

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

This report is the twelfth Environmental, Social and Governance Report (referred to as “Corporate Social Responsibility Report” in 2015 and before) published by the Company since 2012. The report documents the performance of the Group in the areas of corporate social responsibility and environmental protection in 2023, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on environmental, social and governance (ESG).

本報告為本公司自2012年起發布的第十二份《環境、社會及管治報告》(2015年及以前稱為《企業社會責任報告》)。報告記錄了本集團在2023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梁。

THE MISSION OF SUSTAINABLE DEVELOPMENT 可持續發展使命

The Board and the management of the Company firmly believe that, as an enterprise develops, in addition to its economic value, it must also give even more consideration to its value to the society. The enterprise must fully understand the ESG aspects about which its stakeholders and the society are concerned, and fulfil 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.

Mr. Xu Wei, the Chairman and Chief Executive Officer, said at the Zero Carbon Mission International Climate Summit 2023, organised by PSTV, World Wide Fund for Nature and the Rocky Mountain Institute, “As the largest omni-media Chinese language culture media group overseas, Phoenix TV is also the only Chinese language media among the initial partners of “the United Nations SDG Media Compact”. In recent years, Phoenix has been striving to convey to the global audience how to scientifically address the climate crisis by various means, like global information broadcasting and organising international events, and actively promote biodiversity protection as well as the harmonious coexistence between humans and nature.”

董事會及本公司管理層堅信，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。企業必須充份瞭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，維護道德與良心標準方能立於不敗之地，這是本集團在企業可持續發展方面的使命及目標。

主席兼行政總裁徐威先生，在鳳凰衛視公司、世界自然基金會及洛基山研究所主辦的「2023零碳使命國際氣候峰會」上表示：「作為海外最大的全媒體華語文化傳媒集團，鳳凰衛視也是聯合國「可持續發展目標媒體契約」首批合作夥伴中唯一的華語媒體。近年來，鳳凰一直努力通過全球資訊傳播、舉辦國際活動等多種形式，向全球觀眾闡述如何科學應對氣候危機，積極宣導保護生物多樣性，宣導人與自然和諧相處。」



Mr. Xu Wei, the Chairman and Chief Executive Officer, “With an open and inclusive mindset, Phoenix TV would actively encourage more international cooperation and endeavour to spread the concept of green development, so as to address global climate change together.”

主席兼行政總裁徐威先生表示：「鳳凰衛視願以開放包容的胸懷，積極推動更多國際合作，努力傳播綠色發展理念，共同應對全球氣候變化。」

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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.

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 supervision 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 pages 82 to 83 of this report.

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傳播，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範疇更聚焦於與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、策略與披露匯報同時肩負最終責任。

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系統。監管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年報第82至83頁的「董事委員會：風險管理委員會」一節中。

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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 to incorporate the risks into Group Risk Register and submit it to the Risk Management Committee for review; promote the ESG information exchange and communication within the Group, and the compilation of the annual Environmental, Social and Governance Report for the Company.

For policy and supervision at corporate level, the Group has fully implemented a system of Board-approved Corporate Social and Environmental Responsibilities Policy. Such policy sets out the tone, stipulates the direction of ESG management, 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 of ESG under the Listing Rules.

Besides, to identify and manage the material environmental and social risks arising during our business operations in a more systematic and efficient way, the management has incorporated material environmental and social welfare matters into material non-business reporting matters in a regular monthly business reporting mechanism for the Group's subordinate business units, and it has been proven effective.

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 and other media content that promote positive energy to the society, provides public-welfare-related and green 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 green concepts and environmental protection projects as well as making contributions to the society's sustainable development. The Board will continuously review the Group's ESG goals and progress in the Board meetings, so as to ensure these ESG goals are materially relevant to the Group's core businesses.

ESG 管理方針及策略

在人事編製上，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、優次排序以及管理，並納入《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本公司年度《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審批通過的《企業社會與環境責任政策》制度。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ESG管理導向並提供指引，旨在協助本集團更好地履行社會與環境保護義務，並符合上市規則在ESG披露方面的合規要求。

此外，為更有系統和效率地識別及管理在業務運營期間所產生的重大環境與社會風險，管理層已將重大環境及社會公益事宜納入為「集團下屬經營單位月度經營匯報機制」中重大非經營性事項匯報範疇，並一直行之有效。

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及其他媒體內容，並透過其全媒體平台，提供公益與綠色資訊，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、推動公益與綠色理念和環保項目，以及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本集團的ESG目標及進度，以確保該等ESG目標與本集團核心業務具有實質關連性。

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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 in 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 and the Risk Management Committee continue 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 supervisors of the relevant departments at the headquarters to identify the ESG issues of the Group through focus groups or 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 work 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.

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

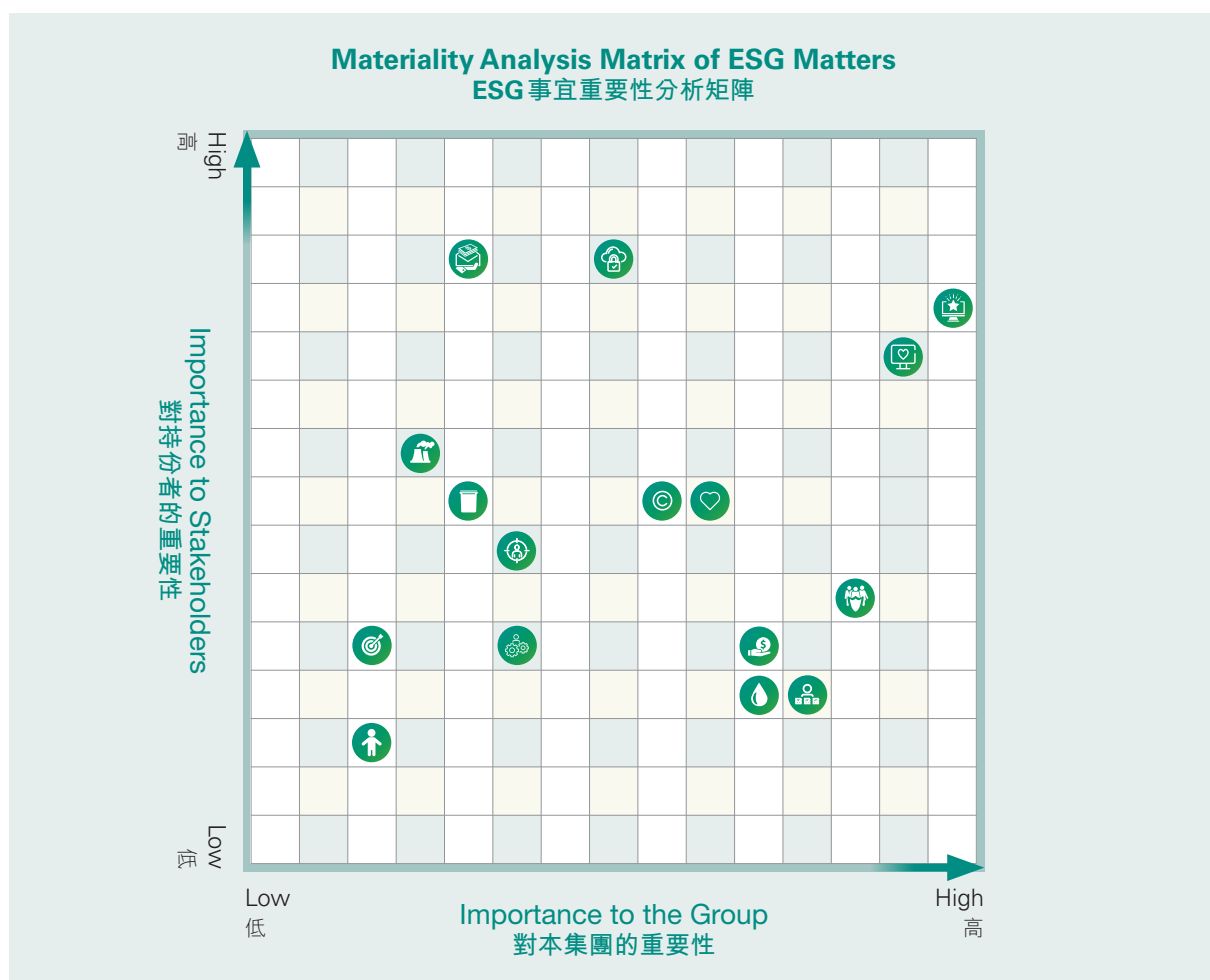
有關重要性原則，董事會已釐定凡對本集團投資者及其他持份者產生重要影響的ESG事宜皆為「重要」的ESG事宜，並需要作出披露匯報，這是重大ESG事宜的選擇準則。

董事會及風險管理委員會透過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相關部門主管，透過焦點小組或個別約談的形式以識別本集團的ESG事宜，除收集他們就鳳凰業務策略及實際運營情況對相關ESG事宜的意見，亦收集受訪者在其日常工作期間與股東、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 analysis matrix of ESG issues of the Group in 2023 is as follows:

本集團2023年ESG事宜重要性分析矩陣圖如下：



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

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REPORTING SCOPE

This report covers the Group's core businesses in 2023, including business segments such as television broadcasting, internet media, outdoor media (large outdoor LED panel advertising business) and real estate (mainly for leasing). The main operating locations include the Group's HK headquarters office cum production and broadcasting building in Tai Po INNOPARK (the "HK headquarters"), Beijing Phoenix Centre, ifeng.com office floors in Wangjing Area, Beijing, and Shenzhen Management Centre. 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 and air pollutant emissions, etc. Therefore, the Group persistently promotes environmental protection policies. The HK 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 including the 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 PRC, The Pollution Prevention and Control Law of the PRC, and The Solid Waste Pollution Prevention and Control Law of the PRC and other laws and regulations related to environmental protection in the country/region where the companies under the Group are located. 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2023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創新園的總部辦公兼製播大樓（「香港總部」）、北京鳳凰中心、北京望京的鳳凰網辦公樓層以及深圳管理中心。本報告記錄了本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，香港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、節約用水及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，目標是減少運營過程中對環境造成的負面影響。

相關環保法律法規

本集團向來重視環境保護，嚴格遵守包含香港法例《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《中國環境保護法》、《中國污染防治法》及《中國固體廢物污染環境防治法》等與本集團旗下公司所在國家／地區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 Hongkong Electric Company (for the Group's meeting and broadcasting centre 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 HKSAR Government. For operations in the regions outside Hong Kong, the consumption of water, electricity and gas is calculated based on the bills issued by the companies which supply water, electricity and gas in the country/region where located. For operations in the Mainland, the electricity consumption in Beijing region is calculated according to the electricity notices issued by the State Grid Beijing Electric Power Company. The hot water consumption for 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. For Shenzhen Management Centre, the electricity consumption is calculated based on the electricity notices issued by Shenzhen Power Supply Co., Ltd, and the natural gas consumption is calculated based on the bills issued by Futian Branch of Shenzhen Gas Corporation 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 Guidance on 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 (NO_x), sulfur oxides (SO_x) 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 Market MTR station), a total of 396,568 grams of NO_x, 725.17 grams of SO_x, and 18,391 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 3,622 grams of NO_x. The emission factors used to calculate the emissions of the above pollutants are in accordance with Appendix II: Reporting Guidance on 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，水用量是根據香港特區政府水務署發出的帳單計算。香港以外地區運營方面，水用量、電力及煤氣消耗量是根據所在國家/地區供應水、電力、煤氣的公司發出的賬單計算。在內地運營方面，北京地區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。至於深圳管理中心，電力消耗量是根據深圳供電局有限公司發出的用電通知單計算，天然氣是根據深圳市燃氣集團股份有限公司福田分公司的帳單計算。

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乃按照聯交所發行的《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(NO_x)、硫氧化物(SO_x)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墟港鐵站)消耗柴油燃料所產生，於年內共排放了氮氧化物396,568克、硫氧化物725.17克、懸浮顆粒18,391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)亦產生氮氧化物3,622克。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

The media industry to which the Group belongs does not highly use energy and involve industrial processes. The Group also does not own or control businesses that consume non-renewable fuels resulting in directly generating 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 2023, the Group's greenhouse gas emissions was 12,956 tons of CO₂ equivalent. The analysis and disclosure are as follows:

碳排放：直接及能源間接溫室氣體排放

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）。2023年度，本集團溫室氣體排放為12,956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	CO ₂ emission factor [#] 二氧化碳排放系數 [#] unit單位	Consumption volume of purchased electricity/gas 外購的電/煤氣用量	CO ₂ equivalent emissions 二氧化碳當量排放量
Hong Kong 香港	Electricity provided by CLP Power Hong Kong (Television broadcasting & HK headquarters) 中華電力提供的電力（電視廣播及香港總部）	0.39 kg/kWh 0.39 千克/千瓦時	9,904,649 kWh 9,904,649 千瓦時	3,862,813 kg 3,862,813 千克
	Electricity provided by the Hongkong Electric (Television broadcasting & meeting and broadcasting centre in Wan Chai, Hong Kong) 香港電燈提供的電力（電視廣播及香港灣仔會客演播中心）	0.68 kg/kWh 0.68 千克/千瓦時	27,090 kWh 27,090 千瓦時	18,421 kg 18,421 千克
	Gas provided by Hong Kong and China Gas (Television broadcasting & HK headquarters) 香港中華煤氣提供的煤氣（電視廣播及香港總部）	0.065 kg/MJ 0.065 千克/兆焦耳	905,520 MJ 905,520 兆焦耳	58,859 kg 58,859 千克
Mainland 內地	Electricity provided by the State Grid Beijing Electric Power Company (Beijing Phoenix Centre) 國網北京市電力公司提供的電力（北京鳳凰中心）	0.5703 kg/kWh 0.5703 千克/千瓦時	1,971,280 kWh 1,971,280 千瓦時	1,124,221 kg 1,124,221 千克
	Natural gas provided by Beijing Gas Group Co., Ltd. (Beijing Phoenix Centre) 北京市燃氣集團提供的天然氣（北京鳳凰中心）	0.056 kg/MJ 0.056 千克/兆焦耳	662,036 MJ 662,036 兆焦耳	37,074 kg 37,074 千克

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Operation locations 運營地區	Electricity/gas category 電力/煤氣類別	CO2 emission factor [#] 二氧化碳排放係數 [#] unit單位	Consumption volume of purchased electricity/gas 外購的電/煤氣用量	CO2 equivalent emissions 二氧化碳當量排放量
Mainland 內地	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)	0.5703 kg/kWh 0.5703 千克/千瓦時	760,735 kWh 760,735 千瓦時	433,847 kg 433,847 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)	0.5703 kg/kWh 0.5703 千克/千瓦時	12,385,000 kWh 12,385,000 千瓦時	7,063,166 kg 7,063,166 千克
	Electricity provided by Shenzhen Power Supply Co., Ltd. (Shenzhen Management Center) 深圳供電局有限公司提供的電力(深圳管理中心)	0.5703 kg/kWh 0.5703 千克/千瓦時	312,503 kWh 312,503 千瓦時	178,220 kg 178,220 千克
	Natural gas provided by Futian Branch of Shenzhen Gas Corporation Ltd. (Shenzhen Management Centre) 深圳市燃氣集團股份有限公司福田分公司提供的天然氣(深圳管理中心)	0.056 kg/MJ 0.056 千克/兆焦耳 (formula: 0.015 kgC/MJ × 99% × 3.6645CO ₂ /C) (公式: 0.015 千克碳/兆焦耳 × 99% × 3.6645 二氧化碳/碳)	227,101 MJ 227,101 兆焦耳	12,718 kg 12,718 千克
	Electricity provided by Southern California Edison 南加州愛迪生提供的電力	0.241 kg/kWh 0.241 千克/千瓦時	561,180 kWh 561,180 千瓦時	135,244 kg 135,244 千克
America 美洲	Gas provided by the Southern California Gas Company 南加州瓦斯公司提供的煤氣	0.050 kg/MJ 0.050 千克/兆焦耳	239,880 MJ 239,880 兆焦耳	11,994 kg 11,994 千克
Europe 歐洲	Electricity provided by the EDF Energy EDF Energy 提供的電力	0.05 kg/kWh 0.05 千克/千瓦時	385,322 kWh 385,322 千瓦時	19,266 kg 19,266 千克
				12,955,843 kg in total, i.e. 12,956 tons 共計12,955,843 千克 即12,956 噸

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 emission factors in the latest Sustainability Report of CLP Power Hong Kong Limited and The Hongkong Electric Company, Limited, and in the latest 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 PRC.

有關本集團計算二氧化碳當量排放過程中所採用的排放係數，香港地區運營部分已參考中華電力有限公司、香港電燈有限公司最近期的可持續發展報告中的排放係數，以及香港中華煤氣有限公司最近期的環境、社會及管治報告中的排放係數；香港以外地區運營部分則參考所在國家/地區的相關排放係數；中國國家排放係數則根據中國生態環境部的相關資料。

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Emission Targets

The Group has set a directional and forward-looking mid-term emission reduction target in which total annual air pollutant emissions and greenhouse gas emissions must fall year-on-year for five years (2021-2025). The steps taken to achieve this target include optimising 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 as and when appropriate). And all the employee shuttle buses have been replaced with 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 of HK headquarters, and sets up electric vehicle charging areas in the parking lots to promote low carbon emissions.



HK headquarters office cum production and broadcasting building with the outer perimeter green fence

香港總部辦公兼製播大樓及外圍綠化圍欄



Large green areas outside HK headquarters office cum production and broadcasting building

香港總部辦公兼製播大樓戶外大面積綠化地帶



Euro V shuttle bus for employees

歐盟五期僱員穿梭巴士



Electric vehicle charging areas

電動車充電專區

排放量目標

本集團訂立了五年(2021年-2025年)每年總體空氣污染物排放及溫室氣體排放必須同比下跌的方向性、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適時關掉空調、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，本集團亦在香港總部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。

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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 or 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 administration department implements it and reports to the management. The Group's HK 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 annual waste volume must fall year-on-year for five years (2021-2025). 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、殺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包括一般辦公室廢物、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或拆卸廢棄物。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。

本集團時刻鼓勵源頭減廢、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、總部行政部具體執行並向管理層匯報。本集團香港總部目前聘用了專業清潔承辦商負責處理廢棄物。本集團訂立五年（2021年-2025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 of double sided printing, 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、使用循環再用紙及廢紙記事

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

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Recycling paper
廢紙回收



Indoor waste classification
室內廢棄物分類



Outdoor waste classification
室外廢棄物分類



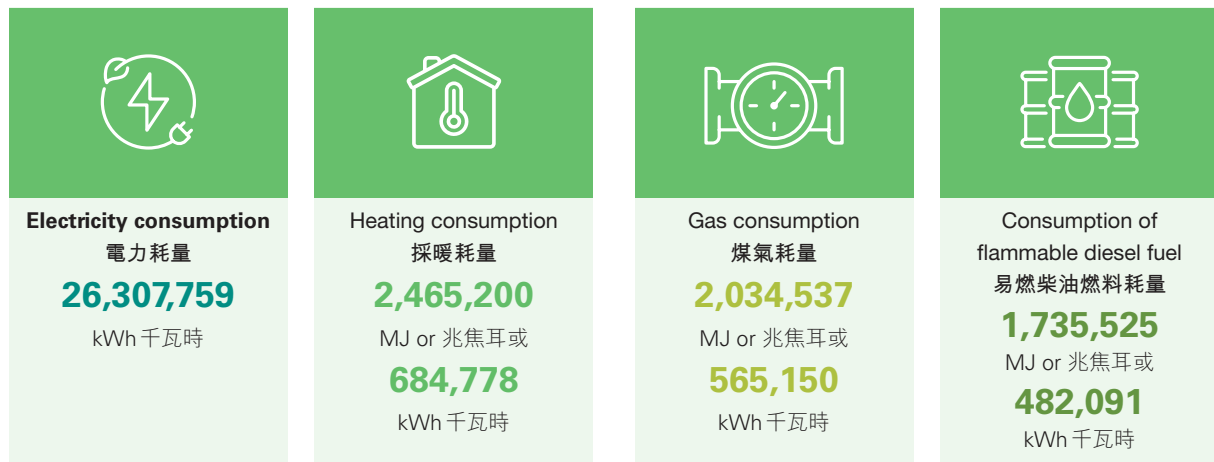
Notice to remind employees of double-sided printing
標示提醒員工使用雙面打印

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: 28,039,778 kWh

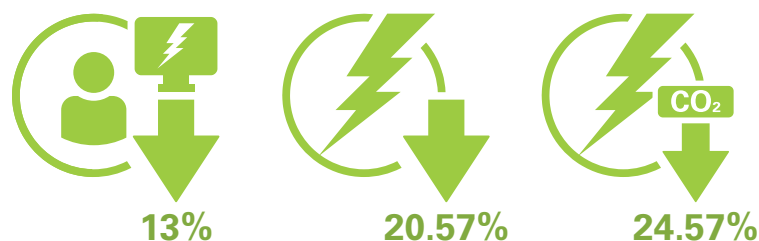
能源總耗量：28,039,778 千瓦時

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If the number of the Group's employees (2,704 people) is used as the unit for calculating energy consumption intensity, the energy consumption of each employee of the Group during the year is 10,370 kWh, representing a year-on-year decrease of 13%. The Group has set a directional and forward-looking mid-term energy reduction target that the total annual energy consumption must fall year-on-year for five years (2021-2025). 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.

如果以本集團僱員人數(2,704)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10,370千瓦時，同比下降13%。本集團訂立五年(2021年-2025年)每年能源總耗量必須同比下降的方向性、前瞻性中期減能目標。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。

ESG Achievement | ESG 成果



Phoenix TV has decreased energy consumption per employee by 13% and reduced electricity consumption and carbon dioxide emissions from generating electricity by 20.57% and 24.57% year-on-year respectively in 2023.

鳳凰衛視2023年每名僱員之能量耗量同比下降13%，集團耗電及電能產生二氧化碳排放量同比分別下降20.57%及24.57%。

Moreover, the related operating units of the Group's outdoor media business (large outdoor LED 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, which reduces power consumption. It uses axial fans instead of air conditioning for ventilation and cooling, 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.

另外，本集團旗下的戶外媒體業務(大型戶外LED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。

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Water Consumption

Regarding water consumption, the Group does not involve industrial operations that require the use of 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, Phoenix North America Chinese Channel, Phoenix Chinese News and Entertainment Channel, Shenzhen Management Centre and Beijing Phoenix Centre in Chaoyang District, Beijing during the operation is 44,380 m³, and the water consumption intensity per employee is about 23.46 m³. 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 total annual water consumption must fall year-on-year for five years (2021-2025). The steps taken to achieve this target include regular inspection of water meter readings within the HK 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 Centre possessed International LEED Platinum Certification as a Green Building

The Group's Beijing Phoenix Centre has the LEED Platinum Certification (LEED O+M: Existing Buildings • v4.1) (2020-2022) 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 Centre. Beijing Phoenix Centre 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 Centre's environmental protection design.

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。於本年度，由本集團的香港總部辦公兼製播大樓、鳳凰衛視美洲台、鳳凰衛視歐洲台、深圳管理中心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44,380立方米，密度約每名僱員耗水23.46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管理，不設個別租戶分錶，水費亦已計算在物業費裏，因此沒有水耗量相關的關鍵績效指標的數據。本集團訂立五年（2021年-2025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香港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、於所有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。

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The external rainwater collection system: On the outer layer of the curved glass curtain wall exterior shell of the Beijing Phoenix Centre, 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 Centre, garden irrigation, etc. The LEED certification requires the building to collect and process at least 25% of the rainwater from the rainfall, but the Beijing Phoenix Centre 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 curved glass curtain wall exterior shell of the Beijing Phoenix Centre. During the transition season, all the sunroofs are opened, and the air replacement inside the Beijing Phoenix Centre can be completed in 30 minutes. The design relies entirely on the building's construction without any energy consumption. It is significant to the reduction of carbon emissions and enhancement of ventilation, thereby ensuring the comfort of the people in the building.

As a green building, the operation of the Beijing Phoenix Centre 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 Centre 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 Centre 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 Centre is reduced year by year. Accordingly, the energy cost is lowered and the carbon emission is reduced.

Furthermore, Beijing Phoenix Centre often holds various exhibitions and activities, allowing more and more people to visit this building that combines architectural beauty and green qualities, and also at the same time bringing educational value to the society on sustainability.

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.

