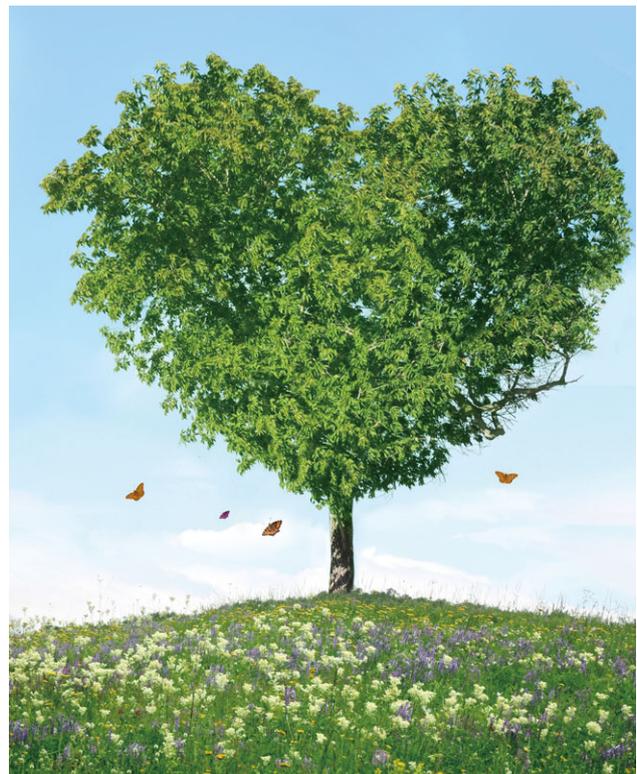


# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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

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

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

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

This report is the sixth corporate social responsibility report published by the Group since 2012. The Group adopts balanced, objective, consistent, prioritised and quantifiable reporting standards when making disclosures on the work of the Group in public welfare participations, employment relationship and environmental protection. This report documents the Group's performance of principal businesses (television broadcasting, new media and outdoor media business) in undertaking corporate social responsibilities in 2017, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on corporate social responsibilities.

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## Social

## Community, Charity and Sustainable Development

In the areas of community involvement and charity, the Group makes active efforts to understand and cater to the needs of the community, and focuses on alleviating poverty, helping children in China and raising concerns about social phenomenon. It promotes charity out of corporate social responsibilities by capitalising on its advantages as a media company and its brand influence, and reports on public welfare activities through its omni-media platform to reveal social phenomenon. The Group also makes substantial contributions to the society by organising and participating in various charity events.

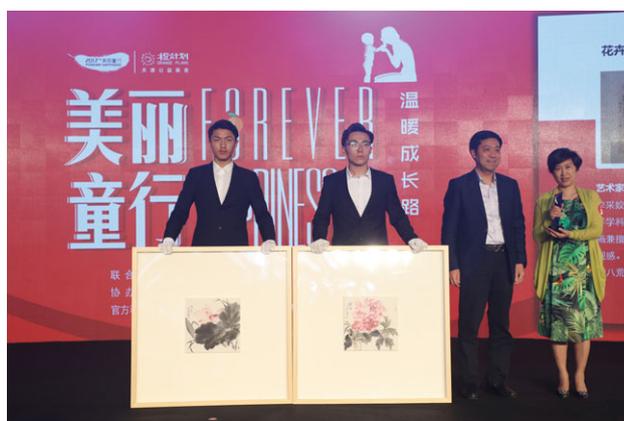
Since 2008, Phoenix Satellite Television Company Limited (“Phoenix TV”) and the National Centre for the Performing Arts have jointly organised the yearly “Spring Festival Music Gala for Chinese around the World” to make Chinese people’s beautiful vision of social harmony known to the world. Each year, all ticket revenue is donated to the “Phoenix Charity Caring Fund” managed by the China Charity Federation for organising charitable and welfare activities. In 2017, the donated ticket revenue of the concert amounted to around RMB280,000 (approximately HK\$330,000).



