄉村學校，圍繞「藝術創想」、「音樂欣賞」、「人文地理」、「體育健康」四大主題，培養孩子們對美的認知，引導鄉村孩子們挖掘自身天賦，拓寬孩子們的眼界，帶領他們更積極地籌畫人生，點亮他們的夢想。本次「尋夢計畫」在點亮夢想的同時，鳳凰網還聯合北京情系遠山公益基金會為孩子們帶去全新系列體育器材，旨在鼓勵每個孩子加強體育鍛煉，為建設體育強國發光。

有關「美麗童行」尋夢計畫詳情，請瀏覽連結：  
<https://gongyi.ifeng.com/c/special/87V2o7LXK3E>

### Forever Happiness Dream Pursuit Project: 「美麗童行」尋夢計劃：

Volunteer Yan Xiaoli, Founder and Chief Editor of Pugongyingkids, interacting with children during the sharing session of Culture & Geography, one of the four major themes of Dream Pursuit Project

尋夢計畫四大主題之「人文地理」主題分享中，志願者顏小鵬（蒲公英童書館創始人、總編輯）與孩子們互動



A group photo of volunteer Yan Xiaoli, Founder and Chief Editor of Pugongyingkids, taking photo with the children during Culture & Geography theme week of Dream Pursuit Project

尋夢計畫人文地理主題周，志願者顏小鵬（蒲公英童書館創始人、總編輯）與孩子們合影

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Sports & Health theme sharing week: Volunteer Xu Hui, former coach of national archery team and wrestling team, teaching children how to play badminton  
體育健康主題分享周：志願者許輝（曾任國家射箭隊、摔跤隊體能教練）教孩子們打羽毛球



Sports & Health theme sharing week: Volunteer Xu Hui, former coach of national archery team and wrestling team, teaching children basic football skills  
體育健康主題分享周：志願者許輝（曾任國家射箭隊、摔跤隊體能教練）指導孩子們足球的基本功



Music Appreciation theme sharing week: A group photo of volunteer Liu Jian, a renowned children's piano educator in China, with enthusiastic children  
音樂賞析主題分享周：志願者劉健（中國著名兒童鋼琴教育家）與熱情的孩子們合影留念



Music Appreciation theme sharing week: Children happily took group photo with volunteer Liu Jian, a renowned piano educator in China for children  
音樂賞析主題分享周：孩子們開心地與志願者劉健（中國著名兒童鋼琴教育家）合影留念



Art & Creation theme sharing week: Children enthusiastically gathered around volunteer Yang Kui, an independent artist, to learn sketching skills  
「藝術創想」主題分享周：孩子們熱情地圍繞著志願者楊葵（獨立藝術家）學習素描



Art & Creation theme sharing week: Children crowded around volunteer Yang Kui, an independent artist, to display their paintings  
「藝術創想」主題分享周：孩子們簇擁著志願者楊葵（獨立藝術家）展示自己的畫作





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In the closing ceremony of Dream Pursuit Project, volunteer representatives took group photo with the teachers and students of Xixiang Central Primary School

尋夢計畫結營儀式上，志願者代表與西鄉中心小學師生合影留念



Art & Creation theme sharing week: Volunteer Yang Kui, an independent artist, giving prizes to children who participated in the "You Draw and I Guess" game

「藝術創想」主題分享周：志願者楊葵（獨立藝術家）為「你畫我猜」遊戲中參與互動的孩子頒發獎品



In the Art & Creation theme class, volunteer Yang Kui teaching children outdoor sketching

在「藝術創想」主題課上，志願者楊葵帶領孩子們進行戶外寫生



In the Art & Creation theme class, volunteer Wang Guoqi created Yi minority featured workings together with the children

在藝術創想主題課上，志願者王國祺與孩子們共同創作彝族特色作品



Volunteer Bao Chunlai and Xu Hui took a group photo with the children who participated in the Sports & Health theme class

志願者鮑春來、許輝與參與「體育健康」主題課的孩子們合影留念

## Benefiting the Children Project 益童計畫



Benefiting the Children project (益童計畫) under ifeng.com of the Group is a charity project covered by ifeng.com Special Charity Fund established under the name of China Charities Aid Foundation for Children, focusing on provision of medical care and assistance to underprivileged children in terms of medical aids, educational development, mental health and living standards. The project aims at providing necessary opportunities and conditions for children's survival, development, protection and growth with the best effort, satisfying children's 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.

