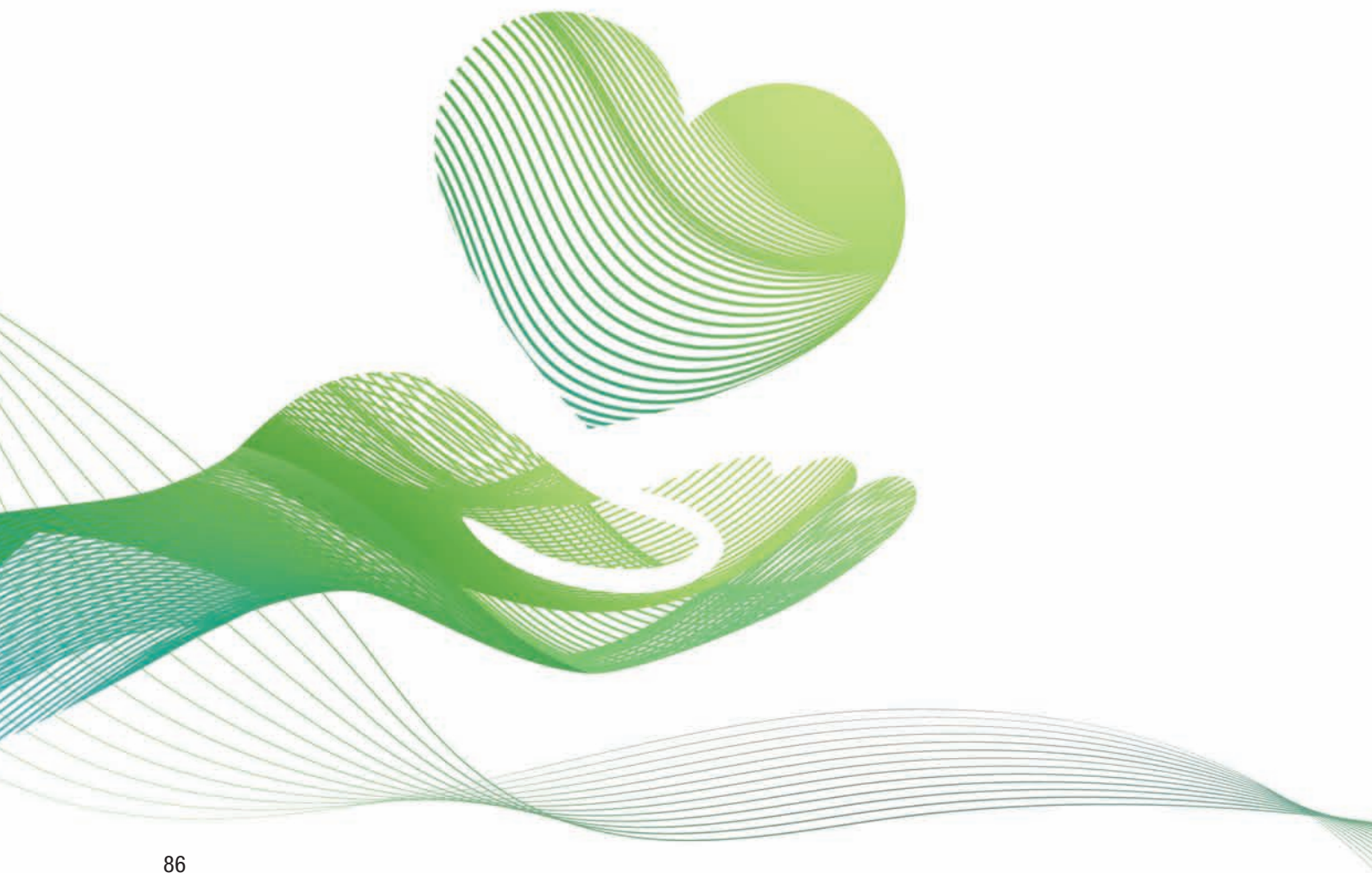


# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

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

鳳凰衛視投資（控股）有限公司（「本公司」）董事會及管理層堅信，一個企業的發展，不僅要重視經濟價值，更要考慮自身的社會價值，能履行社會責任且具有道德良知的企業才能立於不敗之地，這是本公司及其附屬公司（「本集團」）在企業社會責任方面的理念及目標。



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

The Board and the management of the Company firmly believe that, as an enterprise develops, in addition to its economic value, it must place even more emphasis on 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 (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**").

