

## Corporate Social Responsibility Report



Mr. LIU Changle, Chairman of the Board and CEO of Phoenix Satellite Television Holdings Limited, said in his speech at a recent charity event, "As an enterprise develops, in addition to its economic value, it has to consider its value to society. Besides an enterprise's responsibility to deliver profits, the management should also consider its corporate social responsibilities. Phoenix has always followed such a spirit, not just giving importance to enhancing its brand influence but also highly focusing on the heavy social responsibilities we shoulder. Going forward, Phoenix will continue to take up social responsibilities as it has and put in more efforts to enhance its fulfilment of social responsibilities in the road ahead."

The management of the Group strongly believes that a successful enterprise must fulfil its social responsibilities and uphold its standard of morality and conscience. A truly outstanding enterprise is required not only to maintain good business results, but more importantly, it has to be able to gain the recognition and respect of the whole community. These are the values that Phoenix has been adhering to. In 2015, as in previous years, Phoenix contributed to the community through a series of practical actions in the areas of charity and public welfare, environmental protection and sustainability and the care of employees. Capitalising on its media strengths in particular, Phoenix has taken the initiative of social responsibilities as a media body and has produced and broadcast a number of objective, impartial and credible television programmes and news reports on public welfare, charity and social phenomenon as a result of corporate social responsibility concerns. The Group also carries out a series of online and offline public welfare activities through Phoenix New Media.

This report has recorded the Group's performance in the area of corporate social responsibility in 2015. It also serves as a platform for the Company to share with its Shareholders its philosophy, practices and achievements in relation to corporate social responsibilities.

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## Community Involvement and Charity

In the areas of community involvement and charity, Phoenix emphasises caring for and supporting children living in poverty, airing concern about social phenomena. Leveraging its own media advantages, Phoenix produces and broadcasts television programmes and news reports to promote the spirit of community welfare.

In 2015, Phoenix continued its production of a large-scale television programme titled "Charity China". This programme broadcasts various community welfare issues, including the plight and suffering of people, environmental issues and cultural heritage. It reports on featured and influential charity campaigns across the Greater China region and introduces new philanthropy concepts to the public.

Phoenix attaches great concern to the health issues of the underprivileged children in China. The "ifeng.com's Forever Happiness 2015 • Xiamen • Charity Night" was held by Phoenix New Media and Phoenix as lead organisers and China Rural Children Serious Illness Medicare Charity Foundation, China Charities Aid Foundation for Children and China Xiamen International Buddhist Items & Crafts Fair as co-organisers in Xiamen, China in April 2015, inviting representatives from the government, business, cultural and sports sectors. An amount of approximately RMB4.90 million was raised for the charity event and was entirely donated to China Rural Children Serious Illness Medicare Charity Foundation.

The "ifeng.com's Forever Happiness 2015 • Hangzhou • Charity Night" was held by Phoenix New Media and Phoenix as lead organisers and the Shanghai Soong Ching Ling Foundation, the China Rural Children Serious Illness Medicare Charity Foundation, the China Charities Aid Foundation for Children and Metro Express as co-organisers in Hangzhou, China in July 2015. An amount of RMB8.17 million was raised by way of charity auction and designated donation. Of this total sum, RMB6.50 million was used for the development of the "Peasant Venture Relay Programme", a project under the Shanghai Soong Ching Ling Foundation and the remaining RMB1.67 million was allocated to the China Rural Children Serious Illness Medicare Charity Foundation for the rescue of sick children.



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The “ifeng.com’s Forever Happiness 2015 • Beijing • Charity Night” was held by Phoenix New Media and Phoenix as lead organisers and the China Charities Aid Foundation for Children as co-organiser in Beijing, China in October 2015. An amount of RMB19.40 million was raised, which was allocated to charity foundations including the 9958 rescue centre project, the Roundabout Special Fund and the China Rural Children Serious Illness Medicare Charity Foundation of China Charities Aid Foundation for Children and the “Show a little love; show your care” campaign of China Population Welfare Foundation, etc. In this regard, the three Forever Happiness charity nights throughout 2015 held in Xiamen, Hangzhou and Beijing raised a total of more than RMB32.75 million.

Since 2008, Phoenix and the National Centre for the Performing Arts have co-organised the yearly “Spring Festival Musical Gala For Chinese Around The World” to make the Chinese beautiful vision of social harmony known to the world. Each year, the ticket revenue will be donated to the “Phoenix Charity Caring Foundation” (founded in 2004) managed by the China Charity Federation for organising charitable and community welfare activities. In February 2015, the National Centre for the Performing Arts was entrusted by Phoenix to donate ticket revenue for the 2015 concert amounting to RMB260,000 (approximately HK\$313,000) to the “Phoenix Charity Caring Foundation”.