From 2017 to 2021, the volunteer service team of Benefiting the Children project has visited more than ten provinces and cities across the country, and carried out comprehensive health screenings for a total of 4,751 children in underdeveloped areas. In the future, Benefiting the Children project will continue to move forward. Through continuous project execution, it will help more underprivileged children to the greatest extent. At the same time, it has enriched the contents of the project assistance by focusing on the screening of critical illnesses with an aim to gradually transform Benefiting the Children project into a charity project which can enhance the overall medical service capability for children in underdeveloped areas. A charity aid model which promotes the overall development of children's medical services in underdeveloped areas with superior medical resources was therefore formed to bring the hope of health to more underdeveloped areas across the country, and spread the love and care from Benefiting the Children project to more underprivileged children.

本集團旗下「鳳凰網」「益童計畫」是「鳳凰網公益專項基金」(設立於中華少年兒童慈善救助基金會名下)所覆蓋聚焦困境兒童成長過程中有關醫療救助、教育發展、心理健康、生活水準等方面所進行的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成長發展需要，宣導社會各界為兒童成長貢獻力量，竭力讓每一位兒童都享有平等的成長機會。

2017至2021年間，「益童計畫」志願服務隊的腳步已經遍及全國十餘個省市，累計為4,751名欠發達地區的兒童進行了全面健康篩查。未來「益童計畫」將會步履不停，通過持續的項目執行，最大限度地幫助更多處於困境的兒童，與此同時豐富專案救助內容，以疾病篩查為切入點，將「益童計畫」逐步轉變為提高欠發達地區整體兒童醫療服務能力的公益專案，形成優勢醫療資源帶動欠發達地區兒童醫療事業整體發展的公益救助模式，把健康的希望帶到全國更多欠發達地區，將「益童計畫」的愛心與關懷帶給更多的困境兒童。



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Jiangxi Public Welfare Event: Visited Jiangxi's Xiwang Primary School (希望小學) and provided free health checkup for 272 children

In mid-April 2021, the volunteer service team of ifeng.com's Benefiting the Children project, together with the medical volunteers from nearly ten hospitals in Beijing, visited Xinhua Xiwang Primary School (新華希望小學) in Yeping Township, Ruijin City of Jiangxi Province and gave free consultation to a total of 272 students of the school. Such free consultation offered detailed examination in various areas, including surgical, internal medicine, stomatology, laboratory, ophthalmology, otolaryngology, orthopedics, etc. Medical assistance activities such as popularizing basic medical knowledge were also organised. At the same time, Benefiting the Children project of ifeng.com also built a new infirmary for the school, as well as donated stationery and sports supplies such as footballs, basketballs, skipping ropes, globes, books and crayons. This activity was sponsored by Aramco Asia, a subsidiary of Saudi Aramco, and strongly supported by China Charities Aid Foundation for Children, and was fully executed by the project team of Benefiting the Children of ifeng.com.

江西公益行：走進江西的希望小學為272名兒童免費體檢

2021年4月中旬，鳳凰網「益童計畫」志願服務隊攜手北京近十所醫院的醫療志願者前往江西省瑞金市葉坪鄉新華希望小學為學童進行義診。本次義診對該學校272名兒童進行了包括外科、內科、口腔科、檢驗科、眼科、耳鼻喉科、骨科等多個項目的詳細檢查，還開展了醫療常識普及等醫療救助活動。同時，鳳凰網「益童計畫」還為學校搭建了全新醫務室，向學校捐贈足球、籃球、跳繩、地球儀、圖書、蠟筆等文體用品。本次活動由「沙特阿美」旗下「阿美亞洲」提供資金贊助，並得到「中華少年兒童慈善救助基金會」的大力支持，由鳳凰網「益童計畫」專案組全程執行。

### Benefiting the Children project's Jiangxi Public Welfare Event: 「益童計畫」江西公益行：



Benefiting the Children project's Jiangxi Public Welfare Event, jointly organised by ifeng.com, China Charities Aid Foundation For Children and Aramco Asia

中華兒慈會·鳳凰網「益童計畫」攜手「阿美亞洲」江西公益行

Medical volunteers providing free health checkups for children

醫療志願者在為兒童進行免費體檢



Medical volunteers donating books, stationery and sports supplies and medical equipment to children