建築外部雨水收集系統：在北京鳳凰中心拱形玻璃幕牆外罩的外層，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：在北京鳳凰中心拱形玻璃幕牆外罩的上方設有61個電動天窗，在過渡季的時候，將天窗全部開啟，30分鐘就可完成北京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。

作為綠色建築物，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，同時減少能源成本，降低碳排放量。

此外，北京鳳凰中心經常舉辦多樣展覽及活動，讓越來越多市民得以參觀這棟兼具設計美感與綠色實力的建築，同時也給社會帶來可持續理念的教化作用。

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傳播，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。

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Green design building: Beijing Phoenix Centre
綠色設計建築物：北京鳳凰中心

LEED Platinum Certification on Energy and Environmental Design held by Beijing Phoenix Centre
北京鳳凰中心持有 LEED 鉑金級能源與環境設計認證

Impacts on the Environment and Natural Resources

As mentioned above, the Board assessed that there are no significant environmental risks in the media industry in which the Group operates. 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 means to fulfill the Group's environmental responsibilities.

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傳播，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"> 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 	<ul style="list-style-type: none"> Environmental Category: 環境範疇： <ul style="list-style-type: none"> Environmental Protection Policies; 綠色環保政策； Emission Targets (including a series of emission reduction measures); 排放量目標（含減排系列措施）； Waste Management (including a series of waste reduction measures); 廢棄物管理（含減廢系列措施）； Energy Consumption (including a series of energy-saving measures); 能源耗量（含節能系列措施）； Water Consumption (including a series of water reduction measures) 耗水量（含節水系列措施）
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Reporting Scope 匯報範圍
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> ESG Governance Structure: ESG 管治架構： <ul style="list-style-type: none"> ESG Management Policies and Strategies ESG 管理方針及策略
<ul style="list-style-type: none"> Indicators with significant impacts 有重大影響的指標 	<ul style="list-style-type: none"> Environmental category: 環境範疇： <ul style="list-style-type: none"> 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； Energy Consumption 能源耗量
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> ESG Governance Structure (Board Statement) ESG 管治架構（董事會聲明）
<ul style="list-style-type: none"> Application of reporting principles, especially the materiality principle 匯報原則的應用，尤其是「重要性」原則 	<ul style="list-style-type: none"> Reporting Principles 匯報原則 Materiality Assessment 重要性評估 Environmental Category: 環境範疇： <ul style="list-style-type: none"> Application of Quantitative Reporting Principles 量化匯報原則的應用

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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 change risks are at a low level. The Risk Management Committee continuously monitors and evaluates changes in related climate change risks. As a media company, the Group pays great attention to climate change and uses its media influence to organise large-scale climate change summits.

Phoenix TV, leveraging its international influence, is dedicated to advancing global dialogues on topics including climate change and facilitating the implementation of the United Nations Sustainable Development Goals (SDG). Adhering to global media ethics, Phoenix TV disseminates fact-based and scientific information, dispels rumours and other misinformation in a prompt manner, and continues to report and carry out various activities on the Sustainable Development Goals.

Phoenix TV with World Wide Fund For Nature (WWF) and Rocky Mountain Institute (RMI) cohosted Zero Carbon Mission International Climate Summit 2023

In response to the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change (UNFCCC) held in Dubai, Phoenix TV, together with WWF and RMI cohosted the 3rd Zero-Carbon Mission International Climate Summit 2023 at the Beijing Phoenix Centre from 1 to 2 November 2023, with the theme of “fostering global collaboration for a sustainable future”. Representatives from various fields including Chinese government agencies, embassies of China, agencies of United Nations in China, environmental protection organisations, as well as Chinese and international enterprises were invited to the summit for a joint discussion on strategies and actions to address climate change, so as to give a helping hand in achieving China’s carbon neutrality vision and the global emission reduction targets. In-depth discussions on topics such as climate investment and financing, technological innovation, industrial transformation and development, zero-carbon lifestyle, corporate responsibility in climate-friendly industries and ESG were conducted at the summit, aiming to gather resources from all parties and fully arouse the dedication of all parties to participate in addressing climate change, while contributing wisdom and strength to building a global sustainable future.

For details of Zero Carbon Mission International Climate Summit 2023, please visit:
<https://i.ifeng.com/c/8UUI56M0VwP>

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，相關氣候變化風險在低水平。風險管理委員會持續監督及評估相關氣候變化風險的變化。然作為媒體企業，本集團十分關注氣候變化，並透過自身傳媒影響力舉辦氣候變化相關的大型峰會活動。

鳳凰衛視致力於運用自身的國際影響力，推進包括氣候變化在內主題探討的全球對話，積極促進聯合國可持續發展目標的實現。堅持國際媒體操守，傳播基於事實的、科學的信息，並及時澄清謠言等錯誤信息，在可持續發展目標上持續積極報道並開展各項活動。

鳳凰衛視與世界自然基金會(WWF)、洛基山研究所(RMI)合辦「2023 零碳使命國際氣候峰會」

為響應在迪拜召開的第28屆聯合國氣候變化框架公約(UNFCCC)締約方大會(COP28)，鳳凰衛視與世界自然基金會以及洛基山研究所於2023年11月1日至2日在北京鳳凰中心主辦第三屆「2023 零碳使命國際氣候峰會」，主題為「共繪共築共贏可持續未來」。本次峰會邀請到包括中國政府機構、駐華使館、聯合國駐華機構、環保機構以及中外企業等多個領域的代表，共同探討應對氣候變化的戰略與行動，積極助力中國碳中和願景及全球減排目標的實現。峰會圍繞氣候投融資、科技創新、產業轉型與發展、零碳生活、氣候友好行業企業責任、ESG等多個話題展開深入研討，旨在集聚各方資源，充分調動各方參與應對氣候變化的積極性，為構建全球可持續未來貢獻智慧和力量。

有關「2023 零碳使命國際氣候峰會」詳情，請瀏覽連結：
<https://i.ifeng.com/c/8UUI56M0VwP>

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Xie Zhenhua, China's Special Envoy for Climate Change: Developing countries are in urgent need of financial, technological and capacity building support
中國氣候變化事務特使解振華：發展中國家亟須資金、技術和能力建設支持

Mr. Xu Wei, the Chairman and Chief Executive Officer, delivered a speech: Extreme climate events occur frequently in many parts of the world. Climate change is imminent, and we must face it together

主席兼行政總裁徐威先生致辭：全球多地極端氣候事件頻發，氣候問題已經迫在眉睫，我們必須共同面對



Lu Lunyan, Chief Representative of WWF Beijing Representative Office: Incorporating climate change and energy transition into the essential part of the multilateralism

世界自然基金會北京代表處首席代表盧倫燕：將氣候變化和能源轉型納入多邊體系的中心位置



Li Ting, Managing Director of RMI and Chief Representative of the Beijing Representative Office: The global trend towards carbon neutrality and net zero carbon has become increasingly significant

洛基山研究所常務董事兼北京代表處首席代表李婷：全球邁向碳中和、邁向淨零碳的趨勢已經日益顯著



R. Nicholas Burns, Ambassador of the United States to China: Reduce dependence on fossil fuels and shift to clean energy and low-carbon development

美國駐華大使尼古拉斯·伯恩：減少對化石燃料的依賴，轉向清潔能源和低碳發展



Al Hammadi, Ambassador of the United Arab Emirates (Presidency of COP28) to China: The voices of developing countries must be heard

第28屆聯合國氣候變化大會主席國－阿聯酋駐華大使哈馬迪：發展中國家的聲音必須要被聽到

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Tu Ruihe, Representative of the United Nations Environment Programme in China: The sustainable development process of mankind faces three major global environmental crises

聯合國環境規劃署駐華代表塗瑞和：人類可持續發展進程面臨三大全球性的環境危機



Jorge Toledo, Ambassador of the European Union to China: Solve energy poverty and promote a just transformation of the energy industry

歐盟駐華大使度堯誨：解決能源貧窮，並推動能源產業公正轉型



First Day Guests
首日參會嘉賓



Second Day Guests
次日參會嘉賓



Phoenix TV was invited to host the SDG Media Exclusive Panel Discussion at the United Nations Headquarters in New York

Relying on its leading international advantages and omni-media resources, Phoenix TV has strategic partnerships with United Nations organisation such as the Office of the United Nations Secretary-General, the Office of the United Nations Resident Coordinator in China, the United Nations Department of Global Communications, and the UNESCO Headquarters. In 2019, it became the only Chinese-language media group among the first 20 global partners of the United Nations SDG Media Compact initiated by the United Nations Department of Global Communications.

On 21 September 2023, during the 78th Session of the United Nations General Assembly, Phoenix TV, as a member of the United Nations SDG Media Compact, was once again invited to host the SDG Media Exclusive Panel Discussion at the United Nations Headquarters in New York. This was also Phoenix TV's third time participating in the United Nations SDG Media Exclusive Panel Discussion. The SDG Media Zone brought together world leaders, influencers, activists, experts, content creators and media partners to highlight actions and solutions in support of the SDGs.

鳳凰衛視受邀於紐約聯合國總部舉辦可持續發展目標媒體專場對話會

鳳凰衛視憑藉領先的國際化優勢和全媒體資源，與聯合國秘書長辦公廳、聯合國協調員駐華辦公室、聯合國全球傳播部、聯合國教科文組織總部等聯合國系統機構均有戰略合作夥伴關係，2019年成為聯合國全球傳播部發起的「可持續發展目標媒體契約」(the United Nations SDG Media Compact) 全球首批20家合作夥伴中唯一的華語媒體集團。

於2023年9月21日在第78屆聯合國大會召開期間，鳳凰衛視作為聯合國可持續發展目標媒體契約成員，再度受邀於紐約聯合國總部舉辦可持續發展目標媒體專場對話會，這也是鳳凰衛視第三次參加聯合國可持續發展目標媒體區 (SDG Media Exclusive Panel Discussion) 活動。可持續發展目標媒體區彙集世界領袖、有影響力的人、活動家、專家、內容創作者和媒體合作夥伴，強調支持可持續發展目標的行動和解決方案。

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Earth Hour 2023: Lights-Out event was held at the Beijing Phoenix Centre

Phoenix TV was fully engaged in Earth Hour, a charitable and environmental event influencing the globe. On 25 March 2023, a multi-dimensional themed forum was co-hosted by the Beijing Representative Office of WWF (Switzerland), Beijing NGO Network for International Exchanges and Beijing Minhe Foundation for International Exchanges at the Beijing Phoenix Centre. Close connection between reducing food loss and waste, and protecting the ecological environment was also explored at such event where Phoenix TV participated as a media strategic partner. As one of the landmark buildings in Beijing, the Beijing Phoenix Centre held a lights-out ceremony on such date. Such event aims to raise more people's environmental awareness and call on more people to join green actions so as to create a fair and carbon-neutral future.



地球一小時 2023 熄燈活動於北京鳳凰中心舉行

鳳凰衛視積極參加「地球一小時」這一具有全球影響力的公益環保活動。2023年3月25日，在北京鳳凰中心舉辦了多維度的主題論壇，本次活動由世界自然基金會（瑞士）北京代表處、北京市民間組織國際交流促進會、北京民合國際交流基金會共同主辦，也探討了減少食物損失與浪費和保護生態環境間的緊密聯繫。鳳凰衛視以媒體戰略合作夥伴的身份參與其中。北京鳳凰中心作為北京的地標性建築之一，當日進行了熄燈儀式。本次活動旨在喚醒更多人的環保意識，號召更多人加入綠色行動，共創一個公平的、碳中和的未來。

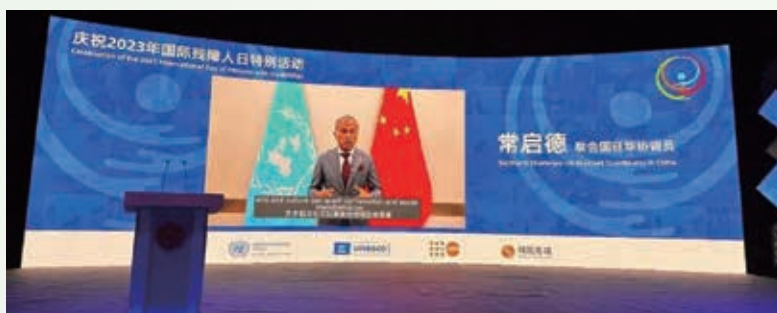
Promoting inclusion of persons with disabilities: Phoenix TV and affiliated organisations under United Nations co-hosted Celebration of the 2023 International Day of Persons with Disabilities

On 3 December 2023, Phoenix TV, the United Nations Theme Group on Disability in China and UNESCO hosted a special event at the Beijing Phoenix Centre to celebrate the 2023 International Day of Persons with Disabilities, where more than 100 representatives from government agencies, disability organisations, United Nations agencies, civil society and the private sector attended. Such event featured the ground-breaking performance of "Reversing the Future," China's first inclusive play. Following the performance, a high-level panel discussion took place, exploring the creative concepts behind the play and inclusion of the persons with disabilities, while discussing the issues of accessibility, inclusion, equal participation, law enforcement and the role of technology. Simultaneously, the photo exhibition "Beyond the 'disability' label, we are all wonderfully ordinary!" curated by UNESCO and UNFPA was held at the Beijing Phoenix Centre. This exhibition displays a series of photos that challenge stereotypes and concepts about disabilities. By showcasing individuals with disabilities in different life scenarios, it is able to present their diverse abilities across various professions and industries.