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



Phoenix TV, ifeng.com, “Orange Plan” of Teckon Foundation, China Charities Aid Foundation for Children, and China Social Assistance Foundation jointly hosted the “ifeng.com ‘Forever Happiness’ 2017 Charity Night • Warm Road of Growing Up • Ningbo China” in May 2017. The event raised RMB11.52 million in total, all of which would be applied to the left-behind children projects under China Charities Aid Foundation for Children and China Social Assistance Foundation to develop charities that care for left-behind children.





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

The “ifeng.com ‘Forever Happiness’ 2017 Australia Charity Night”, which was jointly hosted by ifeng.com and Half the Sky Foundation Australia Limited, was held in September 2017. For the first time, the gala evening held both online and offline auctions which are simultaneous and cross-border. As a result, a total of approximately AUD800,000 was raised and the proceeds would be fully used for the charity projects held by Half the Sky Foundation Australia Limited for orphans and disabled children in China. Following the “2016 Los Angeles Charity Night”, “Forever Happiness” has once again stepped out of China to continuously gather charity support for the underprivileged children in China from an international dimension.



“ifeng.com ‘Forever Happiness’ 2017 Charity Night • Shanghai China” was hosted by ifeng.com and co-organised by the China Social Assistance Foundation in October 2017. The event raised a total of RMB10.4 million through charity auctions, specified donations, and subscriptions. The proceeds would be fully applied to the arts education and medical assistance of left-behind children, family medical assistance of underprivileged children, the popularization of knowledge on child first aid and prevention of pediatrics liver disease projects under “China Social Assistance Foundation”, and “Benefiting the Children” project under “ifeng.com Special Charity Fund”. The “ifeng.com Special Charity Fund” was co-established

by ifeng.com and “China Charities Aid Foundation for Children” in June 2016, under which there are three charity projects, namely “Forever Happiness”, “Benefiting the Children” and “Children Protection”, for the main purposes of organising charity auctions, facilitating the development of medical, healthcare and relief services in underprivileged regions, and providing subsidies to orphans and disabled children.

The “ifeng.com ‘Forever Happiness’ 2017 • Annual Charity Night • Beijing China” was jointly hosted by ifeng.com and China Charities Aid Foundation for Children in December 2017. Hundreds of leaders from commercial sectors, pop stars and cultural celebrities attended and dedicated their love and care in different ways to increase the society’s attention to and concern over charity. A total of RMB20.65 million was raised from the event, which will be fully used by “China Charities Aid Foundation for Children” to provide medical assistance and professional care to domestic children who suffer from critical illnesses, including the projects of “9958 Emergency Aids Center” and “Roundabout Dedicated Fund”. As the designated mobile information platform of the event, “ifeng News App” and “Yidian Zixun” under Phoenix New Media Limited (“PNM”), reported on the event with authoritative information in a timely manner. “Feng-Live”, an internet live broadcast information platform which is operated by PNM, also covered the entire event.

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Leveraging on its media advantages, PNM launched an online charity donation portal for “ifeng.com Special Charity Fund” on the top of its official website “ifeng.com” and in the user centre of “ifeng News App”. In 2017, the Fund raised money through the above online channels for its “Benefiting the Children” project, a large-scale medical assistance project for underprivileged children that focuses on the screening of major diseases. It aims to gradually enhance the overall medical service capacity for children in the poor areas and to improve the medical and sanitation conditions of underprivileged children, starting from disease screening. In 2017, the online fund raising collected a total of RMB450,000 of donations which will be fully used to enhance the medical and health service for Chinese underprivileged children.



In May 2017, “Benefiting the Children” project formed a volunteer service team with “Capital Institute of Pediatrics”, in order to conduct critical illness screening for the underprivileged children in Tezi county in Puge town of Liangshan Yi Autonomous Prefecture which is in Sichuan province, set up children’s medical records, popularize basic medical knowledge about critical illness screening and distribute daily essential medicines of which the schools have only limited quantities.