醫療志願者向孩子們捐贈圖書、文體用品及醫療設備

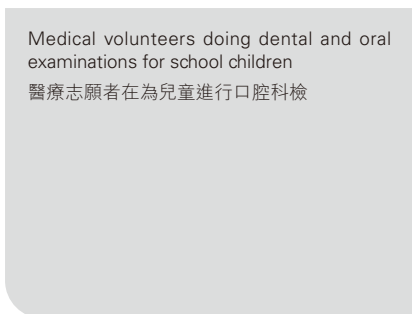
## Environmental, Social and Governance Report 環境、社會及管治報告



Medical volunteers doing heart checkups for school children  
醫療志願者在為兒童進行心臟外科檢查



Medical volunteers checking children's eyesight  
志願者在為兒童檢查視力



Medical volunteers doing dental and oral examinations for school children  
醫療志願者在為兒童進行口腔科檢



Fujian Public Welfare Event: Visited primary school in Fujian and provided free health checkups for 325 children and staffs

福建公益行：走進福建為325名兒童及教職員義診

From 21 to 22 May 2021, the volunteer service team of ifeng.com's Benefiting the Children project, together with the medical volunteers comprising 20 young individuals from the Beijing Hospital of Traditional Chinese Medicine affiliated to Capital Medical University, visited the Xinquan Center Primary School (新泉中心小學) in Liancheng / Gutian County, Longyan City of Fujian Province. The volunteers carried out two days of medical activities such as disease screening for school children, building health check results archive and identifying children's body types according to the chinese medicine theory. During the free consultation, the volunteers offered detailed examinations in various areas, including surgical, internal medicine, laboratory, ophthalmology, otorhinolaryngology, stomatology and nutrition, for a total of 325 children and staffs from the school and other schools nearby as well. At the same time, Benefiting the Children project also built a new infirmary for the school, as well as donated stationery and sports supplies to the school. As a public welfare partner of ifeng.com's Benefiting the Children project, Aramco Asia fully supported this charity event.

2021年5月21至22日，由鳳凰網「益童計畫」志願服務隊和「首都醫科大學附屬北京中醫醫院」的20名青年骨幹組成的醫療志願者，共同來到福建省龍巖市連城／古田縣新泉中心小學，為孩子們開展為期2天的疾病篩查、建立體檢檔案、中醫體質辨識等醫療活動。義診期間，志願者們為該小學及周邊學校共325名兒童及教職員工進行了包括外科、內科、檢驗科、眼科、耳鼻喉科、口腔科、營養科等多個項目的詳細檢查。同時，「益童計畫」也為學校搭建了全新醫務室，向學校捐贈文體用品。「阿美亞洲」作為鳳凰網「益童計畫」公益合作夥伴，全程支援本次慈善活動。



Benefiting the Children project's Fujian Public Welfare Event:  
「益童計畫」福建公益行：



Medical volunteers doing dental and oral checkups for school children  
醫療志願者在為兒童進行口腔科檢查



School children queuing up for blood tests  
孩子們在排隊抽血



Medical volunteers doing physical checkups for school children  
醫療志願者在為兒童進行外科檢查



Volunteers checking the health examination forms at the collection counter  
志願者在收表處檢查體檢表



Medical volunteers doing nutrition and medical checkups for school children  
醫療志願者在為兒童進行營養科與內科檢查



Medical volunteers of Beijing Hospital of Traditional Chinese Medicine affiliated to Capital Medical University  
首都醫科大學附屬北京中醫醫院的醫療志願者們



Qinghai Public Welfare Event: Visited Qinghai and provided free health checkups for 280 children

From 10 to 11 July 2021, the volunteer service team of ifeng.com's Benefiting the Children project, together with the medical volunteers from several 3A hospitals in Beijing, visited the Chaida Mulu Primary School (柴達木路小學) in Delingha City of Qinghai Province. The volunteers carried out two-day public welfare activities such as disease screening for school children, building health check results archive and donating a medical cabin. This public welfare event covered six schools which were at the nine-year compulsory education phase in Delingha City. During the free consultation period, the medical volunteers offered detailed examinations in 12 areas, including surgical, internal medicine, laboratory, ophthalmology, otorhinolaryngology and stomatology, for a total of 280 children from Han, Tibetan, Mongolian, Hui, Tu, Zhuang, Manchu, Dongxiang and Sala. At the same time, Benefiting the Children project also built a new infirmary for the school, as well as donated stationery and sports supplies to the school. As a public welfare partner of ifeng.com's Benefiting the Children project, Aramco Asia fully supported this charity event.