促進傷健共融：鳳凰衛視與聯合國下屬組織共同舉辦「2023年國際殘障人日特別活動」

2023年12月3日，鳳凰衛視與聯合國中國殘障主題組、聯合國教科文組織等在北京鳳凰中心舉辦了慶祝2023年國際殘障人日特別活動。超過100名來自政府機構、殘障組織、聯合國機構、民間社會和私營部門的代表參加了此次活動。此次活動以國內首部融合話劇《逆轉未來》的戲劇演出為亮點，並在演出結束後舉行了一場高級別主題對談，就該劇的創作理念和殘健融合等概念進行深入探討，並討論了無障礙、包容性、平等參與、法律實施和技術的作用等問題。同時，由聯合國教科文組織和聯合國人口基金共同籌畫的《殘障「標籤」之外，我們一樣平凡而美麗！》攝影展在北京鳳凰中心同期舉行。該攝影展展出一系列挑戰有關殘障的常見刻板印象和觀念的照片，通過在各種生活場景中突出殘障人的「其他」標籤，全面呈現殘障人群體跨越各行各業的多樣性。

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Mr. Siddharth Chatterjee, the United Nations Resident Coordinator in China, "Tonight's theatrical performance and photo exhibition showcase the capabilities and creativities of persons with disabilities. By giving voice to the disability community, arts and culture can spark conversation and social transformation."

聯合國駐華協調員常啟德先生：「今晚的戲劇表演和攝影展展示了殘障人的能力和創造力，通過讓殘障社群發聲，藝術和文化可以激發對話和社會變革。」



Photo exhibition: Beyond the "disability" label, we are all wonderfully ordinary!

《殘障「標籤」之外，我們一樣平凡而美麗！》照片展



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) or 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 concession plan for staff, employee stock option plan to attract and retain talents.

社會範疇

僱傭、職業安全、培訓及勞工準則的公司政策

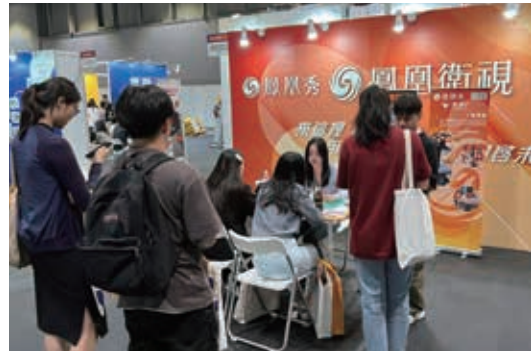
在僱傭及勞工常規方面，本集團非常重視人才並採取「員工為本」的政策，透過提供合理的僱傭條件（包括符合市場水平的薪酬、公積金（又稱職業退休計劃）或強制性公積金（強積金）、工作時數、假期、醫療及其他種類的僱員保險等）、安全健康的工作環境、員工持續專業發展與培訓、內部招聘、多元化的康樂與福利（香港總部設有健身室、籃球場、網球場、乒乓球室、桌球室、燒烤場、休息室、哺乳室等）、眼睛健康檢查優惠計劃、員工認購股權計劃，以吸引和挽留人才。

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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.

The HK headquarters of the Group held a large-scale recruitment event in April and December 2023, so as to recruit more professionals for the Group, providing media industry with enormous job opportunities at different levels and fulfilling corporate social responsibilities in a practical manner during the period of post-pandemic economic reboot and continuous recovery.



本集團香港總部制定並向每位員工發放《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本公司內聯網上開放，供員工下載。

本集團香港總部在2023年4月及12月舉辦大型招聘活動，以為本集團增聘專業人才，同時為傳媒業界提供大量不同層面的就業機會，在疫後經濟重啟與持續復蘇期間更實在地履行企業社會責任。

Relevant Regulations on Employment, Occupational Safety and Labour Practices

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 PRC, Labor Contract Law of the PRC and Provisions on the Prohibition of Using Child Labor of the PRC 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 opportunities working environment.

僱傭、職業安全及勞工準則的相關法規

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《中國勞動法》、《中國勞動合同法》及《中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約、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。

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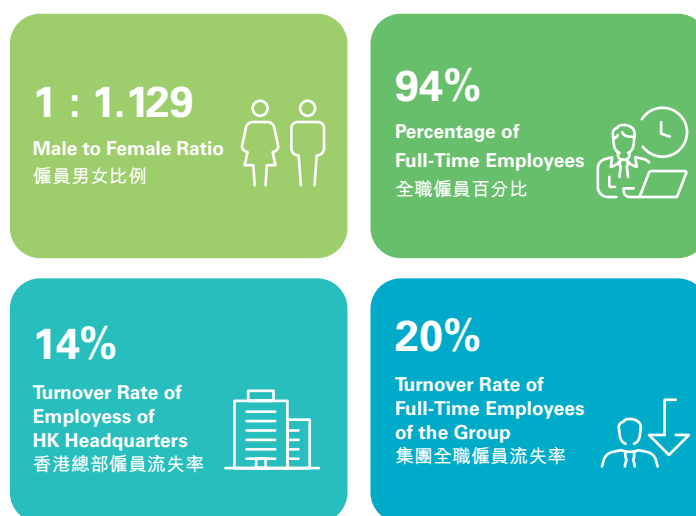
環境、社會及管治報告

Analysis on Employment

As of 31 December 2023, the Group has 2,704 directly employed employees. The analysis by gender, employment type, age group and geographical region is disclosed as follows:

僱傭情況分析

截至2023年12月31日，本集團共僱用2,704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 KPIs 相關關鍵績效指標	Social KPIs 社會關鍵績效指標	Social KPI B1.1 社會關鍵績效指標 B1.1 Number of employees as of 31 December 2023 於 2023 年 12 月 31 日 僱員人數	Social KPI B1.2 社會關鍵績效指標 B1.2 Employee turnover rate in 2023 2023 年度僱員流動比率
	Total number of employees 僱員總數	2,704	28%
	(By gender) (按性別劃分)		
	Total number of female employees 女性僱員總數	1,434	33%
	Total number of male employees 男性僱員總數	1,270	22%
	(By employment type) (按僱傭類型劃分)		
	Full time 全職	2,555	20%
	Part time 兼職	149	73%
	(By age group) (按年齡組別劃分)		
	35 or below 35 歲或以下	1,227	39%
	36 to 45 36 歲至 45 歲	893	15%
	46 or above 46 歲或以上	584	13%
	(By geographical region) (按地區劃分)		
	Hong Kong 香港	769	14%
	Mainland China 中國大陸	1,840	32%
	Overseas 海外地區	95	31%

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The Company currently has 2 female Directors out of 9 Directors, which accounts for a female representation of 22% of the Board. The Board will take opportunities to further promote gender diversity when necessary and appropriate. Furthermore, the gender ratio of the Group's workforce (including senior management) was 47% male to 53% female. The Company recognizes the importance of gender diversity at the workforce level and considers that adequate gender diversity has been achieved for the time being.

Occupational Health and Safety

The Group ensures a safe working environment for its employees and protecting its employees from 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 headquarters 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. A variety of health talks are also provided to employees by the headquarters from time to time.

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

本公司目前9名董事中有2名是女性董事，女性董事佔董事會的22%。董事會將在必要及適當時把握機會進一步促進性別多樣化。此外，本集團僱員總數(包括高級管理人員)的性別比例為47%男性對53%女性。本公司認同性別多樣化在僱員層面的重要性，並認為目前已充分實現性別多樣化。

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，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 KPIs 相關關鍵績效指標	Social KPIs 社會關鍵績效指標	Data 數據
KPI B1.1	Total number of employees in 2023 2023年僱員總數	2,704 person(s) 人
KPI B2.1	The number of work-related fatalities in the past three years (2021-2023) 過去三年(2021年-2023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 (2021-2023) 過去三年(2021年-2023年)因工亡故的比率	0%
KPI B2.2	Lost Days due to work-related injury 因工傷損失的工作日數	367 day(s) 日

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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, workshops and seminars including a series of editor-in-chief seminars for media majors, advertising and marketing training, listing rules compliance training, anti-corruption training that are beneficial to their work performance and future career development. The social KPIs (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	Employee Training hours	Employment (Year opening plus new joiners in 2023) 總僱員人數 (2023年 初加年內新僱員工)	Percentage of employees trained	Employee Average training hours
		A	B	C	D=A/C	E=B/C
KPI B3.1 & KPI B3.2	Female employees 女性僱員	844 person(s) 人	13,878 hour(s) 小時	2,112 person(s) 人	40%	6.57 hour(s) 小時
	Male employees 男性僱員	624 person(s) 人	9,472 hour(s) 小時	1,609 person(s) 人	39%	5.89 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	Employee Training hours	Employment (Year opening plus new joiners in 2023) 總僱員人數 (2023年 初加年內新僱員工)	Percentage of employees trained	Employee Average training hours
		A	B	C	D=A/C	E=B/C
KPI B3.1 & KPI B3.2	HK Headquarters Management and Business Unit management 總部管理層及 下屬經營單位高管	28 person(s) 人	1,124.5 hour(s) 小時	44 person(s) 人	64%	25.57 hour(s) 小時
	Middle management 中層主管	117 person(s) 人	3,855 hour(s) 小時	261 person(s) 人	45%	14.77 hour(s) 小時
	General staffs 基層員工	1,323 person(s) 人	18,371 hour(s) 小時	3,416 person(s) 人	39%	5.38 hour(s) 小時

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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 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 abovementioned 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 and audience 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 Standards and Practices Department under the headquarters of the Group 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 the Broadcasting Ordinance, Generic Codes of Practice on Television and other relevant regulations in Hong Kong, to ensure that none of the production and broadcast involves violent, sexual and nude, and inappropriate content for children, or is in breach of national security.

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。本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本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及受眾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。本集團總部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、電視通用業務守則及其他相關法規，確保沒有製播涉及暴力、性與裸露、兒童不宜及違反國家安全的內容。

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Internal Control Procedures for Anti-corruption and Training

The Group is dedicated to its corporate social responsibilities of anticorruption. To achieve its goal, it has established and implemented its own 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 whistleblowing channel and its employees may directly contact the independent internal audit department of the Group (the Internal Audit Department will prepare reports for the reference of the Audit Committee regularly) 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.

For the anti-corruption training, the Group has engaged an external lawyer, DeHeng Law Offices (Hong Kong) LLP, to provide annual anti-corruption training for the Board. In addition, the 2023 Annual Online Anti-corruption Training to all staff of the HK headquarters office, 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 anti-corruption training for the year was 431, representing 56.41% of employees in the HK headquarters, and the total training hours were approximately 647 hours. There were no concluded lawsuits in relation to corruption against the Company or its employees for the year.

反貪污內控程序及培訓

在反貪污的企業社會責任上，本集團制定實施其本身的《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，本集團設有正規的舉報管道，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（由內審部定期編製報告供審核委員會參考）。

有關反貪污培訓，本集團已聘請外部律師德恒律師事務所（香港）有限法律責任合夥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「2023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431人，佔香港總部員工的56.41%，總培訓時數為約647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。

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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 climate change, environmental protection and conservation, and social phenomenon. It promotes charity out of corporate social responsibilities by leveraging on its advantages as a media company and its brand influence. Through its omni-media platform, the Group produces and broadcasts objective, just and credible programmes on public welfare, environmental protection and social phenomena, and reports on public welfare activities in order to promote the spirit of public good and reveal social phenomena. It also makes substantial contributions to the society by organising various public welfare events (including forums, charity dinners, donations and others) in a constant and proactive manner.