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

In the future, “Benefiting the Children” project will cover impoverished regions in China to the largest extent through continuous project execution to provide more children in plight with medical assistance.

For the “Children Protection” project, to better facilitate the development of the mechanism for protecting children from sexual assaults, the “2017 Forum of the Deputies to the National People’s Congress and the Chinese Political Consultative Conference on the Protection of Girls” was jointly organised by the Phoenix Charity (<http://gongyi.ifeng.com>) and the “Protection Funds for Girls under China Foundation of Culture and Arts for Children” in March 2017 in Beijing, China, during which the prevention of child sexual assault was thoroughly discussed.

In May 2017, ifeng.com set up a “Phoenix Innovation Centre for Charity” and officially proposed the concept of “Innovative Charity”, which integrates sustainable development of enterprise with brand marketing and solutions to social problems, and gathers strength of all parties to conduct charity activities using a business approach with creativity and sustainability, so as to effectively solve social issues and achieve win-win situations.

In June 2017, “The Tape Pledge”, an innovative charity project conducted by Phoenix Innovation Centre for Charity, Charity of Phoenix and Suning, was awarded the “Bronze Lion for Media Category” in the “Cannes Lions International Festival of Creativity”. Renowned as the Oscar in the advertising industry, the “Cannes Lions International Festival of Creativity” is the most influential annual event in the global advertising and creative industry. During this year’s Festival, much attention has been placed on how to solve social issues through marketing communications. “The Tape Pledge” project illustrates the charity need for protecting wild animals on billions of Suning’s e-commerce logistics packages. When a consumer receives a parcel with “The Tape Pledge”, the specially-designed packing tape will “bleed” (red paint) upon being cut, which immediately places the consumer in a simulated scene of animals being killed. The consumer could also scan the QR code on the package to get more related information on smart phone, and pledge not to purchase animal products to avoid becoming an indirect animal killer.

**The Tape Pledge**  
Don't become an animal slayer

**Challenge**  
Illegal animal hunting is still happening every day, as long as animal product buyers exist.

**Finding**  
China's e-commerce platform sends out 30 billion packages every year.

**Idea**  
We created the "Pledge Tape" on delivery boxes of the popular e-commerce site Suning. With sandwich structure and prints of wild animals, when the tape is cut open, red paint "bleeds out" from the animal parts that hunters are greedy for. Thrilled by "blood", consumers are invited to make the pledge: "don't become an animal killer".

**Value**  
With delivery boxes—medium with the highest coverage rate, these interactive "Pledge Tape" are making 448 million (stat. June 2016) online shoppers become guardians of those precious animals.

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

In October 2017, the opening ceremony of “2017 ‘Star Lights • Let Technology Illuminate the Future’ Caring for Left-behind Children Charity Program”, a program jointly launched by ifeng.com and Aviva-COFCO Life Insurance Co., Ltd, was held in Beijing, China. As China is a country with an enormous population, many children in the poor areas still do not have the chance to receive systematic education on science and technology. Therefore, the popularization of such knowledge among children in the remote regions is still an urgent need. This year, with its theme “Let Technology Illuminate the Future”, the charity program “Star Lights” underlines the significance of science and technology to children. The program lights up children’s dreams of life with the power of technology by creating a platform that enlightens children with scientific knowledge, so that they can experience technology in zero distance. In 2017, “Star Lights” has brought scientific enlightening activities to primary schools in Qu County in Dazhou City of Sichuan Province, Jiawang District in Xuzhou City of Jiangsu Province, Songzi City of Hubei Province and Linquan County in Fuyang City of Anhui Province. The activities include technology classes, experience of new technology equipments (such as virtual reality glasses, drones, etc.), and guidance on technology invention and innovation.