青海公益行：走進青海為280名兒童免費體檢

2021年7月10至11日，鳳凰網「益童計畫」志願服務隊和北京多所三甲醫院的醫療志願者一同來到青海省德令哈市柴達木路小學，為孩子們開展為期2天的疾病篩查、建立體檢檔案、捐贈醫療小屋等公益活動。本次公益活動覆蓋德令哈市九年義務教育階段的6所學校。義診期間醫療志願者們為漢族、藏族、蒙古族、回族、土族、壯族、滿族、東鄉族、撒拉族共計280名兒童進行了包括外科、內科、檢驗科、眼科、耳鼻喉科、口腔科等12個專案的詳細檢查。同時，「益童計畫」還為學校搭建了全新的醫務室，向學校捐贈文體用品。「阿美亞洲」作為鳳凰網「益童計畫」的公益合作夥伴，全程支援本次慈善活動。

Benefiting the Children project's Qinghai Public Welfare Event:  
「益童計畫」青海公益行：



Benefiting the Children project's Qinghai Public Welfare Event, jointly organized by ifeng.com, China Charities Aid Foundation For Children and Aramco Asia

鳳凰網·中華兒慈會「益童計畫」攜手「阿美亞洲」青海公益行



Medical volunteers conducting otorhinolaryngology tests for school children

醫療志願者在為孩子進行耳鼻喉科檢查

# Environmental, Social and Governance Report

## 環境、社會及管治報告



Medical volunteers doing hemoglobin tests for school children  
醫療志願者在為孩子進行血紅蛋白檢測



Volunteers giving and demonstrating airplane models to children who have completed health checkups with an aim to stimulate children's interest in aviation and encourage children to pursue their dreams.  
志願者給完成體檢的小朋友贈送並演示飛機模型，激發孩子們的航空興趣，鼓勵孩子們放飛夢想。



Medical volunteers conducting orthopedic examinations for school children  
醫療志願者在為孩子們進行骨科檢查



Hebei Public Welfare Event: Visited Hebei and provided free health checkups for 418 children

河北公益行：走進河北為418名兒童免費體檢

From 16 and 17 September 2021, the volunteer service team of Benefiting the Children project drove more than 300 kilometers to visit the Xinxing Street Primary School (新興街小學) in Shangyi County, Zhangjiakou City of Hebei Province, and carried out public welfare activities such as a two-day disease screening for school children, building health check results archive and donating a medical cabin. This public welfare event provided free health checkups in 12 areas, including surgery, internal medicine, laboratory, ophthalmology, otorhinolaryngology and stomatology, for a total of 418 children in the school. At the same time, the volunteers also provided medical supplies and stationery and sports supplies for the children. As a public welfare partner of the Benefiting the Children project, Aramco Asia once again sponsored throughout this public welfare event.

2021年9月16至17日，「益童計畫」志願服務隊驅車300餘公里，去到河北省張家口市尚義縣新興街小學，為孩子們開展為期2天的疾病篩查、建立體檢檔案、捐贈醫療小屋等公益活動。本次公益活動共計為全校418名兒童進行包括外科、內科、檢驗科、眼科、耳鼻喉科、口腔科等12個項目的免費體檢，同時，也為孩子們帶去了醫療物資和文體用品。「阿美亞洲」作為「益童計畫」的公益合作夥伴，再一次全程贊助本次公益活動。

Benefiting the Children project's Hebei Public Welfare Event:  
「益童計畫」河北公益行：



Benefiting the Children's Hebei Public Welfare Event, jointly organised by ifeng.com, China Charities Aid Foundation For Children and Aramco Asia  
中華兒慈會·鳳凰網「益童計畫」攜手「阿美亞洲」河北公益行



Medical volunteers conducting otorhinolaryngology tests for school children  
醫療志願者在為學童進行耳鼻喉科檢查



Medical volunteers conducting ECG exams for school children  
醫療志願者在為學童進行心電圖檢查



Medical volunteers doing dental and oral examinations for school children  
醫療志願者在為學童進行口腔科檢查

# Environmental, Social and Governance Report

## 環境、社會及管治報告



Children comforting others who are afraid of taking blood tests  
互相安慰害怕抽血的小朋友



Medical volunteers conducting eyesight exams for school children  
醫療志願者在為學童進行眼科檢查

Medical volunteers conducting ultrasound checking for school children  
醫療志願者在為學童進行超聲波檢查



Volunteers collecting and checking health examination forms  
志願者在收集及檢查體檢表



Children queuing up for health check  
孩子們在排隊等待檢查



Medical volunteers conducting orthopedic examinations for school children  
醫療志願者在為學童進行骨科檢查



### Activist League Charity Grand of ifeng.com

The Activist League (行動者聯盟) 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 multiple areas such as caring for autistic children, environmental protection and animal protection, etc. In the past 6 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 did not only win awards both at home and abroad, and facilitate 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.