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

本公司董事會及管理層堅信，一個企業的發展，不僅要重視經濟價值，更要考慮自身的社會價值，能履行社會責任且具有道德良知的企業才能立於不敗之地，這是本集團在企業社會責任方面的理念及目標。

董事會對本集團的環境、社會及管治策略與匯報負最終責任。在政策上，本集團實施經董事會批准通過的《企業社會與環境責任政策》。該政策為本集團的社會、公益與環境保護活動奠定基調、明確方向並提供指引，旨在協助本集團更好地履行社會與環境保護義務，並符合香港聯合交易所有限公司（「聯交所」）證券上市規則（「上市規則」）在披露方面的合規要求。

在策略上，本集團利用自身的傳媒優勢及品牌影響力，透過本集團的全媒體平台，提供公益資訊，舉辦公益活動，將公益組織、媒體夥伴、愛心企業等社會力量聚合起來，目標是宣揚公益理念、推動公益和環保項目、為社會作出貢獻。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

To effectively manage the social and environmental risks arising from the course of business operations, the Group has set up a mechanism for each business unit to report regularly to the headquarters on public welfare and environmental 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, prioritization, effective control and on-going monitoring of social and environmental risks, and the writing of the annual *Environmental, Social and Governance Report* for the corporation.

This report is the seventh corporate social responsibility report published by the Group since 2012. The Group adopts balanced, objective, consistent, prioritized and quantifiable reporting standards when making disclosures on the work of the Group in public welfare activities, employment relationship and environmental protection. This report documents the Group's performance of its principal businesses (television broadcasting, internet media and outdoor media business) in undertaking corporate social responsibilities in 2018, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on corporate social responsibilities.

為有效管理在業務運營期間所產生的社會與環境風險，本集團建立了各業務單位定期向本集團總部匯報公益與環保事項的機制，並將社會與環境風險納入本集團的企業風險管理與內部監控體系。在人事編制上，本集團設有企業社會責任職能，以協助董事會及管理層對本集團社會與環境風險進行識別、評估、優次排序、有效控制以及持續監控，並撰寫年度企業《環境、社會及管治報告》。

本報告為本集團自2012年起發佈的第七份企業社會責任報告。本集團採取以平衡客觀、貫徹一致、重要性、以及可量化為基礎的匯報準則，以披露本集團在社會公益、僱傭關係與環境保護方面的工作。本報告記錄了本集團主要業務（電視廣播、互聯網媒體與戶外媒體業務）在2018年度企業社會責任方面的表現，也以此作為本集團與股東之間就企業社會責任的理念、實踐與成績溝通的橋樑。





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

## Social

## Community, Charity and Sustainable Development

In the areas of community involvement and charity, the Group makes active efforts to understand and cater to the needs of the community, and focuses on alleviating poverty, helping underprivileged children in China, raising concerns about social phenomenon, and environmental protection. It promotes charity out of corporate social responsibilities by capitalizing 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 programs on public welfare, environmental protection and social phenomenon, and reports on public welfare activities to reveal social phenomenon. The Group also makes substantial contributions to the society by organizing and participating in various charity events.

The Climate Reality Project initiated by Mr. Al Gore, the former U.S. Vice President, aims to facilitate the formulation of a global solution for countering climate crisis by the participation of all parties in taking urgent climate measures at different levels in the society. In December 2018, as the exclusive Chinese media partner of the project's global live broadcast, at Phoenix Center in Beijing, Phoenix TV produced the one-hour *Voices from China*, which was one of the episodes of *24 Hours of Climate Reality*, a global live program on environmental protection. The program was connected live to the main hosting venue in New York, and demonstrated to the world the action plans and work directions of the Chinese government, Chinese enterprises and individuals in countering the climate problems. Mr. Al Gore, the President of the Climate Reality Project, hosted the live broadcast, and together with global political leaders, business tycoons and renowned artists, called for awareness on the climate crisis and to explore the way forward. Mr. Al Gore, in an exclusive interview with Phoenix TV, expressed his thanks on behalf of all his staff for the contributions made by Phoenix TV in countering the climate change problems, which has set an example in the media industry.

## 社會

## 社區、公益與可持續發展

在社區與公益方面，本集團主動瞭解、照顧社區需要，並以扶貧、幫助中國貧困兒童、關注社會現象、環境保護為重點，利用自身的傳媒優勢及品牌影響力，從企業社會責任的角度出發，透過本集團的全媒體平台，製作播出客觀、公正兼具公信力的公益、環保與社會現象類節目，報導公益活動，宣揚公益精神，揭示社會現象，並組織、參與各項公益活動，為社會做出實質貢獻。

由美國前副總統戈爾先生創立的「氣候現實」項目(The Climate Reality Project)旨在通過在社會各個層面採取緊急氣候行動，催生氣候危機的全球解決方案。2018年12月，鳳凰衛視作為「氣候現實」項目全球直播的華語獨家合作媒體，在北京鳳凰中心製作了全球直播環境保護類節目《24小時氣候現實》的「中國一小時」環節，並與紐約主會場連線，向全世界展示中國政府和中國企業及個人對氣候問題的行動方案和努力方向。「氣候現實」項目創立人戈爾先生主持了現場直播，與全球政治領袖、商業巨頭及知名藝術家一起呼籲關注氣候危機並探索前行之路。鳳凰衛視獨家採訪了戈爾先生，他代表所有工作人員感謝鳳凰衛視在環境氣候問題上所做的貢獻，起到了身為媒體的表率。