“Activist League” was launched by the charity channel of ifeng (gongyi.ifeng.com) in June 2016. It aims at establishing an interactive charity event platform for the cooperation among charitable organizations, creative industry, celebrities and caring companies, and through the platform providing extra media resources and corporate support to the charitable parties. In the meanwhile, the platform also gathers and selects innovative charity projects from all sectors of society which are suitable for communication through new media, covering a multiple of areas such as caring for autistic children, environmental protection and animal protection, etc.. Members of the League include China Social Welfare Foundation, China Foundation for Poverty Alleviation, China Foundation of Culture and Arts for Children, China Social Assistance Foundation, China Children and Teenagers’ Fund,

China Charities Aid Foundation for Children, China Women’s Development Foundation, One Foundation and other major charitable foundations in China. Each year, ifeng.com releases special projects collaborated with the members of the League through both online communication and offline events. In December 2017, “2017 Activist League Charity Award Presentation Grand



Ceremony” was held in Beijing, China, during which six prizes were awarded including “Top Ten People of the Year for Charity”, “Top Ten Charity Projects of the Year”, “Top Ten Innovative Charity Ideas of the Year”, “Top Ten Companies of the Year for Charity”, “Award for the Most Popular on Internet” and “Special Contribution Award” to recognize the individuals and events that contributed to the advancement of society and development of social charitable undertakings over the past year.



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Other charitable donation activities of the Group in 2017 included: Donation of five hundred “Kindle E-readers for the Academic” to “China Poverty-Alleviation Promotion of Volunteer Service”, the value of which amounted to around RMB340,000 (approximately HK\$400,000), to support the establishment of a record system for impoverished households; Donation of approximately RMB310,000 (around HK\$430,000) to “China Women’s Development Foundation” to be used in the “Click ‘Like’ for Charitable Super Moms” activity, and the top five “Charitable Super Moms” projects including “Rainbow Village Scholarship Program”, “Girls Protection”, “Thousand Waves of Warmth and Thousand Times of Love”, “Home for Married Women in Foreign Lands” and “Convoy Initiative for the Disabled Children”; and donation of RMB70,000 (approximately HK\$80,000) to “China Social Assistance Foundation” for payments of staff wages and benefits and the administrative office expenses of the Foundation.

### Employment and Labour Practices

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

#### *Employment*

As at 31 December 2017, the Group employed 2,881 full-time staff members. The Group has strictly abided by the employment and labour laws and regulations in the countries of operation. It also emphasizes equal opportunities and workplace diversity. The Group opposes discrimination and undertakes that the employment, remuneration and promotion of its employees are determined irrespective of their political stance, gender, age, sexual orientation, marital status, religion, race, nationality or other social factors.