On 1 December 2021, the 2021 Activist League Charity Grand Ceremony, comprising a summit and an award presentation ceremony, was hosted by ifeng.com in Guangzhou China. At the ceremony, a total of six prizes, including 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 Annual Award and the Three Celebrity Charity Awards, were announced at the ceremony. In addition, the Annual Charity Leadership Award, Flood Fighting Award and Charity Live Broadcasting Influence Award were also presented for the first time. Feng Live, a platform operated by ifeng.com, provided a live broadcast of the ceremony together with eight other live streaming platforms in Mainland China, attracting online audiences of 9 million people.

### 鳳凰網「行動者聯盟」公益盛典

「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6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。

2021年12月1日，由「鳳凰網」主辦的「行動者聯盟2021公益盛典」在中國廣州舉行，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、年度十大公益企業、年度最具人氣獎、三大明星公益獎六大獎項。此外，年度公益引領大獎、抗洪行動獎、公益直播影響力獎也首度頒出。「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。



## Environmental, Social and Governance Report

環境、社會及管治報告

### Strategic Cooperation with UNESCO on cultural heritage protection and human culture diversity

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, US\$0.25 million in 2020 and US\$0.25 million (approximately HK\$1.94 million) in 2021. 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.

與「聯合國教科文組織」就文化遺產保護和人類文化多樣性戰略合作

有關鳳凰衛視與「聯合國教科文組織」(UNESCO)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，2021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。



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 and discussion of public welfare policies in the form of salons, forums and charity self-media, as well as organisation and promotion of charity events.

本集團「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、公益自媒體等形式解讀與討論公益政策，並舉辦、推廣各種公益活動。

### 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 Listing Rules of the Stock Exchange. Any feedback regarding this report is welcome and could be sent to [esg@phoenixtv.com](mailto:esg@phoenixtv.com).

### 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，將繼續持之以恆貫徹企業社會責任的理念，充份發揮本集團的傳媒優勢和社會榜樣力量，更好地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 [esg@phoenixtv.com](mailto:esg@phoenixtv.com)。

Appendix: The Environmental, Social and Governance Reporting Guide Index of the Stock Exchange

附錄：聯交所《環境、社會及管治報告指引》索引

Index Content 索引內容		Relevant Chapters 相關章節
<b>Mandatory Disclosure Requirements 強制披露規定</b>		
Board Statement 董事會聲明	Mandatory Disclosure 強制披露	<ul style="list-style-type: none"> <li>- Disclosure of the Board's oversight on ESG issues; 披露董事會對 ESG 事宜的監管；</li> <li>- The Board's ESG management approach and strategy; and 董事會的 ESG 管理方針及策略；及</li> <li>- How the Board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the issuer's business 董事會如何按 ESG 相關目標檢討進度，並解釋它們如何與發行人業務有關連</li> </ul>
Reporting Principles 匯報原則	Mandatory Disclosure 強制披露	<ul style="list-style-type: none"> <li>• The Concept of Sustainable Development 可持續發展理念</li> <li>• ESG Risk Assessment ESG 風險評估</li> <li>• ESG Governance Structure ESG 管治架構                             <ul style="list-style-type: none"> <li>o Supervision of ESG Matters ESG 事宜監管</li> <li>o ESG Management Policies and Strategies ESG 管理方針及策略</li> <li>o ESG Targets, Progress Review and Business Relevance ESG 目標、進度檢視及業務關連性</li> </ul> </li> </ul>
Reporting Principles 匯報原則	Mandatory Disclosure 強制披露	<ul style="list-style-type: none"> <li>• Reporting Principles 匯報原則</li> <li>• Materiality Assessment 重要性評估</li> <li>• Environmental Category 環境範疇                             <ul style="list-style-type: none"> <li>o Application of Quantitative Reporting Principles 量化匯報原則應用</li> </ul> </li> </ul>
Reporting Scope 匯報範圍	Mandatory Disclosure 強制披露	<ul style="list-style-type: none"> <li>• Reporting Scope 匯報範圍</li> </ul>