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

With regard to the Chinese government's pledge to eradicate poverty by 2020, in 2018 Phoenix TV spent more than one month visiting Fujian, Guangxi, Sichuan, Guangdong and Beijing and produced a series of extensive reports on poverty alleviation known as *Ongoing Poverty Eradication in China*. The reports were broadcast during news hour in two programs, *Phoenix Morning Express* and *China News Live*. The reporters of Phoenix TV also visited poor villages, and produced and broadcast a public welfare program *Journalist on the Spot: China Poverty Elimination in Progress*, which witnessed the process of overcoming poverty, documented the new mode of poverty alleviation through China's local industrial development and explored new plans for the balanced development of these regions.

The production team of *Panoramic Eyeshot of Phoenix* of Phoenix Chinese Channel made in-depth visits to various places in Nanbu County of China, including Baerhu Town, Dongba Town and Tiefertang Town. They interviewed poor families, wealthy households of the local industries and heads of villages and towns, and discovered many touching stories behind the successful removal of poverty in Nanbu County. A special program *Removal of the Poverty Cap - Documentary for China's Poverty Alleviation - Southern China* was produced and broadcast, featuring reports of the excellent methods and experiences in improving the county's infrastructures and profiting local industrial developments.

就中國政府作出的2020年實現全面脫貧的承諾，2018年鳳凰衛視歷時一個多月走訪福建、廣西、四川、廣東、北京，製作了大型扶貧系列報道《消除貧困中國進行時》，於新聞時段兩檔節目《鳳凰早班車》和《華聞大直播》中播出。鳳凰衛視記者亦走訪貧困村，並製作播出了公益類節目《記者再報告：中國減貧進行時》，見證脫貧歷程，記錄中國產業扶貧新模式，探索地區平衡發展新方案。

鳳凰衛視中文台《鳳凰大視野》欄目組走進中國南部縣，深入到該縣八爾湖鎮、東壩鎮、鐵佛塘鎮等地，採訪貧困戶、產業大戶和鄉鎮負責人，挖掘該縣脫貧「摘帽」背後的感人故事，並圍繞該縣基礎設施改善、致富產業發展等方面的好做法、好經驗進行了報導，製作播出了特別節目《摘帽了 - 中國扶貧紀實》南部篇。



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

On the 10th anniversary of the Wenchuan Earthquake, in 2018 Phoenix TV's program *Starface* initiated and organized an event Barrier Free • Actions of Love jointly with the China Disabled Persons' Federation and other disability organizations across the country, addressing the daily needs of the disabled from the angle of barrier-free environment. With the support and participation of well-known celebrities and figures from different fields, the program *Starface* went into the lives of the disabled to experience the inconveniences that can be caused by the lack of barrier-free facilities, and explored the possibilities of a barrier-free environment from six different dimensions including daily travel, education, employment, technology, prevention of sexual assault and social security. An experiential documentary serial *Barrier Free • Actions of Love* was produced and broadcast.

Leveraging its advantage as a media company, Phoenix TV has entered into strategic cooperation with a number of subordinate organizations under the United Nations, through which platforms are established jointly to facilitate the promotion and implementation of the Sustainable Development Goals of the United Nations in China, and to provide assistance to Chinese enterprises for their sustainable development and overseas expansion.

在2018年汶川地震10周年之際，鳳凰衛視《名人面對面》節目從無障礙環境這一角度切入殘障人士的生活需求，聯合「中國殘疾人聯合會」及全國各地的殘障人士社團，組織發起「無障•愛行動」，在各界名人大咖的支持和參與下，走進殘障人士的生活，體驗缺乏無障礙設施帶來的種種不便，從出行、教育、就業、科技、預防性侵和社會保障六大方向，多維度探索無障礙環境的各種可能，並製作播出了體驗式系列記錄片《無障•愛行動》。

鳳凰衛視亦憑藉自身媒體優勢，與聯合國下屬多個機構達成戰略合作，共同搭建平台，助力聯合國可持續發展目標在中國的傳播和實踐、助力中國企業可持續發展、助力中國企業走出去。





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

On 24 October 2018, Phoenix TV joined hands with the United Nations in China ("UN China") and organized a celebration event for the 73rd United Nations Day at Phoenix Center in Beijing. As the strategic media partner of the UN China, Phoenix provided enormous support for the event. The theme of the event was to highlight the importance of partnerships in achieving the 2030 Agenda for Sustainable Development of the United Nations and to showcase the contributions from partners in facilitating the realization of the Sustainable Development Goals and addressing the various challenges of the world today. In the event, the management of Phoenix TV also introduced the efforts and contributions made by Phoenix for the Sustainable Development Goals of the United Nations. Over 400 representatives from the UN China, the Ministry of Foreign Affairs of the PRC, the Ministry of Commerce of the PRC, diplomatic representatives from different countries, international organizations, enterprises and media bodies attended the celebration.