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

#### *Health and Safety*

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

#### *Development and Training*

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

#### *Labor Standards*

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

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## Operating Practices

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

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



## Environmental

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

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

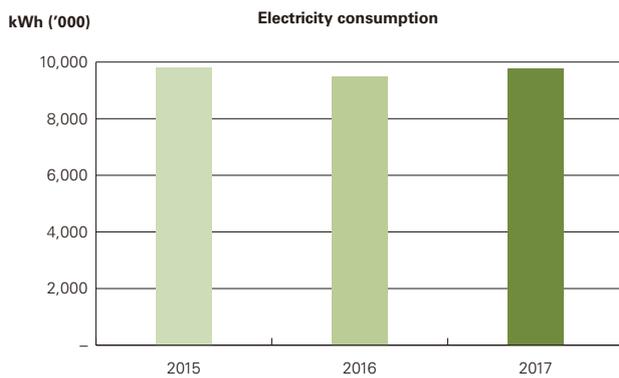




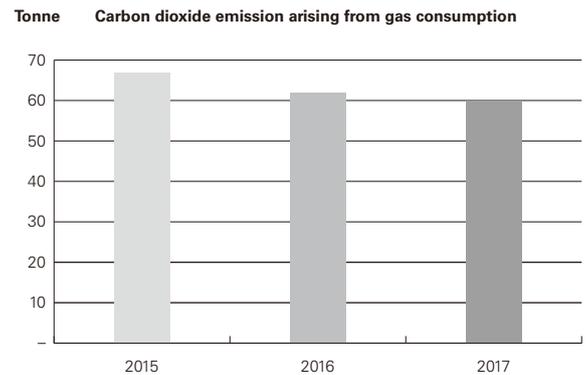
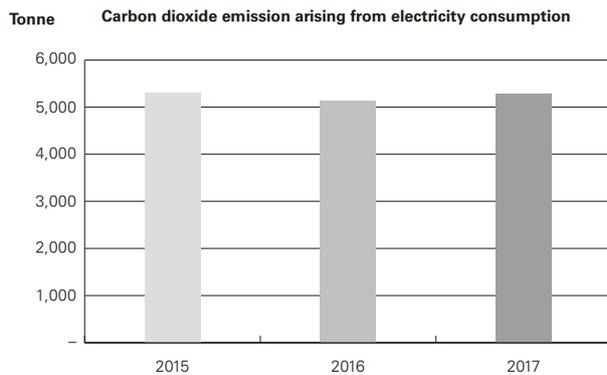
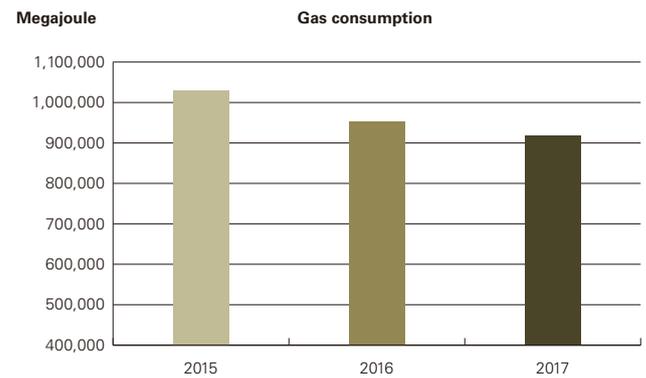
## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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

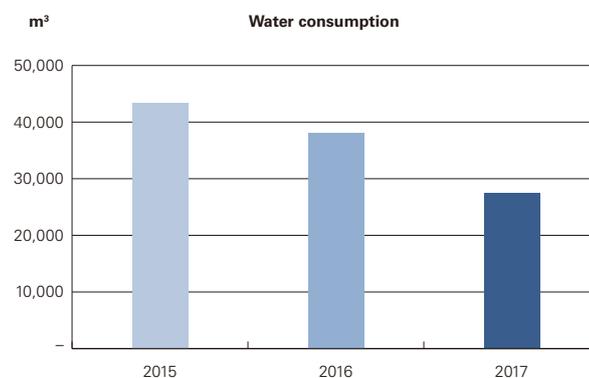
Electricity consumption and the resulting carbon dioxide emissions:



Gas consumption and the resulting carbon dioxide emission:



Water consumption:



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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In addition, Phoenix Metropolis Media Technology Company Limited (“**Phoenix Metropolis Media**”), a subsidiary of the Group engaged in the outdoor large LED screen advertising business, has implemented the following environmental protection measures:

In order to reduce light pollution from screens, screens installed by Phoenix Metropolis Media are all equipped with an outdoor light assessment system, so screen brightness can be automatically adjusted to accommodate the surrounding environment. Phoenix Metropolis Media also introduces new LED screens that adopt a colour depth of 16 bit, thereby producing softer colours and helping to alleviate discomfort from bright lights.

For the purpose of saving energy, Phoenix Metropolis Media uses screens with energy-saving LED light tubes which automatically adjust brightness when in use, cutting electricity consumption for normal use to approximately 40% of the designed peak consumption level, thereby saving energy. Apart from that, it uses axial fans instead of air conditioning for ventilation, which further reduces energy consumption while ensuring the normal operation of screens.

In terms of the recycling and reuse of dismantled screens, Phoenix Metropolis Media cleans and modifies components that are still useful and reuses them as spare parts for newly built or modified screens or for screen repairing.

### Looking Ahead

The management confirms to the Board that the Group’s risk management and internal control systems on environmental, social and governance issues are effective, and in 2017, there were no major environmental, social and governance risks across the Group.

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