In November 2015, Phoenix made a donation to the Hong Kong Foundation as funding for the “Lifeline Express” eye-train hospital. The money raised by such exercises will be used for the provision of free surgical treatment to underprivileged cataract patients living in the remote areas.

In January 2015, Phoenix New Media made a donation to the Zhejiang Provincial Youth Development Foundation as a contribution to the Sunflower Children Medical Fund. This fund offers surgical treatments for the underprivileged children suffering from accidental injuries and other illnesses.

In addition, the Group also established a public welfare channel <http://gongyi.ifeng.com> on its official website ifeng.com. It provides instant news, updates and news from salons and seminars on public welfare and environmental protection. It also covers public welfare events held in the community, organised by enterprises and attended by celebrities.

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## Environment and Sustainability

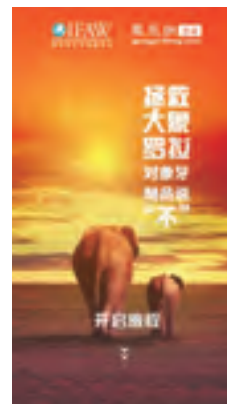
Phoenix produces and broadcasts a television programme series called "Earth Report", which deals with natural ecology and the sustainable development of society. The series consists of short episodes telling a story on Earth each day, such as the ecological protection of the Amazon River, sustainability of the fishing industry, protection of wild animals and climate change studies. The series encourages people to think together about how different creatures should live with each other and how the human race can survive on Earth sustainably.



Phoenix and the United Nations Educational, Scientific and Cultural Organization ("UNESCO") entered into a five-year "Strategic Partnership for Culture of Peace Programme" on 9 December 2012. Under this agreement framework, Phoenix shall donate USD1 million to UNESCO within five years for cooperation on the Culture of Peace Programme. During this period of cooperation, Phoenix shall work with UNESCO extensively in areas including sustainable development of humanity and culture, cultural heritage protection in chaotic countries, poverty elimination, and global children education as well as ecological environmental protection with an aim of fulfilling social responsibilities on a worldwide level. In 2015, Phoenix made a fourth-year donation of USD200,000 (approximately HK\$1.55 million) to the "UNESCO – Phoenix Strategy Foundation" set up by UNESCO.



In 2015, ifeng.com also worked with the International Fund for Animal Welfare ("IFAW") to promote the elephant protection programme "Save Elephant Laura" in China on its public welfare channel. In this connection, the channel built up the "Save Elephant Laura" campaign website and mobile app to disseminate the message of elephant ivory protection to raise the awareness of and increase the participation in the elephant saving campaigns.



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The management of Phoenix is committed to cultivating a corporate culture of environmental awareness by implementing a series of environmental protection measures at the Phoenix Center in Hong Kong, the Group's headquarters, such as air conditioning and lighting system reengineering for higher energy efficiency, waste separation for recycling incentives, and the provision of electric vehicles charging devices in the car park to support low-carbon emission.

## Employees Care

The Group adopts a people-oriented strategy and each employee is given a fair opportunity and competitive remuneration package. As to health and safety issues, Phoenix provides a safe workplace and purchases insurance policies for its employees. As to development and training, Phoenix has put in place vocational training and sponsorship programmes to subsidise employees taking courses relating to their work for the enhancement of their knowledge and skills. As to work environment, Phoenix Hong Kong Headquarters has extensive landscaping and sufficient recreational facilities to provide employees with a favourable work environment.

## Looking Ahead

Looking ahead, the Group will continue to fulfil its corporate social responsibilities while pursuing better business performance and value maximisation for Shareholders. Capitalising on its media advantages, Phoenix will strive to exert its influence as a role model in society, better undertake its environmental protection responsibilities and create excellent media credibility through the care for humanity and social responsibilities.

**This CSR Report was written with reference to the "Environmental, Social and Governance Reporting Guide" published by The Stock Exchange of Hong Kong Limited. The full text of the CSR Report has been verified by the Internal Audit department of the Group for the purpose of providing independent and objective assurance on the accuracy, reliability and completeness of the contents set out in the CSR Report. The Internal Audit department considers that the CSR Report reflects the performance of the Group in respect of corporate social responsibilities in a reliable and clear manner and the representations contained therein are true and accurate. Your feedback regarding this report is welcomed and could be sent to the Group's CSR communication channel at [csr@phoenixtv.com](mailto:csr@phoenixtv.com).**