2018年10月24日，鳳凰衛視與聯合國駐華系統攜手，在北京鳳凰中心舉行了第73屆「聯合國日」慶典活動，鳳凰作為聯合國駐華系統媒體戰略合作夥伴為本活動提供了大力支持，活動的主題旨在突出夥伴關係對實現聯合國「2030年可持續發展議程」的重要性，並展示合作夥伴對推動可持續發展目標、解決當今世界面臨的諸多挑戰所做的努力。活動上鳳凰衛視管理層亦介紹了鳳凰為聯合國可持續發展目標所做的努力與貢獻。聯合國駐華系統、中國外交部、商務部、各國外交代表、國際組織、企業、媒體等約400餘名代表出席了慶祝活動。



Phoenix TV has entered into a strategic cooperation agreement with the United Nations Development Programme (the "UNDP") for a term of three years (i.e. from November 2016 to November 2019). As the strategic media partner of the UNDP in China, Phoenix TV assists the UNDP in collecting first-hand cases to establish a database for cases of overseas sustainable development of Chinese enterprises. Selected cases will be included in the *Report on the Sustainable Development of Chinese Enterprises Overseas*, so that successful experiences and lessons of the overseas development of Chinese enterprises can be learnt from by other developing countries. Phoenix TV is also responsible for the production of the video version of the report. Successful cases of the relevant Chinese enterprises will be broadcast in the program *The Odyssey of Dragon* produced by Phoenix TV for global promotion.

鳳凰衛視與「聯合國開發計劃署」簽訂了為期三年(2016年11月至2019年11月)的戰略合作協定。作為「聯合國開發計劃署」在中國的媒體戰略合作夥伴，鳳凰衛視協助「聯合國開發計劃署」收集第一手案例以建立中國企業海外可持續發展案例庫，揀選案例納入《中國企業海外可持續發展報告》，將中國企業走出去的成功經驗和教訓借鑒推廣到發展中國家。鳳凰衛視亦負責製作《中國企業海外可持續發展報告》的視頻版本，相關中國企業的成功案例在鳳凰衛視旗下節目《龍行天下》中播出，作為在全球範圍內的推廣。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

In August 2018, Phoenix TV donated RMB2 million to the UNDP for its China Human Development Report Project which is carried out within China. In addition, Phoenix TV and the UNDP entered into a cooperation agreement with regard to the *China Human Development Report* and the *Progress Report on the Implementation of the UN's 2030 Agenda for Sustainable Development by Chinese Enterprises (2018 Version)*. Phoenix TV will assist the UNDP in finding suitable cases of the successful experiences of China human development and sustainable development of Chinese enterprises, participate in the production of the video version of the report, organise forums and roundtable discussions, and promote the relevant reports and successful cases in the program *The Odyssey of Dragon*.

During the strategic cooperation with the United Nations, Phoenix TV also entered into a trilateral agreement with the United Nations Office for South-South Cooperation and the Finance Center for South-South Cooperation in November 2018, to jointly conduct research, compile a collection of cases and prepare report on the *Modes of Involvement of Chinese Stakeholders in South-South Cooperation*. As the strategic media partner in this cooperation, Phoenix TV will produce the video version of the report. Successful cases of Chinese enterprises will also be presented in the program *The Odyssey of Dragon*.

On 19 December 2018, the 13th Compassion Award Ceremony, organized by the Hong Kong and Macau Taiwanese Charity Fund and co-organized and produced by Phoenix TV, was held in the Hong Kong Convention and Exhibition Centre, Wan Chai, Hong Kong. The participation of caring people from different sectors in Mainland China, Hong Kong, Taiwan and Macau, who exchanged their charity experiences, has made the charitable event a great success. The Compassion Award was set up in 2006 with the aim of spreading kindness, encouraging acts of charity, promoting filial piety, reinstating social morality and building a harmonious society. Each year, role models of compassion from Mainland China, Hong Kong, Taiwan and Macau are selected through several rounds of rigorous evaluation.