# Environmental, Social and Governance Report

環境、社會及管治報告

Index Content 索引內容		Relevant Chapters 相關章節	
<b>Comply or Explain 不遵守便解釋</b>			
<b>A. Environmental Aspect 環境範疇</b>			
A1 Emissions 排放物	General Disclosure 一般披露	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to waste air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste 有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等：(a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及法規的資料	<ul style="list-style-type: none"> <li>Environmental Protection Policies 綠色環保政策</li> <li>Relevant Environmental Protection Laws and Regulations 相關環保法律法規</li> </ul>
	A.1.1	The types of emissions and respective emission data 排放物種類及相關排放數據	<ul style="list-style-type: none"> <li>Data Collection for Emissions and Resource Usage 排放及資源使用數據收集</li> <li>Air Pollutants: Emission Data of Nitrogen Oxides, Sulfur Oxides and Particulate Matters 空氣污染物：氮氧化物、硫氧化物及懸浮顆粒排放數據</li> </ul>
	A.1.2	Direct and indirect greenhouse gas emissions (in tons) and intensity 直接及間接溫室氣體排放量（以噸計算）及密度	<ul style="list-style-type: none"> <li>Carbon emissions: Direct and Energy Indirect Greenhouse Gas Emissions 碳排放：直接及能源間接溫室氣體排放</li> </ul>
	A.1.3	Total hazardous waste produced (in tonnes) and intensity (e.g. per unit of production volume, per facility) 所產生有害廢棄物總量（以噸計算）及密度（如以每產量單位、每項設施計算）	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>
	A.1.4	Total non-hazardous waste produced (in tonnes) and intensity (e.g. per unit of production volume, per facility) 所產生無害廢棄物總量（以噸計算）及密度（如以每產量單位、每項設施計算）	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>
	A.1.5	Description of emission target(s) set and steps taken to achieve them 描述所訂立的排放量目標及為達到這些目標所採取的步驟	<ul style="list-style-type: none"> <li>Emission Targets 排放量目標</li> <li>Beijing Phoenix Center possessed international LEED Platinum Certification as a green building 北京鳳凰中心作為綠色建築擁有國際LEED鉑金認證</li> </ul>
	A.1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them 描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>



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<b>Comply or Explain 不遵守便解釋</b>			
<b>A. Environmental Aspect 環境範疇</b>			
A2 Use of Resources 資源使用	General Disclosure 一般披露	<p>Policies on the efficient use of resources, including energy, water and other raw materials.</p> <p>Note: Resources may be used in production, storage, transportation, buildings, electronic equipments, etc</p> <p>有效使用資源（包括能源、水及其他原材料）的政策</p> <p>注：資源可用於生產、儲存、運輸、樓宇、電子設備等</p>	<ul style="list-style-type: none"> <li>Environmental Protection Policies 綠色環保政策</li> </ul>
	A.2.1	<p>Direct and 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)</p> <p>按類型劃分的直接及間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算）</p>	<ul style="list-style-type: none"> <li>Energy consumption 能源耗量</li> </ul>
	A.2.2	<p>Water consumption in total and intensity (e.g. per unit of production volume, per facility)</p> <p>總耗水量及密度（如以每產量單位、每項設施計算）</p>	<ul style="list-style-type: none"> <li>Water consumption 耗水量</li> </ul>
	A.2.3	<p>Description of energy use efficiency target(s) set and steps taken to achieve them</p> <p>描述所訂立的能源使用效益目標及為達到這些目標所採取的步驟</p>	<ul style="list-style-type: none"> <li>Energy consumption 能源耗量</li> <li>Beijing Phoenix Center possessed international LEED Platinum Certification as a green building 北京鳳凰中心作為綠色建築擁有國際 LEED 鉑金認證</li> </ul>
	A.2.4	<p>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</p> <p>描述求取適用水源上可有任何問題，以及所訂立的用水效益目標及為達到這些目標所採取的步驟</p>	<ul style="list-style-type: none"> <li>Water consumption 耗水量</li> <li>Beijing Phoenix Center possessed international LEED Platinum Certification as a green building 北京鳳凰中心作為綠色建築擁有國際 LEED 鉑金認證</li> </ul>
	A.2.5	<p>Total packaging materials used for finished products (in tonnes) and with reference to per unit produced</p> <p>製成品所用包裝材料的總量（以噸計算）及每生產單位佔量</p>	<ul style="list-style-type: none"> <li>Amount of packaging materials used in finished products 製成品所用包裝材料量</li> </ul>