Hong Kong Nature Stories, An Annual Key Cultural Charity Project of Phoenix TV

From 2022 to 2023, Phoenix TV and WWF Hong Kong co-launched the *Hong Kong Nature Stories* project, which included products and activities such as documentary series, documentary films and new media electronic teaching materials, which told the unknown nature stories of Hong Kong in six major scenarios, including rocks, mountains, oceans, waterfronts, fields and wetlands. Through Phoenix TV's omni-media communication and omni-platform interaction at home and abroad, the project shared the natural beauty of Hong Kong and its experience with sustainable development in three languages: Mandarin, Cantonese, and English. This allowed Hong Kong's natural culture to become more globally recognised while also inspiring people to rediscover and re-understand the environment and offer a model for how people and the environment can co-exist. At the same time, in order to showcase Hong Kong's allure and engage society, particularly the younger generation, in sustainable development and emission reduction initiatives, the project simultaneously reached out to schools and the global community through a series of related activities on an omni-media platform. This had a major and lasting impact on an international level.

社區投資：社會貢獻與公益

社區參與的政策方針

在社區參與與公益方面，本集團主動瞭解、照顧社區需要，並以扶貧、幫助中國困境兒童、氣候變化與環保保育，以及關注社會現象為主綫議題，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，並恒常積極籌辦各項公益活動，包含論壇、慈善晚會、捐獻等，為社會做出實質貢獻。

鳳凰衛視年度重點文化公益項目《香港自然故事》

2022年至2023年，鳳凰衛視與世界自然基金會香港分會共同發起了《香港自然故事》項目。項目包含系列紀錄片、紀錄電影及新媒體電子教材等產品及活動，從岩石、山林、海洋、水岸、田野、濕地六大場景，講述不為人熟知的香港自然故事，並通過普通話、粵語、英語三個語言版本，將香港自然之美及香港可持續發展經驗，通過鳳凰衛視面向海內外的全媒體傳播、全平台互動，讓香港自然文化的活力成為香港國際影響力的一部分，並啟發人們對自然環境的再發現、再認識，為世界如何共生共存提供範例。項目同時以全媒體平台配合一系列相關活動走進校園，走向世界，推廣香港魅力，帶動全社會，尤其是下一代，參與可持續發展和減碳減排行動，產生積極長久的國際影響力。

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The school series featured professional lectures, artificial intelligence (AI) nature courseware, nature film screenings, and outdoor nature lessons. To introduce students to Hong Kong's rich biodiversity, educational institutions and local schools received donations of pertinent teaching materials. Simultaneously, the project gave a chance to enjoy the outdoors and discover Hong Kong's natural beauty, which further enhanced the understanding, concern, and love for the city among the younger generation of students. This in turn encouraged them to explore the natural world, which raised their awareness and inspired them to protect the environment and conserve nature.

走進校園系列活動包括專家課堂、AI自然課件、自然故事觀影以及戶外自然課堂等形式，並將向香港當地學校與教育機構捐贈相關主題教材，讓香港豐富的生物多樣性知識進入課堂，同時讓孩子們到戶外感受香港自然之美，進一步加深新一代學生群體對香港的瞭解、關注和熱愛，激發孩子們探索自然世界的好奇心，進而提升保護自然、關注生態環境的意識並促進行動。



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Arctic Operation (《北極行動》) of the Hong Kong Nature Stories Project

Launched under *Hong Kong Nature Stories*, *Arctic Operation* is a special program designed to raise awareness of the current conditions of animals and the indigenous Sami people living in the Arctic Circle, as well as the region's changing climate. It documented the research findings of scientists from several nations, and focused on the discharge of bacterial viruses and greenhouse gases due to permafrost melting. Additionally, it urged more people to be aware of the changes occurring in the Arctic and to take action to cut greenhouse gas emissions, safeguard the world's ecological system, and contribute to the future of our common homeland.

《香港自然故事》項目下的《北極行動》

《香港自然故事》發起的「北極行動」特別策劃的節目，旨在讓全球更多人關注北極圈內動物、原住薩米人生活現狀，以及北極氣候變化。記錄各國科研人員的研究成果，關注永凍土層融化帶來的溫室氣體和細菌病毒釋放。同時呼籲全球更多人關注北極變化，並付諸行動，減少溫室氣體排放，保護全球生態環境，為共同的家園未來努力。



Arctic Operation — On Permafrost

《北極行動 — 凍土之上》

Society and Environment Protection Related Programmes

For programme production, Phoenix TV has produced and broadcasted in the year various programme themes on public welfare, environmental protection, conservation, social phenomena and care for humanity, including aired on Phoenix Chinese Channel, *Turtle Guardians* (海龜衛士) episode of *CBA Discovery*, *Arctic Operation – Ice Breaking Hegemony* (北極行動破冰爭霸) episode, *Arctic Operation – Ice Age* (北極行動融冰時代) episode and *Energy War Under the Iceberg* (冰山下的能源戰) episode of *Zoom In*, *Fukushima Tragedy* (福島悲歌) episode of a feature film related to nuclear sewage in Japan, *How Farmland Grows* (農田是怎樣變高的) episode of a feature film related to green technology in agriculture, *Us and Them* (我們和牠們) series on humans and animals; *Frequent Extreme Weather* episode of *News Talk* aired on Phoenix Infonews Channel.

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、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《發現大灣區》「海龜衛士」篇，《鳳凰聚焦》「北極行動破冰爭霸」、「北極行動融冰時代」、「冰山下的能源戰」篇、日本核污水專題片「福島悲歌」篇、綠色科技農業專題片「農田是怎樣變高的」篇，人與動物《我們和牠們》系列專題片；鳳凰衛視資訊台的《新聞今日談》—「極端天氣頻發」篇等。

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Us and Them
《我們與牠們》



News Talk: Frequent Extreme Weather
《新聞今日談》：極端天氣頻發



Turtle Guardians
《海龜衛士》



Zoom in: Fukushima Tragedy
《鳳凰聚焦》福島悲歌



The finless porpoise returns
《江豚歸來》



Zoom in: Energy War Under the Iceberg
《鳳凰聚焦》冰山下的能源戰



Zoom in: Arctic Operation - Ice Age
《鳳凰聚焦》北極行動—融冰時代



Zoom in: Arctic Operation - Ice Breaking Hegemony
《鳳凰聚焦》北極行動—破冰爭霸



Zoom in: How Farmland Grows series of Chinese high tech farming
《鳳凰聚焦》農田是怎樣變「高」的？中國高科技農田紀錄片

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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. Pursuant to the agreement, both parties will continue to cooperate extensively and intensively in areas such as promoting cultural heritage protection for countries along the Belt and Road and facilitating human cultural diversity. In order to collaboratively envision the next 50 years of cultural heritage protection and to critically analyze the future of global cultural and natural heritage through dialogues, UNESCO, Phoenix TV, and the Hangzhou Municipal Government jointly organised the Dialogue with The Next 50 global celebration event on 15 June 2023.



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。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。2023年6月15日由聯合國教科文組織攜手鳳凰衛視與杭州市政府共同舉辦「對話下一個50年」全球慶典活動，通過對談深入審視了世界文化和自然遺產的未來，共同暢想了文化遺產保護的「下一個50年」。

Chinese Charity: Compassion Award Ceremony

On 9 December 2023, the 18th Compassion Award Ceremony 2023, organised by the Hong Kong and Macau Taiwanese Charity Fund and co-organised, produced and broadcasted by Phoenix TV, was held at Phoenix TV's HK headquarters. The Compassion Award has been successfully held for 18 years since its launch in 2006. It is the only charity award for the Chinese community worldwide that is valid for China, Taiwan, Hong Kong, and Macau. In total, 114 winners received awards, including leaders of social charity groups and caring entrepreneurs, as well as leaders and pioneers in public welfare and charity, etc.



華人公益「愛心獎」頒獎典禮

於2023年12月9日，由港澳臺灣慈善基金會主辦，鳳凰衛視協辦及製作播出的第18屆2023「愛心獎」頒獎典禮於鳳凰衛視香港總部舉行。「愛心獎」自2006年創立以來至今已成功舉辦了18屆，是當今唯一融合海峽兩岸及港澳、面向全球華人世界的公益獎項，合共114位得獎者，涵蓋社會慈善團體領袖、愛心企業家，以及公益慈善事業引領者、先行者等。

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“In today’s world, wars and disputes continue. Kindness and love become more important the harder this situation gets. Phoenix TV has widened the scope of humanistic care and steadily raised its involvement in public welfare in recent years. We are eager to collaborate with the Compassion Award winners to propagate Chinese charity culture and gather more kindness and love” stated Mr. Xu Wei, the Chairman and Chief Executive Officer, in his speech during the latest ceremony.

Awards from All Sectors of The Community

Phoenix TV has been recognized for its contributions to society, the environment, and other areas of the community with numerous awards from various sectors of the community throughout the year.

- The ESG Excellence Award of the “Hong Kong Corporate Governance & ESG Excellence Awards 2023” jointly organised by the Chamber of Hong Kong Listed Companies and Hong Kong Baptist University in recognition of Phoenix TV’s efforts and achievements in the ESG field.
- The 2023/24 “Caring Company” certificate from the Hong Kong Council of Social Service to commend Phoenix TV for practicing good corporate citizenship.
- The Outstanding Enterprise Award of the 2023 “Partner Employer Award” from the Hong Kong General Chamber of Commerce of Small and Medium Enterprises in recognition of Phoenix TV’s contribution in providing internship opportunities to students.
- The “Good MPF Employer” award from the Mandatory Provident Fund Schemes Authority in recognition of Phoenix TV’s concern and emphasis on employee retirement protection.
- The “Certificate of Appreciation” certificate from Heep Hong Society on its 60th anniversary to commend Phoenix TV for offering continuous support to the children and young people with special needs and their families of Heep Hong Society.

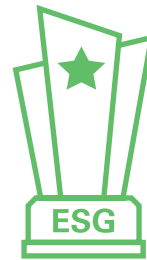
主席兼行政總裁徐威先生在本屆典禮致辭中表示：「當前的世界，戰火未息、紛爭不斷，越是在這樣的困難時刻，善與愛，越顯得彌足珍貴。鳳凰衛視近年來不斷加大參與公益的力度，拓展人文關懷的廣度，期待與愛心獎各位獲獎者一道，彙聚更多善與愛，傳播中華慈善文化。」

社會各界嘉獎

年內，鳳凰衛視獲得來自社會各界的多項嘉獎，以表彰鳳凰衛視在社會、環境等領域做出的貢獻。

- 獲香港上市公司商會與香港浸會大學聯合主辦的「2023年香港公司管治與環境、社會及管治卓越獎」ESG卓越表現嘉許，肯定鳳凰衛視在ESG領域的努力和成就。
- 獲香港社會服務聯會2023/24「商界展關懷」證書，嘉許鳳凰衛視實踐良好企業公民精神。
- 獲香港中小型企業總商會2023「友商有良」卓越企業嘉許，表彰鳳凰衛視在提供實習機會予學生等方面所作出之貢獻。
- 獲強制性公積金計劃管理局「積金好僱主」嘉許，表揚鳳凰衛視關顧及重視僱員退休保障。
- 獲協康會創立60周年慶典特別表彰，嘉許鳳凰衛視持續為特殊兒童及家庭提供的支持。

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The ESG award-winning company's logos are displayed on the exterior wall of the Nasdaq building in New York, USA
ESG 卓越獎獲獎企業標識在美國紐約納斯達克大樓外牆展示

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Forever Happiness

Forever Happiness is a large-scale branding and charity event of ifeng.com, an Internet platform under the Group. 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 2021, the China Youth Concern Committee Enterprise Development Center has been serving as the guiding unit of Forever Happiness, which helped consolidate and improve projects in multiple fields such as educational assistance, disease relief, psychological assistance, and ecological environmental protection.

Since 2007, Forever Happiness has unremittingly organised a total of 23 Charity Dinners and has raised donations of over RMB300 million. It has cooperated with over 20 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 1.09 million children benefiting from such projects.

Forever Happiness has organised various online and offline specific charity projects, including the Benefiting the Children project which promotes the medical and health service in underdeveloped areas; Children Protection project which promotes the development of care and aid service for seriously ill children; Dream Pursuit project which focuses on the development of rural education and sparks up the dreams of rural children; Charity Dinners that raises money for children through events such as auctions.

Disease Screening Under the Benefiting the Children Project

To protect the healthy growth of children in underdeveloped areas and shape a beautiful and happy childhood for the children together

The Benefiting the Children project is a public welfare project run by ifeng.com under the Group funded by the ifeng.com Public Welfare Special Fund that aims to rescue and support underprivileged children in areas like medical care, educational support, mental health, and living standards during their growth. The project aims to provide children with the necessary opportunities and conditions they need for survival, development, protection and growth to the best of its ability, to meet the development needs of children as much as possible, to encourage all sectors of society to support to children's growth, and to strive to guarantee that every child has equal opportunities for growth.