2018年8月，鳳凰衛視向「聯合國開發計劃署」捐助人民幣200萬元，用於「聯合國開發計劃署」在中國境內開展的「中國人類發展報告項目」。此外，鳳凰衛視與「聯合國開發計劃署」就《中國人類發展報告》及《中國企業落實聯合國2030可持續發展議程進展報告(2018版)》簽署合作方案，鳳凰衛視將協助「聯合國開發計劃署」就中國人類發展經驗以及中國企業可持續發展主題尋找合適的案例，參與製作報告的視頻版本，組織論壇及圓桌討論，並在旗下節目《龍行天下》中推廣相關報告及成功案例。

在與聯合國的戰略合作中，2018年11月，鳳凰衛視亦與「聯合國南南合作辦公室」、「南南合作金融中心」簽署三方協議，共同調研和製作《中國各利益相關方參與南南合作模式》的案例集和報告。鳳凰衛視作為媒體戰略合作夥伴，將製作報告的視頻版本，中國企業成功案例亦將在《龍行天下》節目中播出。

2018年12月19日，由「港澳臺灣慈善基金會」主辦、「鳳凰衛視」協辦及製作的第13屆「愛心獎」頒獎典禮在香港灣仔會議展覽中心隆重舉行，來自兩岸四地的各界愛心人士互相交流慈善心得，共襄盛舉。「愛心獎」於2006年設立，為傳揚愛心、鼓勵善行、弘揚孝道、匡正社會風氣、建立祥和社會，每年經數輪嚴格評核，選出兩岸四地的愛心楷模。





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

Since 2008, Phoenix TV and the National Centre for the Performing Arts have been jointly organizing the yearly Dragon and Phoenix Bringing Auspiciousness • 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 organizing charitable and welfare activities. In 2018, the donated ticket revenue of the concert amounted to around RMB330,000 (approximately HK\$371,078).

鳳凰衛視與國家大劇院自2008年起，每年聯合舉辦「龍鳳呈祥 • 全球華人新春音樂盛典」，向世界表達中國人對社會和諧的美好願景，並將每年的門票收入全部捐獻給由中華慈善總會管理的「鳳凰慈善關愛基金」，用以開展公益慈善活動。2018年捐獻的音樂會門票收入約為人民幣330,000元（約港幣371,078元）。



Phoenix New Media, the business unit of the Group principally engaged in internet media, also implements the Group's beliefs on corporate social responsibilities. Through a series of charity projects, it has unleashed the power of charitable acts and kept putting into practice its beliefs on public welfare with the creation of a number of branded charity projects including Forever Happiness, Benefiting the Children and Activist League, etc.

本集團旗下主營互聯網媒體的業務單位「鳳凰新媒體」亦貫徹集團的企業社會責任理念，透過一系列公益項目，發揮公益力量，不斷踐行公益理念，先後打造了「美麗童行」、「益童計劃」和「行動者聯盟」等品牌公益項目。

Forever Happiness is a large-scale branded charity event organized by ifeng.com, the web portal of Phoenix New Media. It aims at uniting Chinese all over the world for their attention to the survival, health, education and future development of underprivileged children in China, calling for contributions from all sectors of society, reinforcing the idea of public welfare, and creating a better future for the children. Since 2007, Forever Happiness has organized charity events for 12 consecutive years, and has held Charity Night for 8 consecutive years. Footprints of Forever Happiness were left across three continents in seven cities. Through on-site and off-site auctions as well as specified donations, funds are raised for charity projects for children.

其中，「美麗童行」是由「鳳凰新媒體」門戶網站「鳳凰網」主辦的大型品牌公益活動，旨在聯合全球華人共同關注中國困境兒童的生存、健康、教育及未來發展，呼籲社會各界貢獻愛心，強化公益理念，為孩子們創造更美好的明天，自2007年至今已連續12年發起公益活動、連續8年舉辦「美麗童行」慈善晚宴，足跡跨越全球三大洲、七個城市，通過場內外拍賣、定向捐贈等方式，為有需要的兒童募捐，並以善款幫扶兒童公益項目。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

In 2018, Forever Happiness hosted three charity nights. The ifeng.com Forever Happiness 2018 Xiamen Charity Night, which was held in Xiamen on 10 May, raised more than RMB11.24 million in total, of which RMB780,000 was donated specifically to the ifeng.com Special Charity Fund for the Benefiting the Children project. The remaining will be used completely in charity projects managed under China Charity Federation, China Charities Aid Foundation for Children, China Social Assistance Foundation and Adream Foundation for the survival, health, education and future development of underprivileged children in China, so that philanthropic and caring supports could be gathered for these children in distress. The ifeng.com Forever Happiness 2018 Australia Charity Night, which was jointly organized by ifeng.com and Half the Sky Foundation Australia Limited in Melbourne on 8 September, raised a total of approximately AUD820,000. With an international perspective, Forever Happiness has once again stepped out of China and gathered charity support from both within China and overseas to fulfill the social responsibility for the physical and emotional health of orphans and disabled children. On 19 October, the ifeng.com Forever Happiness 2018 Beijing Charity Grand Ceremony, organized by ifeng.com and co-organized by the China Charities Aid Foundation for Children, was held in Beijing. The event raised a total of over RMB18.43 million. The proceeds will be used in charity projects for medical assistance, student assistance and orphans.