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<b>A. Environmental Aspect 環境範疇</b>		
A3 The Environment and Natural Resources 環境及天然資源	General Disclosure 一般披露	Policies on minimizing the issuer's significant impacts on the environment and natural resources 減低發行人對環境及天然資源造成重大影響的政策
	A.3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them 描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動
A4 Climate Change 氣候變化	General Disclosure 一般披露	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact the issuer 識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策
	A.4.1	Description of the significant climate-related issues which have impacted, and those which may impact the issuer, and the actions taken to manage them 描述已經及可能會對發行人產生影響的重大氣候相關事宜及應對行動

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<b>B. Social Aspect 社會範疇</b>			
B1 Employment 僱傭	General Disclosure 一般披露	<p>Information on compensation and dismissal, recruitment and promotion, working hours, leave, equal opportunity, diversity, anti-discrimination and other benefits and welfare: 有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的：</p> <p>(a) the policies; and 政策；及</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer 遵守對發行人有重大影響的相關法律及規例的資料</p>	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Relevant regulations on employment, occupational safety and labour practices 僱傭、職業安全及勞工準則的相關法規</li> </ul>
	B.1.1	<p>Total workforce by gender, employment type (e.g. full-time or part-time), age group and geographical region 按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的僱員總數</p>	<ul style="list-style-type: none"> <li>Analysis on employment 僱傭情況分析</li> </ul>
	B.1.2	<p>Employee turnover rate by gender, age group and geographical region 按性別、年齡組別及地區劃分的僱員流失比率</p>	<ul style="list-style-type: none"> <li>Analysis on employment 僱傭情況分析</li> </ul>

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<b>B. Social Aspect 社會範疇</b>			
B2 Health and Safety 健康與安全	General Disclosure 一般披露	<p>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</p> <p>有關提供安全工作環境及保障僱員避免職業性危害的：(a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料</p>	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Relevant regulations on employment, occupational safety and labour practices 僱傭、職業安全及勞工準則的相關法規</li> </ul>
	B.2.1	<p>Number and rate of work-related fatalities occurred in each of the past three years including the reporting year</p> <p>過去三年（包括匯報年度）每年因工亡故的人數及比率</p>	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>
	B.2.2	<p>Lost days due to work injury</p> <p>因工傷損失工作日數</p>	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>
	B.2.3	<p>Description of occupational health and safety measures adopted, and how they are implemented and monitored</p> <p>描述所採納的職業健康與安全措施，以及相關執行及監察方法</p>	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>



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<b>Comply or Explain 不遵守便解釋</b>			
<b>B. Social Aspect 社會範疇</b>			
B3 Development and Training 發展及培訓	General Disclosure 一般披露	<p>Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. Training refers to vocational training. It may include internal and external courses paid by the employer 有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。培訓指職業培訓，可包括由僱主付費的內外部課程</p>	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Development and Training 發展及培訓</li> </ul>
	B.3.1	<p>The percentage of employees trained by gender and employee category (e.g. senior management, middle management) 按性別及僱員類別（如高級管理層、中級管理層）劃分的受訓僱員百分比</p>	<ul style="list-style-type: none"> <li>Development and Training 發展及培訓</li> </ul>
	B.3.2	<p>The average training hours completed per employee by gender and employee category 按性別及僱員類別劃分，每名僱員完成受訓的平均時數</p>	<ul style="list-style-type: none"> <li>Development and Training 發展及培訓</li> </ul>
B4 Labour Standards 勞工準則	General Disclosure 一般披露	<p>Information on preventing child and forced labour: 有關防止童工或強制勞工的：</p> <p>(a) the policies; and 政策；及</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer 遵守對發行人有重大影響的相關法律及規例的資料</p>	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Relevant regulations on employment, occupational safety and labour practices 僱傭、職業安全及勞工準則的相關法規</li> </ul>
	B.4.1	<p>Description of measures to review employment practices to avoid child and forced labour 描述檢討招聘慣例的措施以避免童工及強制勞工</p>	<ul style="list-style-type: none"> <li>Labour Practices 勞工準則</li> </ul>
	B.4.2	<p>Description of steps taken to eliminate such practices when discovered 描述在發現違規情況時消除有關情況所採取的步驟</p>	<ul style="list-style-type: none"> <li>Labour Practices 勞工準則</li> </ul>