美麗童行

「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。2021年起，「中國關心下一代工作委員會事業發展中心」作為「美麗童行」的指導單位，在教育助學、疾病救助、心理援助、生態環保等多個領域助力項目鞏固提升。

自2007年開始，堅持不懈開展籌款晚宴共計23場，募集善款逾人民幣3億元，與全球超過20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109萬名兒童因此而受益。

「美麗童行」貫穿多種線上線下具體愛心項目，包括促進欠發達地區醫療健康事業發展的「益童計劃」；促進患重大疾病兒童關懷救助事業發展的「護童計劃」；關注鄉村教育發展點亮鄉村兒童夢想的「尋夢計劃」；通過舉辦拍賣等活動為兒童籌集善款的「慈善晚宴」。

疾病篩查「益童計劃」

守護欠發達地區兒童健康成長，共築美好快樂童年

本集團旗下「鳳凰網」「益童計劃」是「鳳凰網公益專項基金」所覆蓋聚焦困境兒童成長過程中的醫療救助、教育發展、心理健康、生活水準等方面進行救護和幫助的公益項目，項目旨在力所能及地為兒童提供必要的生存、發展、受保護和成長的機會與條件，最大限度地滿足兒童的發展需要，倡導社會各界為兒童成長貢獻力量，竭力讓每一位兒童都享有平等的成長機會。

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From 2017 to 2023, the Benefiting the Children project's volunteer service team has visited more than ten provinces and cities around the country. They have also organised 26 offline volunteer medical consultations, during which more than 500 medical volunteers were sent to perform thorough health screenings on 7,371 children in underprivileged areas and to provide follow-up care for 118 children. Through ongoing project execution, the Benefiting the Children project will assist more underprivileged children in the future to the fullest extent possible. At the same time, the project's areas of assistance will be expanded to include disease screening as a means of progressively transforming the Benefiting the Children project into a public welfare project that enhances the general capacity of underdeveloped areas to provide medical care for children. This will create a model of public welfare assistance wherein superior medical resources propel the overall development of underdeveloped areas to provide medical care for children, thereby bringing the hope of health to more underdeveloped areas across the country and expanding the love and care of the Benefiting the Children project to more children in need.

2017年至2023年，「益童計劃」志願服務隊的腳步已經遍及全國十餘個省市，舉行26場綫下行走義診活動，累計派出醫療志願者500餘名，為7,371名困境地區的兒童進行了全面的健康篩查，並為118名兒童提供後續治療。未來「益童計劃」將通過持續的項目執行，最大限度幫助更多處於困境的兒童，與此同時豐富項目救助內容，以疾病篩查為切入點，將「益童計劃」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項目，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「益童計劃」的愛心與關懷帶給更多的困境兒童。



CCAFIC Fangshan Charity Tour from Benefiting the Children Project of ifeng.com
鳳凰網「益童計劃」中華兒慈會房山公益行

Beijing Fangshan charity tour: visiting Fangshan to provide free medical consultation to 326 children

On the eve of Learning from Lei Feng Day on 5 March 2023, the volunteer service team of the Benefiting the Children project run by ifeng.com teamed up with the medical volunteer team of the Children's Hospital Affiliated to the Capital Institute of Pediatrics to go to Cijiawu Primary School in Hebei, Fangshan District, Beijing, to conduct health examinations for the children, establish physical examination files, donate tablet computers and exquisite picture books. During the volunteer medical consultation, medical volunteers provided 326 children with detailed examinations including general surgery, internal medicine, orthopedics, ophthalmology, otolaryngology, stomatology, ultrasound, electrocardiography, etc. The pathological signs detected in such health screening required further examination and clear diagnosis. The Benefiting the Children project of ifeng.com will work with medical volunteers to look further into children's follow-up treatment and put care into practice.



Companion Camp from Benefiting the Children Project of ifeng.com
鳳凰網「益童計劃」陪伴營

北京房山公益行：走進房山為326名兒童義診

2023年3月5日學雷鋒日前夕，鳳凰網「益童計劃」志願服務隊聯合首都兒科研究所附屬兒童醫院的醫療志願團隊，前往北京房山區河北鎮磁家務小學，為孩子們進行健康體檢、建立體檢檔案、捐贈平板電腦和精美繪本。本次義診期間，醫療志願者們為326名兒童提供了包括外科、內科、骨科、眼科、耳鼻喉科、口腔科、超聲科、心電圖等專案的詳細檢查。本次健康篩查出來的病理體征需要進一步檢查並明確診斷，鳳凰網「益童計劃」將與醫療志願者們一同跟進孩子們的後續治療，將關愛落到實處。

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In the Benefiting the Children project companion camp, which was held simultaneously with the volunteer health consultation, university volunteers from the Beijing Foreign Studies University, the Central Academy of Fine Arts, and the Communication University of China led the children in interesting craft workshops and outdoor sports activities. Aramco Asia, as a public welfare partner of the Benefiting the Children project run by ifeng.com, fully supported this charity event.

Anhui charity tour: visiting Anhui to provide free medical consultation to 306 children

On 1 April 2023, the volunteer service team of the Benefiting the Children project run by ifeng.com teamed up with medical volunteers from grade 3A hospitals such as Beijing Anzhen Hospital, Beijing Tongren Hospital, Children's Hospital Capital Institute of Pediatrics, Beijing Traditional Chinese Medicine Hospital, etc., to go to the Yangmiao Campus of Dangcheng No. 1 Primary School in Dangshan County, Anhui Province to conduct health screenings, establish physical examination files for the children, donate medical room and cultural and sports supplies. During the volunteer medical consultation, medical volunteers provided 306 children with detailed examinations in 11 aspects including general surgery, internal medicine, orthopedics, ophthalmology, otolaryngology, stomatology, ultrasound, and electrocardiography. The pathological signs detected in such health screening required further examination and clear diagnosis. The Benefiting the Children project run by ifeng.com will work with medical volunteers to look further into children's follow-up treatment and put care into practice. Furthermore, the Benefiting the Children project donated a medical room to the school to meet the daily temporary medical needs of teachers and students, and sent hundreds of exquisite picture books to the children. Aramco Asia, as a public welfare partner of the Benefiting the Children project run by ifeng.com, fully supported this charity event.

與義診同步進行的「益童計劃」陪伴營，來自北京外國語學院、中央美術學院、中國傳媒大學的高校志願者們帶領孩子們進行了趣味手工坊和戶外運動項目。阿美亞洲作為鳳凰網「益童計劃」的公益合作夥伴，全程支援本次慈善活動。

安徽公益行：走進安徽為306名學生義診

於2023年4月1日，鳳凰網「益童計劃」志願服務隊與北京安貞醫院、北京同仁醫院、首兒所、北京中醫醫院等三甲醫院的醫療志願者們，來到安徽省蕩山縣蕩城第一小學楊廟校區，為孩子們進行健康篩查、建立體檢檔案、捐贈醫務室和文體用品。本次義診期間，醫療志願者們為306名兒童提供了包括外科、內科、骨科、眼科、耳鼻喉科、口腔科、超聲科、心電圖等11個專案的詳細檢查。本次健康篩查出來的病理體征需要進一步檢查並明確診斷，鳳凰網「益童計劃」將與醫療志願者們一同跟進孩子們的後續治療，將關愛落到實處。此外，「益童計劃」向學校捐贈的醫務室滿足了師生日常臨時性就醫需求，並為孩子們送去了上百本精美的繪本。阿美亞洲作為鳳凰網「益童計劃」的公益合作夥伴，全程支援本次慈善活動。



The children queued up for physical examination
小朋友們排隊等候體檢



Medical volunteers conducted electrocardiogram examinations on the children
醫療志願者為小朋友做心電圖檢查

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The children received books at the collection desk
小朋友在收表處領取圖書



Medical volunteers distributed stationery and sports supplies to children
醫療志願者為孩子們發放文體用品



Medical volunteers conducted dental check-ups for children
醫療志願者為小朋友進行口腔科檢查



Medical volunteers conducted surgical examinations on children
醫療志願者為小朋友進行外科檢查

Liaoning charity tour: visiting Liaoning to carry out free health screening for 301 children and teachers

遼寧公益行：走進遼寧為301名兒童及教職
員開展免費健康篩查

From 9 to 10 September 2023, the volunteer service team of the Benefiting the Children project run by ifeng.com teamed up with medical volunteers from the Capital Institute of Pediatrics and Beijing Tongren Hospital of Capital Medical University to go to Ping An School in Dawa District, Panjin City, Liaoning Province, to carry out public welfare activities for children such as a two-day health screening, health science lectures, donation of medical room and cultural and sports supplies. Such health screenings covered 11 aspects including general surgery, internal medicine, ophthalmology, stomatology, otolaryngology, laboratory testing, ultrasound, and dermatology, and covered the physical examinations of 301 teachers and students from Ping An School and nearby schools. The pathological signs detected in such health screening required further examination and clear diagnosis. The Benefiting the Children project run by ifeng.com will work with medical volunteers to look further into children's follow-up treatment and put care into practice. In addition, the Benefiting the Children project built a brand new medical room for the school to protect the health of teachers and students on campus, and also provided the children with numerous cultural and sports supplies such as footballs, basketballs, checkers, etc. Aramco Asia, as a public welfare partner of the Benefiting the Children project run by ifeng.com, fully supported this charity event.

2023年9月9日至10日，鳳凰網「益童計劃」志願服務隊與首都兒科研究所、首都醫科大學北京同仁醫院的醫療志願者們一同來到遼寧省盤錦市大窪區平安學校，為孩子們開展為期兩天的健康篩查、健康科普講座、捐贈醫務室及文體用品等公益活動。本次健康篩查涵蓋外科、內科、眼科、口腔科、耳鼻喉科、檢驗科、超聲科、皮膚科等11個專案，覆蓋了平安學校及附近學校的301名師生體檢。本次健康篩查出來的病理體征需要進一步檢查並明確診斷，鳳凰網「益童計劃」將與醫療志願者們一同跟進孩子們的後續治療，將關愛落到實處。此外，「益童計劃」為學校搭建了全新的醫務室以呵護師生的校園健康，還為孩子們送去了足球、籃球、跳棋等許多文體用品。阿美亞洲作為鳳凰網「益童計劃」的公益合作夥伴，全程支援本次慈善活動。

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Zhejiang charity tour: visiting Zhejiang to provide free physical examinations to 303 children from 4 schools

浙江公益行：走進浙江為4所學校的303名兒童免費體檢

From 23 to 24 September 2023, the volunteer service team of the Benefiting the Children project run by ifeng.com teamed up with medical volunteers from major hospitals in Beijing to go to Maoshe Primary School in Huangyan District, Taizhou, Zhejiang Province to carry out public welfare activities for 303 children in 4 local schools such as a two-day health screening, establishment of health files, donation of medical room, cultural and sports supplies, etc. Such health examination covered 11 aspects including general surgery, internal medicine, ophthalmology, stomatology, otolaryngology, laboratory testing, ultrasound, and electrocardiography. The pathological signs detected in such health screening required further examination and clear diagnosis. The Benefiting the Children project run by ifeng.com will work with medical volunteers to look further into children's follow-up treatment and put care into practice. Moreover, the Benefiting the Children project built brand new medical rooms for two primary schools to protect the health of teachers and students on campus, and also provided the children with numerous cultural and sports supplies such as footballs, basketballs, Rubik's cubes, etc. Aramco Asia, as a public welfare partner of the Benefiting the Children project run by ifeng.com, fully supported this charity event.

於2023年9月23日至24日，鳳凰網「益童計劃」志願服務隊和北京各大醫院醫療志願者們來到浙江省台州黃岩區茅畚小學，為當地4所學校303名孩子開展為期兩天的健康篩查、建立健康檔案及捐贈醫務室和文體用品等公益活動。此次健康體檢次涵蓋外科、內科、眼科、口腔科、耳鼻喉科、檢驗科、超聲科、心電圖等11個項目。對篩查出來的病理體征需要進一步檢查並明確診斷，「益童計劃」將與醫療志願者們一同跟進孩子們的後續治療，將關愛落到實處。此外，「益童計劃」為2所小學搭建了全新的醫務室以呵護師生的校園健康，還為孩子們送去了足球、籃球、魔方等許多文體用品。阿美亞洲作為鳳凰網「益童計劃」的公益合作夥伴，全程支援本次慈善活動。



CCAFC · Benefiting the Children Project of ifeng.com joined hands with Aramco Asia to visit Panjin
中華兒慈會·鳳凰網「益童計劃」携手阿美亞洲走進盤錦



Volunteers distributed books, stationery and sports supplies to children

志願者為孩子們發放圖書及文體用品



Chen Muge, the representative of Aramco Asia donated the clinics of Benefiting the Children Project to Mao She Primary School and Pingtian Primary School

阿美亞洲代表陳牧歌向茅畚小學、平田小學捐贈「益童計劃」醫務室

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Works on Child Protection: Children Protection Project

“ifeng.com & Sister Chiling: Children Protection Project” was jointly initiated by ifeng.com and Ms. Lin Chiling since 2018, and is a charity project funded by ifeng.com Special Charity Fund. This project mainly provides growth assistance, medical subsidies, and psychological counseling for children in need.