2018年「美麗童行」共舉辦了三場慈善晚宴：5月10日的廈門站「2018鳳凰網美麗童行廈門慈善晚宴」共籌得善款逾人民幣11,240,000元，其中人民幣780,000元定向捐贈給「鳳凰網公益專項基金」旗下的「益童計劃」項目，其餘所募善款將全部用於中華慈善總會、中華少年兒童慈善救助基金會、中華社會救助基金會和真愛夢想公益基金會旗下關注困境兒童生存、健康、教育及未來發展的公益項目，為中國弱勢兒童匯聚慈善愛心力量；9月8日由「鳳凰網」和「澳大利亞半邊天基金會」聯合主辦的墨爾本站「2018鳳凰網美麗童行澳大利亞慈善晚宴」共募得善款約820,000澳元。這是鳳凰網「美麗童行」慈善晚宴再次走出國門，用國際視野，凝聚海內外公益慈善力量，為孤殘兒童身心健康而踐行責任擔當；10月19日由「鳳凰網」主辦、「中華少年兒童慈善救助基金會」協辦的北京站「2018鳳凰網美麗童行北京公益盛典」籌得善款逾人民幣18,430,000元，所籌善款將用於助醫、助學及孤兒相關的公益專案。



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

The Benefiting the Children project, another branded charity project of Phoenix New Media, is a charity project under the ifeng.com Special Charity Fund which provides medical care and help to underprivileged children in need in terms of medical aids, educational development, mental health and standards of living. The project aims at providing necessary opportunities and conditions for children's survival, development, protection and growth with the best effort, satisfying their development needs to the greatest extent, calling on all sectors of society to make contributions to their growth, and striving to let every child have equal growth opportunities. In 2018, Benefiting the Children project mainly carried out large-scale medical assistance projects for underprivileged children focusing on the screening of critical illnesses, through which it aims to gradually enhance the overall medical service capability for children in impoverished regions in China, and to improve the medical and sanitation conditions of these children. In 2018, the ifeng.com Special Charity Fund raised a total of RMB910,000 for the Benefiting the Children project. In addition to offline fund raising, donation portals have also been set up on the ifeng.com webpage and in the ifeng News App. In June 2018, Benefiting the Children project established a volunteer service team together with Aramco Asia and medical supporting entities including Capital Institute of Pediatrics, Beijing Tongren Hospital and Beijing Tiantan Hospital to carry out medical assistance in Xi Achao Township in Longhua County of Chengde City which is in Hebei Province. During the same month, Benefiting the Children project together with the volunteer team of Operation Smile carried out medical aids in the People's Hospital in Meigu County of Liangshan Yi Autonomous Prefecture which is in Sichuan Province, providing free repair surgery to children with cleft lips and cleft palates. In September 2018, Benefiting the Children volunteer service team and the Beijing Hospital of Traditional Chinese Medicine Affiliated to Capital Medical University jointly provided medical assistance to more than 200 children in Shaling Town in Panshan County of Panjin City which is in Liaoning Province. The medical assistance included disease screening, setting up medical records for children, and lectures popularizing basic medical knowledge. In November 2018, Benefiting the Children project formed a volunteer service team together with Aramco Asia and the medical supporting entities including Capital Institute of Pediatrics, Beijing Tongren Hospital, Beijing Tiantan Hospital and Beijing Stomatological Hospital, and provided medical assistance in Fenggang County in Zunyi City of Guizhou Province.

鳳凰新媒體另一品牌公益項目「益童計劃」是「鳳凰網公益專項基金」旗下針對困境兒童在醫療救助、教育發展、心理健康、生活水平等方面的需要進行救護和幫助的公益項目，力所能及地為兒童提供必要的生存、發展、受保護和成長的機會與條件，最大限度地滿足兒童的發展需要，倡導社會各界為兒童成長貢獻力量，竭力讓每位兒童都享有平等的成長機會。本年度，「益童計劃」主要開展以大病篩查為主要救助方向的大型困境兒童醫療救助項目，旨在從疾病篩查著手，逐步提高貧困地區整體的兒童醫療服務能力，改善困境兒童的醫療衛生狀況。2018年，「鳳凰網公益專項基金」為「益童計劃」募得款項人民幣910,000元，除線下籌款外，「鳳凰網」門戶網站及「鳳凰新聞客戶端」亦設有愛心捐贈入口。2018年6月，「益童計劃」攜手「阿美亞洲」與醫療支持單位「首都兒科研究所」、「北京同仁醫院」、「北京天壇醫院」組成志願服務隊，前往河北省承德市隆化縣西阿超鄉開展醫療救助行動。同月，「益童計劃」攜手「微笑行動」志願隊在四川省涼山州美姑縣人民醫院展開救助活動，幫助唇齶裂兒童免費做修復手術。2018年9月，「益童計劃」志願服務隊攜手「首都醫科大學附屬北京中醫醫院」前往遼寧省盤錦市盤山縣沙嶺鎮為當地逾200名兒童進行疾病篩查、建立兒童體檢檔案、普及醫療常識講座等醫療救助行動。2018年11月，「益童計劃」志願服務隊攜手「阿美亞洲」與醫療支持單位「首都兒科研究所」、「北京同仁醫院」、「北京天壇醫院」和「北京口腔醫院」組成志願服務隊，前往貴州省遵義市鳳岡縣開展醫療救助行動。



# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

The Activist League launched by ifeng.com in 2016, aims at establishing a charity event platform for the mutual aid and cooperation among charitable organizations, 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 society innovative charity projects which are suitable for dissemination through new media, covering a multiple of areas such as caring for autistic children, environmental protection and animal protection, etc. In the past 3 years, the Activist League has launched a series of solutions focusing on wildlife protection and child safety issues, such as The Tape Pledge and Brave Kids, which not only won awards both at home and abroad, facilitated the spread of the social design concept in China, but also earned high recognition from the United Nations. On 9 December 2018, the 2018 Activist League Charity Grand Ceremony, comprising a summit in the afternoon and an award presentation ceremony in the evening, was hosted by ifeng.com in Beijing. At the ceremony, 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. More than 1.7 million people watched the event online through Feng Live, an internet live broadcast platform operated by Phoenix New Media.

「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、動物保護等多個領域。在過去的3年裡，「行動者聯盟」先後推出了「承諾膠帶」、「勇敢的娃娃」等一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，也獲得了聯合國的高度認可。2018年12月9日，由「鳳凰網」主辦的「行動者聯盟2018公益盛典」在北京舉行，盛典包括下午的高峰論壇和晚上頒獎典禮兩個部分。頒獎典禮現場頒發了年度十大公益人物、年度十大公益專案、年度十大公益創意和年度十大公益企業、最具網路人氣獎和特別貢獻獎六大獎項，以表彰在過去一年，推動社會進步、致力於社會公益事業發展的人和事。逾1,700,000名網友通過鳳凰新媒體旗下直播平台「風直播」在線上觀看了盛典實況。





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

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

此外，「鳳凰網」內設立了「鳳凰網公益頻道」(<http://gongyi.ifeng.com>)，作為網絡公益平台，持續傳播公益資訊，報導重大公益事件，以沙龍、論壇等形式解讀公益政策，並舉辦、推廣各種公益活動。



Since 2016, the charity channel of ifeng.com has launched a major poverty relief campaign called *War Declaration 2020: China's Poverty Alleviation, Contribution to the World*, featuring extensive reports on educational support for Xinjiang, targeted poverty alleviation, poverty relief through healthcare and education, with an aim to introduce China's poverty alleviation experience to countries and regions where poverty relief is necessary.

「鳳凰網公益頻道」自2016年起設立大型扶貧報導項目《宣戰2020:中國扶貧，世界貢獻》，報導包括教育援疆、精準扶貧、醫療扶貧、教育扶貧等重點內容，把中國的扶貧經驗介紹給世界其他需要扶貧的國家和地區。

In December 2018, ifeng.com was awarded the title of the China Philanthropic Enterprise of the Year 2018 by China Philanthropy Annual Conference for its active practice of corporate social responsibility. The China Philanthropy Annual Conference was hosted by *China Philanthropy Times*, with an aim to recognize individuals and enterprises with remarkable contributions in 2018. A number of outstanding philanthropic enterprises as well as charitable individuals and journalists, who have made remarkable contributions in the areas of public welfare and philanthropy, such as poverty alleviation, education, medical care, disaster relief, assistance for seniors and people with disabilities, orphan assistance, environmental protection and culture, were commended and honored as spokespersons of the year for China's charity sector.

2018年12月，「鳳凰網」因積極踐行企業社會責任，榮獲「中國公益年會」2018年度公益企業獎。「中國公益年會」由《公益時報》主辦，旨在獎勵2018年有突出貢獻的個人和企業，一批在我國扶貧、教育、醫療、賑災、扶老、助殘、救孤、環保、文化等公益慈善領域做出突出貢獻的優秀公益企業、公益人物和公益記者受到表彰，成為本年度中國公益行業的代言者。



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

#### Employment and Labor Practices

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

##### Employment

As at 31 December 2018, the Group employed 2,869 full-time staff members. The Group has strictly abided by the employment and labor 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 staff members. Details of the employee remuneration, recruitment, termination of employment, working hours and holidays are set out in the staff manual distributed to employees.