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<b>B. 社會範疇</b>			
B5 Supply Chain Management 供應鏈管理	General Disclosure 一般披露	Policies on managing environmental and social risks of the supply chain 管理供應鏈的環境及社會風險政策	<ul style="list-style-type: none"> <li>Supply chain management and product responsibility 供應鏈管理、產品責任</li> </ul>
	B.5.1	Number of suppliers by geographical region 按地區劃分的供應商數目	
	B.5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored 描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目，以及相關執行及監察方法	
	B.5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored 描述有關識別供應鏈每個環節的環境及社會風險的慣例，以及相關執行及監察方法	
	B.5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored 描述在揀選供應商時促使多用環保產品及服務的慣例，以及相關執行及監察方法	

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<b>B. 社會範疇</b>		
B6 Product Responsibility 產品責任	General Disclosure 一般披露	Information on health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of remedies: 有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的： (a) the policies; and 政策；及 (b) compliance with relevant laws and regulations that have a significant impact on the issuer 遵守對發行人有重大影響的相關法律及法規
	B.6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons 已售或已運送產品總數中因安全與健康理由而須回收的百分比
	B.6.2	Number of complaints received which are products and service related and how they are dealt with 接獲關於產品及服務的投訴數目以及應對方法
	B.6.3	Description of practices relating to observing and protecting intellectual property rights 描述與維護及保障知識產權有關的慣例
	B.6.4	Description of quality assurance process and recall procedures 描述質量檢定過程及產品回收程序
	B.6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored 描述消費者資料保障及私隱政策，以及相關執行及監察方法
		<ul style="list-style-type: none"> <li>Supply chain management and product responsibility 供應鏈管理和產品責任</li> </ul>

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<b>B. 社會範疇</b>		
B7 Anti-corruption 反貪污	General Disclosure 一般披露	<p>Information on bribery, extortion, fraud and money laundering: 有關防止賄賂、勒索、欺詐及洗黑錢的：</p> <p>(a) the policies; and 政策；及</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer. 遵守對發行人有重大影響的相關法律及規例的資料</p>
	B.7.1	<p>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 於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果</p>
	B.7.2	<p>Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored 描述防範措施及舉報程序，以及相關執行及監察方法</p>
	B.7.3	<p>Description of anti-corruption training provided to directors and staffs 描述向董事及員工提供的反貪污培訓</p>
		<ul style="list-style-type: none"> <li>Internal control procedures for anti-corruption and training 反貪污內控程序及培訓</li> </ul>



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<b>B. 社會範疇</b>			
B8 Community Investment 社區投資	General Disclosure 一般披露	<p>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</p> <p>有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策</p>	<ul style="list-style-type: none"> <li>Policy guidelines for community involvement 社區參與的政策方針</li> </ul>
	B.8.1	<p>Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)</p> <p>專注貢獻範疇（如教育、環境事宜、勞工需求、健康、文化、體育）</p>	<ul style="list-style-type: none"> <li>Society and environment related programmes 社會與環保類節目</li> <li>Forever Happiness 「美麗童行」</li> </ul>
	B.8.2	<p>Resources contributed (e.g. money or time) to the focus area</p> <p>在專注範疇所動用資源（如金錢或時間）</p>	<ul style="list-style-type: none"> <li>Benefiting the Children Project 「益童計畫」                             <ul style="list-style-type: none"> <li>Jiangxi Public Welfare Event 江西公益行</li> <li>Fujian Public Welfare Event 福建公益行</li> <li>Qinghai Public Welfare Event 青海公益行</li> <li>Hebei Public Welfare Event 河北公益行</li> </ul> </li> <li>Activist League Charity Grand 「行動者聯盟」公益盛典</li> <li>Internet Charity Channel 互聯網公益頻道</li> <li>Strategic Cooperation on cultural heritage protection and human culture diversity with UNESCO 與「聯合國教科文組織」就文化遺產保護和人類文化多樣性戰略合作</li> </ul>
	Others 其他		<ul style="list-style-type: none"> <li>Looking Ahead 展望未來</li> </ul>