2023 marked the fifth anniversary of the launching of the Children Protection Project. In order to provide relief funds for children with heart and eye diseases, the Children Protection Project continued to collaborate with various organisations throughout the year, including the First Affiliated Hospital of Tsinghua University, Children’s Hospital Affiliated to Capital Medical University, etc. (the donation is provided by ifeng.com Special Charity Fund). In the first half of the year, medical relief funds were provided to 38 children from 18 provinces, municipalities and autonomous regions including Xinjiang, Gansu, Inner Mongolia and Sichuan, 32 of whom had cardiac arrhythmia (hospital: The First Affiliated Hospital of Tsinghua University, Children’s Hospital of Capital Institute of Pediatrics), 3 of whom had ventricular septal defect (hospital: Shanxi Cardiovascular Hospital), 1 of whom had atrial septal defect (hospital: Shanxi Cardiovascular Hospital), 1 of whom had acquired immunodeficiency syndrome (hospital: The Sixth People’s Hospital of Zhengzhou Henan Infectious Disease Hospital), 1 of whom had secondary glaucoma (hospital: Beijing Tongren Hospital Affiliated to Capital Medical University). More than RMB5.3 million has been donated to charities since the Children Protection Project’s inception, helping 168 underprivileged children in total. The project offered psychological support to children, adolescents, and their families across the country through psychological consultation, online classes, etc., directly serving 180,000 people in Hubei, Beijing, Shanghai, and Henan, reaching more than 20 million people; it also provided serious illness relief and educational assistance to children affected by HIV, organised summer camps and distributed child care body warmers.

保護兒童工作：「護童計劃」

自2018年啟動的鳳凰網&志玲姐姐「護童計劃」，由鳳凰網、林志玲女士聯合發起，為「鳳凰網公益專項基金」旗下公益項目。該項目主要為困境兒童提供成長幫助、醫療補助、心理疏導等。

2023年為「護童計劃」發起五周年，本年「護童計劃」繼續與清華大學第一附屬醫院、首都醫科大學附屬兒童醫院等合作，為心臟、眼疾等患病兒童提供救助善款（善款由「鳳凰網公益專項基金」提供）。在上半年，為來自新疆、甘肅、內蒙、四川等18個省市自治區的38名患兒提供了醫療救助資金，其中心律失常32人（就診醫院：清華大學第一附屬醫院、首都兒科研究所附屬兒童醫院），室缺3人（就診醫院：山西省心血管病醫院），房缺1人（就診醫院：山西省心血管病醫院），獲得性免疫缺陷綜合症1人（就診醫院：河南省傳染病醫院鄭州第六人民醫院），繼發性青光眼1人（就診醫院：首都醫科大學附屬北京同仁醫院）。「護童計劃」項目發起至今累計幫扶困境兒童168人，累計支出善款530萬餘元人民幣。面向全國兒童青少年及其家庭開展免費心理諮詢、空中課堂等心理援助，直接服務湖北、北京、上海、河南四地18萬人，輻射2000餘萬人次；對受HIV影響的兒童進行大病救助及教育資助、舉辦夏令營活動、發放護童溫暖包。

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Dream Pursuit Project

Dream Pursuit Project, a charitable event initiated by ifeng.com, calls for attention from all sectors of society on the educational development of rural children in the form of volunteers' love relay. From 22 May to 2 June 2023, our staff together with volunteers including painters, piano teachers for kids, scientists, and sports champions visited Yangqiao Farm Primary School in Guanyun County, Lianyungang City, Jiangsu Province, and launched a charitable event for the children which focuses on four major themes such as Art Creation, Music Appreciation, Technology & Culture, and Sports & Health. The volunteers with expertise and enthusiasm guided children in discovering their own talents, leading rural teenagers to pursue their dreams, and promoting rural education to achieve new development. The charitable event was supported by strategic cooperation with Aramco Asia.

尋夢計劃

鳳凰網「尋夢計劃」公益活動，採用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。於2023年5月22日至6月2日，同事們和包括畫家、兒童鋼琴教育家、科學家、體育冠軍等志願者來到江蘇省連雲港市灌雲縣洋橋農場小學，為孩子們開啟了圍繞「藝術創想」、「音樂欣賞」、「科技人文」、「體育健康」四大主題公益活動，志願者們用他們專業知識和熱情引導孩子們挖掘自身天賦，帶領鄉村少年奔向夢想，助推鄉村教育實現新發展。公益活動由阿美亞洲提供戰略合作支援。



Camp closing ceremony of 2023 Forever Happiness • CCAFC and ifeng.com Dream Pursuit Project
2023美麗童行·中華兒慈會鳳凰網「尋夢計劃」結營儀式



Camp closing ceremony: The children from Yangqiao Farm Primary School spent an unforgettable day at the camp closing ceremony on 1 June
結營儀式：洋橋農場小學的孩子們在結營儀式上度過了難忘的六一



Camp closing ceremony: Hou Chunyan, the representative of ifeng.com walked on the red carpet with the children
結營儀式：鳳凰網代表侯春燕與孩子們一起走上紅毯

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Art creation event: The children sat in a circle to watch Li Zhaoyang (painter), a volunteer, demonstrating pointillism techniques

藝術創想主題活動：孩子們圍坐一圈，觀看志願者李朝陽（畫家）進行「點彩」示範



Art creation event: The children were paying attention to the story about a painter, Van Gogh, illustrated by Li Zhaoyang (painter), a volunteer

藝術創想主題活動：孩子們在聚精會神地聽志願者李朝陽（畫家）講述畫家梵高的故事



Art creation event: Li Zhaoyang (painter), a volunteer, with the children

藝術創想主題活動：志願者李朝陽（畫家）與孩子們在一起

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Music Appreciation event: Liu Jian, a well-known piano teacher for kids in China, took photos with the children
音樂欣賞主題活動：劉健（中國著名兒童鋼琴教育家）與孩子們合影



Technology & Culture event: Wang Ruxin, a volunteer (associate professor, Shenzhen Institute of Advanced Technology, Chinese Academy of Sciences) with the children

科技人文主題活動：志願者王如心（中科院深圳先進院副研究員）與孩子們在一起



Music Appreciation event: Li Jian, a well-known piano teacher for kids in China, was teaching rhythm

音樂欣賞主題活動：李健（中國著名兒童鋼琴教育家）教學節拍



Sports & Health event: Gong Weijie (Badminton champion), a volunteer, with the children

體育健康主題活動：志願者龔偉杰（羽毛球冠軍）與孩子們在一起

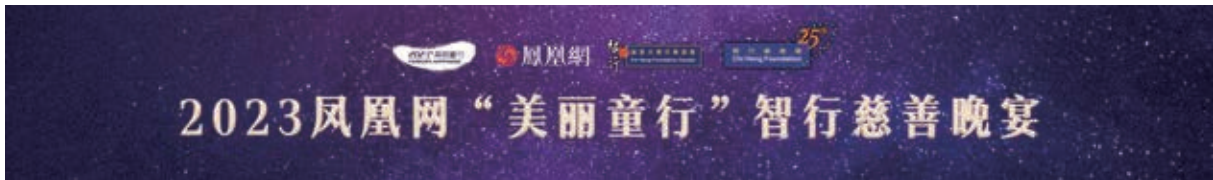
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Forever Happiness Charity Dinner

On 8 October, Canada time, the ifeng.com “Forever Happiness” Chi Heng Charity Dinner 2023 co-hosted by ifeng.com and Chi Heng Foundation was successfully held in Vancouver. Good-hearted people across various industries called on Chinese people around the world to pay attention to the education and development of children in plight in China. Yang Shu, Consulate-General of the PRC in Vancouver, attended the event and delivered a speech. This was the fifth time that the Forever Happiness Charity Dinner held abroad, of which more than RMB2.7 million was raised in total at that night.

美麗童行慈善晚宴

加拿大時間10月8日，鳳凰網與智行基金會聯合主辦的2023鳳凰網「美麗童行」智行慈善晚宴在溫哥華成功舉辦，各界愛心人士藉此共同呼籲全球華人關注中國困境兒童的教育和發展。中國駐溫哥華總領事楊舒蒞臨活動現場並致辭。這是美麗童行慈善晚宴第五次走出國門，當晚全場共籌得善款逾270萬元人民幣。



Activist League Charity Platform of ifeng.com and Girls Protection

The Activist League launched by ifeng.com in 2016, aims at establishing a charity event platform for the mutual aid and cooperation among charitable organisations, creative industries, celebrities and caring companies, and through the platform providing extra media resources and corporate support to the charitable parties. Meanwhile, the platform also gathers and selects from all sectors of the society innovative charity projects which are suitable for dissemination through new media, covering multiple areas such as caring for autistic children, environmental protection and animal protection, etc. In the past 8 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.

鳳凰網「行動者聯盟」公益平台及項目下「女童保護」

「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8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。

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On 13 May 2023, the 10th Anniversary of Girls Protection, one of the fundamental projects of Activist League, with the 5th Anniversary of Beijing All in One Foundation, was held in Beijing, under the theme of "Love in Action, Protecting the Future". As of the end of November, Girls Protection has launched face-to-face classes on how to prevent children from sexual abuse in 31 provinces across China, covering a total of more than 9.27 million children and 800,000 parents. Embracing Puberty, an associated project from Girls Protection, has launched courses about adolescent sexual health education in 28 provinces as of November 2023, with face-to-face classes covering more than 410,000 adolescents and nearly 10,000 parents.



Roundtable: Opportunities and challenges for women's philanthropy in the digital era
「數字時代女性公益的機遇與挑戰」圓桌論壇

On 26 November 2023, 2023 Activist League Charity Grand Ceremony hosted by ifeng.com was held in Beijing, which was themed on "Cross Sector, Charity, Sustainability". At the summit forum, Tao Yong, an ophthalmologist, Zhao Lina, the "most beautiful goalkeeper" of women's football team, and Zhang Qiangong, researcher of the Institute of Tibetan Plateau Research of Chinese Academy of Sciences, delivered their keynote speeches from the aspects such as visually impaired charity, sports charity, environmental protection. A number of guests from various sectors have discussed topics

such as ESG development and charity that supports women. The Top 10 Figures of the Year, the Top Ten Ideas of the Year, the Top Ten Projects of the Year, the Top Ten Enterprises of the Year, the Best Four Online Popularity Award, the Action Award for Rural Revitalisation, the Action Award for Flood Relief, the Special Contribution Award, the Award for Charity-Friendly City Promoter and the Three Celebrity Philanthropists, were also announced at the ceremony. The Activist League has held charity awards for eight consecutive years, covering many fields such as education, social innovation, and rural revitalisation, with an aim to discover leaders in the field of charity, recognise industry leaders in promoting social progress, spread exceptional concepts and models of charity, and procure cross-border agencies to participate in creative charity.



於2023年5月13日，「行動者聯盟」的重要項目之一「女童保護」十周年暨北京眾一公益基金會五周年慶典在京舉辦，慶典主題為「愛在行動·共護未來」。截至11月底，「女童保護」已在全國31個省份開展兒童防性侵課程面對面授課，累計覆蓋超過927萬兒童、80萬家長。由「女童保護」拓展出的姊妹項目「擁抱青春期」，截至2023年11月，在28個省份開展青少年性健康教育課程，面對面授課覆蓋青少年超過41萬人，家長近1萬人。



2023年11月26日，鳳凰網主辦的「行動者聯盟2023公益盛典」在北京舉行。盛典以「跨界·公益·可持續」為主題，在高峰論壇上，眼科醫生陶勇，女足「最美門將」趙麗娜，中國科學院青藏高原研究所研究員張強弓，分別從視障公益、體育公益、環境保護等角度帶來主題演講。諸多跨界嘉賓熱議ESG發展與女性公益等話題。盛典亦揭曉了年度十大公益人物、年度十大公益創意、年度十大公益專案、年度十大公益企業、最具網路人氣

四大公益獎、鄉村振興行動獎、抗洪救災行動獎、特別貢獻獎、公益友好城市推動者和三大明星公益獎項。「行動者聯盟」已經連續八年舉辦年度公益評選，評選範圍涵蓋教育助學、社會創新、鄉村振興等眾多領域，旨在挖掘公益慈善領域的領軍者，表彰推動社會進步的行業翹楚，傳播先進的公益慈善理念和模式，推動跨界力量參與公益慈善創新。

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Promoting Gender Equality

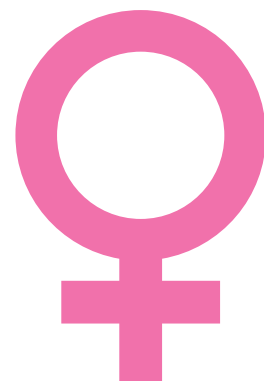
The Influence of Women • 2023 ifeng.com Influence of Women Award

On 8 April 2023, The Influence of Women • 2023 ifeng.com Influence of Women Award hosted by ifeng.com was held in Shanghai. Outstanding representatives across various sectors, entrepreneurs, philanthropists, scientific and educational workers, cultural and sports stars, etc. gathered in Shanghai to witness the birth of female role models. This event includes keynote speeches, summit forums and awards ceremony. At the summit forum, the power of women across various sectors and the growth journey of women were discussed around the three themes of "She Power", "She Growth" and "She Care". The event aims to discover and foster more "She Power" of women through dissemination and recognition of the power of female role models in various fields, so that gender equality is no longer just "Women's Business". We look forward to working with the public to usher in a more inclusive and equal society.

推動性別平等

她勢界 • 鳳凰網2023女性影響力大賞

於2023年4月8日，由鳳凰網主辦的「她勢界 • 鳳凰網2023女性影響力大賞」在上海舉辦。來自社會各界的優秀代表，企業家、公益人、科教工作者、文體明星等相約滬上春光，共同見證女性榜樣的誕生。本次活動包括主題演講、高峰論壇及頒獎典禮。高峰論壇上，圍繞「她力量」「她成長」「她關注」三個主題討論社會各界的女性力量以及女性成長歷程。活動旨在通過傳播和表彰各領域女性榜樣力量，發掘、激發更多的巾幗「她力量」，使性別平等不再僅僅是「女性之事」。我們期待與社會大眾一起，迎接一個更包容、更平等的社會的到來。



Women's Right
女性權益

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The Charity Channel of ifeng.com

The charity channel (<http://gongyi.ifeng.com>) on the Group's internet portal ifeng.com is an online charity platform for the continuous broadcasting of public welfare information. It features news on major charity events.

Large Outdoor LED Panel Displaying Charity Promotion

The Group's outdoor media business (large outdoor LED panel display advertising business) and its related business unit (Phoenix Metropolis Media) are both leveraging its own advantages in outdoor media to reach the mainstream crowd of major cities, as well as assisting the relevant departments of the Mainland government and various charity cooperative business partners to display public service advertisements and publicity videos involving public welfare and positive energy, which became the driving force of our sustainable social value contribution with an aim to reach more people. In 2023, Phoenix Metropolis Media has used LED panel to display a total of 15,436 hours of public service advertisements.



LED panel located at New Hualian Mansion, Huaihai Road (M), Shanghai
位於上海淮海中路新華聯商廈的LED屏幕

LOOKING AHEAD

The Group will continue to fulfil its corporate social responsibilities and its beliefs on environmental protection 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 C2 Environmental, Social and Governance Reporting Guide of the Listing Rules. Any feedback regarding this report is welcome and could be sent to esg@phoenixtv.com.

鳳凰網公益頻道

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。

大型戶外LED顯示屏幕公益宣傳

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）及相關經營單位（鳳凰都市傳媒）以自身戶外媒體優勢觸達都市主流人群，協助內地政府相關部門以及各公益慈善合作企業夥伴展播公益廣告和涉及公益正能量宣傳片，成為推動可持續性社會價值輸出的原動力，讓公益成果能夠觸及普惠更多人。2023年鳳凰都市傳媒利用LED屏幕共播出公益廣告共15,436小時。



LED panel located at the Grand Pacific Mall, Beijing
位於北京君太百貨的LED屏幕

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與環境保護的理念，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上市規則附錄C2《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。

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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
Mandatory Disclosure Requirements 強制披露規定			
Board Statement 董事會聲明	Mandatory Disclosure 強制披露	<ul style="list-style-type: none"> - Disclosure of the Board's oversight on ESG issues; 披露董事會對 ESG 事宜的監管； - The Board's ESG management approach and strategy; and 董事會的 ESG 管理方針及策略； 及 - 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 	<ul style="list-style-type: none"> • The Mission of Sustainable Development 可持續發展使命 • ESG Risk Assessment ESG 風險評估 • ESG Governance Structure (Board statement) ESG 管治架構(董事會聲明) <ul style="list-style-type: none"> o Supervision of ESG Matters ESG 事宜監管 o ESG Management Policies and Strategies ESG 管理方針及策略 o ESG Targets, Progress Review and Business Relevance ESG 目標、進度檢視及業務關連性
Reporting Principles 匯報原則	Mandatory Disclosure 強制披露	An explanation on, or a description of, the application of the relevant reporting principles in the preparation of the ESG report 解釋或描述在編備 ESG 報告時如何應用相關匯報原則	<ul style="list-style-type: none"> • Reporting Principles 匯報原則 • Materiality Assessment 重要性評估 • Environmental Category 環境範疇 <ul style="list-style-type: none"> o Application of Quantitative Reporting Principles 量化匯報原則應用
Reporting Scope 匯報範圍	Mandatory Disclosure 強制披露	A narrative explaining the reporting scope of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the reporting scope, the issuer should explain the difference and reason for the change 解釋 ESG 報告的匯報範圍，及描述挑選哪些實體或業務納入 ESG 報告的過程。若匯報範圍有所改變，發行人應解釋不同之處及變動原因	<ul style="list-style-type: none"> • Reporting Scope 匯報範圍

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Index Content 索引內容		Relevant Chapters 相關章節	
Comply or Explain 不遵守就解釋			
A. Environmental Aspect 環境範疇			
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"> Environmental Protection Policies 綠色環保政策 Relevant Environmental Protection Laws and Regulations 相關環保法律法規
	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"> Data Collection for Emissions and Resource Usage 排放及資源使用數據收集 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
	A.1.2	Direct and energy indirect greenhouse gas emissions (in tons) and intensity 直接及能源間接溫室氣體排放量（以噸計算）及密度	<ul style="list-style-type: none"> 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
	A.1.3	Total hazardous waste produced (in tons) 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"> Waste Management 廢棄物管理
	A.1.4	Total non-hazardous waste produced (in tons) 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"> Waste Management 廢棄物管理
	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"> Emission Targets 排放量目標 Beijing Phoenix Centre 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
	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"> Waste Management 廢棄物管理

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Index Content 索引內容		Relevant Chapters 相關章節	
Comply or Explain 不遵守就解釋			
A. Environmental Aspect 環境範疇			
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"> Environmental Protection Policies 綠色環保政策
	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"> Energy Consumption 能源耗量
	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"> Water Consumption 耗水量
	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"> Energy Consumption 能源耗量 Beijing Phoenix Centre 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
	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"> Water Consumption 耗水量 Beijing Phoenix Centre 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
	A.2.5	<p>Total packaging materials used for finished products (in tons) 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"> Amount of packaging materials used in finished products 製成品所用包裝材料量

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Comply or Explain 不遵守就解釋			
A. Environmental Aspect 環境範疇			
A3 The Environment and Natural Resources 環境及天然資源	General Disclosure 一般披露	<p>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</p>	<ul style="list-style-type: none"> Environmental Protection Policies 綠色環保政策
	A.3.1	<p>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</p>	<ul style="list-style-type: none"> Impacts on the Environment and Natural Resources 對環境及天然資源的影響
A4 Climate Change 氣候變化	General Disclosure 一般披露	<p>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</p>	<ul style="list-style-type: none"> Climate Change 氣候變化 <ul style="list-style-type: none"> Phoenix TV with World Wide Fund for Nature (WWF) and Rocky Mountain Institute (RMI) cohosted Zero Carbon Mission International Climate Summit 2023 鳳凰衛視與世界自然基金會 (WWF)、洛基山研究所 (RMI) 合辦「2023 零碳使命國際氣候峰會」 Phoenix TV was invited to hosted SDG Media Exclusive Panel Discussion at the United Nations Headquarters in New York 鳳凰衛視受邀於紐約聯合國總部舉辦可持續發展目標媒體專場對話會 Earth Hour 2023: Lights-Out event was held at the Beijing Phoenix Centre 地球一小時2023熄燈活動於北京鳳凰中心舉行
	A.4.1	<p>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</p>	

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Comply or Explain 不遵守就解釋			
B. Social Aspect 社會範疇			
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"> 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 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
	B.1.1	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	<ul style="list-style-type: none"> Analysis on Employment 僱傭情況分析
	B.1.2	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	<ul style="list-style-type: none"> Analysis on Employment 僱傭情況分析

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Comply or Explain 不遵守就解釋			
B. Social Aspect 社會範疇			
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"> • 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 • 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
	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"> • Occupational Health and Safety 職業健康與安全
	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"> • Occupational Health and Safety 職業健康與安全
	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"> • Occupational Health and Safety 職業健康與安全

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B. Social Aspect 社會範疇			
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</p> <p>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"> 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 Development and Training 發展及培訓
	B.3.1	<p>The percentage of employees trained by gender and employee category (e.g. senior management, middle management)</p> <p>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"> Development and Training 發展及培訓
	B.3.2	<p>The average training hours completed per employee by gender and employee category</p> <p>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"> Development and Training 發展及培訓
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"> 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 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
	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"> Labour Practices 勞工準則
	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"> Labour Practices 勞工準則

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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"> • Supply Chain Management and Product Responsibility 供應鏈管理、產品責任
	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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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	<ul style="list-style-type: none"> Supply Chain Management and Product Responsibility 供應鏈管理和產品責任
	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	

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B7 Anti-corruption 反貪污	General Disclosure 一般披露	Information on bribery, extortion, fraud and money laundering: 有關防止賄賂、勒索、欺詐及洗黑錢的： (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規例的資料
	B.7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases 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
	B.7.2	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
	B.7.3	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
		<ul style="list-style-type: none"> Internal Control Procedures for Anti-corruption and Training 反貪污內控程序及培訓

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B8 Community Investment 社區投資	General Disclosure 一般披露	<p>Policies on community involvement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests 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"> Policy Guidelines for Community Involvement 社區參與的政策方針
	B.8.1	<p>Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport) 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"> Hong Kong Nature Stories, An Annual Key Cultural Charity Project of Phoenix TV 鳳凰衛視年度重點文化公益項目《香港自然故事》 <ul style="list-style-type: none"> Arctic Operation of the Hong Kong Nature Stories Project 《香港自然故事》項目下的《北極行動》
	B.8.2	<p>Resources contributed (e.g. money or time) to the focus area 在專注範疇所動用資源(如金錢或時間)</p>	<ul style="list-style-type: none"> Society and Environment Protection Related Programmes 社會與環保類節目 <ul style="list-style-type: none"> Strategic Cooperation with UNESCO on cultural heritage protection and human culture 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 Chinese Charity: Compassion Award Ceremony 華人公益「愛心獎」頒獎典禮 Awards from All Sectors of The Community 社會各界嘉獎 Forever Happiness 美麗童行 <ul style="list-style-type: none"> Disease Screening Under the Benefiting the Children Project 疾病篩查「益童計劃」

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			<ul style="list-style-type: none"> ○ Works on Child Protection: Children Protection Project 保護兒童工作：「護童計劃」 ○ Dream Pursuit Project 尋夢計劃 ○ Forever Happiness Charity Dinner 美麗童行慈善晚宴 ○ Activist League Charity Platform of ifeng.com and Girls Protection 鳳凰網「行動者聯盟」公益平台及項目下「女童保護」 • Promoting Gender Equality 推動性別平等 <ul style="list-style-type: none"> ○ The Influence of Women • 2023 ifeng.com Influence of Women Award 她勢界 • 鳳凰網 2023 女性影響力大賞 • The Charity Channel of ifeng.com 鳳凰網公益頻道 • Large Outdoor LED Panel Displaying Charity Promotion 大型戶外LED顯示屏幕公益宣傳
Others 其他			<ul style="list-style-type: none"> • Looking Ahead 展望未來