##### Health and Safety

The Group has placed great emphasis on workplace safety so as to prevent occupational hazards. Phoenix TV has established a set of technical guidelines and codes on the safe operation of machineries and electronic equipment for program production. Fire suppression systems 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 labor insurance and business travel insurance for its employees, and promotes work-life balance. The Group's headquarters in Hong Kong is equipped with comprehensive sports and recreational facilities such as a basketball court, a tennis court, a gymnasium, a table tennis room and a snooker room to encourage staff members to exercise and engage a healthy life style. Health talks are also provided to employees from time to time.

#### 僱傭及勞工常規

在僱傭及勞工常規方面，本集團採取以員工為本的政策，嚴格遵守勞工準則，並透過提供合理的僱傭條件、安全健康的工作環境、多元化的康樂福利、以及支持員工發展與培訓，以吸引和挽留人材。

##### 僱傭

截至2018年12月31日，本集團共僱用2,869名全職員工。本集團嚴格遵守業務所在地有關僱傭與勞動的法律、法規，注重給予員工平等機會及員工的多樣性，反對歧視，並且保證員工的受聘、薪酬及晉升絕不受其政治取向、性別、年紀、性取向、婚姻狀況、宗教信仰、種族、國籍等社會因素的影響。

員工的薪酬待遇依據本集團的業務運營情況和員工的個人工作表現而制定，員工所獲的薪酬符合市場水平。本集團亦向員工提供醫療及其他種類的僱員保險、定額供款的退休金計劃及員工認購股權計劃等福利，以吸引和挽留優秀員工。有關薪酬、招聘、離職、工作時長、假期等待遇及福利，已在發放給每位員工的《員工手冊》中詳細說明。

##### 健康與安全

本集團注重確保員工工作環境的安全，避免職業性危害。在如何安全操作節目製作機械與電子設備方面，鳳凰衛視制定了相應的技術指引及守則。本集團各辦公大樓也裝有符合當地要求的滅火系統。除了提供安全的工作環境、提高員工的安全意識，鳳凰衛視亦為員工購買了勞工保險及針對出差的保障計劃，並提倡工作與生活相平衡。本集團位於香港的總部備有完善的體育康樂設施，如籃球場、網球場、健身房、乒乓球室及桌球室，以鼓勵員工鍛煉身體，保持健康的生活方式。公司亦不時為員工提供健康講座。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

## 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 Program to subsidize 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 labor such as compulsory labor or bonded labor.

## Operating Practices

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

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

## 發展及培訓

本集團為員工提供職業培訓，以提升員工履行工作職責的知識與技能。鳳凰衛視設有員工培訓及資助計劃，為正式的全職員工提供津貼，資助員工修讀與工作有關或對未來事業發展有幫助的課程、講座或工作坊。

## 勞工準則

本集團禁止僱用童工，或者出於被強迫、抵債等情況的非自願勞工。

## 運營常規

本集團主要經營電視廣播、互聯網媒體及戶外媒體業務，因此社會責任中有關供應鏈管理及實體產品的部份，與本集團主營業務並不直接相關。雖不涉及實體產品，本集團仍十分注重，通過集團旗下全媒體平台傳播的媒體內容不應包含可能對社會造成負面影響的成分，並堅持媒體操守，確保媒體內容獨立、多元、符合社會道德規範，並且充分尊重知識產權。本集團也就如何履行有關媒體內容的社會責任訂立了清晰的原則和指引。

在反貪污的社會責任上，本集團制定實施《鳳凰衛視企業管治守則及程式指引》，使員工清晰理解有關合約簽署、利益衝突、索取接受及提供利益、款待、處理機密資料、內幕交易等事項的公司守則及處理程式。另外，本集團設有正規的溝通管道，員工如有任何針對財務匯報、內部監控、風險管理事宜的疑慮，或者注意到任何可能損害本集團利益的員工不當行為（如行賄、受賄、利益衝突、內幕交易、勒索、欺詐、洗黑錢、洩露公司機密、違反職業道德等），可直接與本集團的獨立內部審計部門聯絡。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

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

#### 環境

在環境保護方面，本集團遵守業務所在地在環境方面的法律法規。雖然本集團的業務並非能源密集型或以自然資源為基礎，但管理層密切監控關鍵的環境績效指標，包括能源消耗、廢氣排放等，以在環保方面持續地作出改善。

本公司管理層注重構建環保文化，並在本集團位於香港的總部及節目製作基地鳳凰中心實施了一系列的措施，以保護環境、增加能源使用效益，並減少間接的溫室氣體排放。有關措施包括在公司範圍內保持較大綠化面積，調整空調及照明系統以提升能源效益，垃圾分類回收，以及在停車場設置電動車充電專區，提倡低碳排放。在用水方面，本集團無需求取適用水源，並一直鼓勵員工注意節約用水。此外，本集團在日常運營中消耗的電能、煤和水，管理層也密切監控其使用是否合理、環保，從而盡量減少能源浪費。





## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

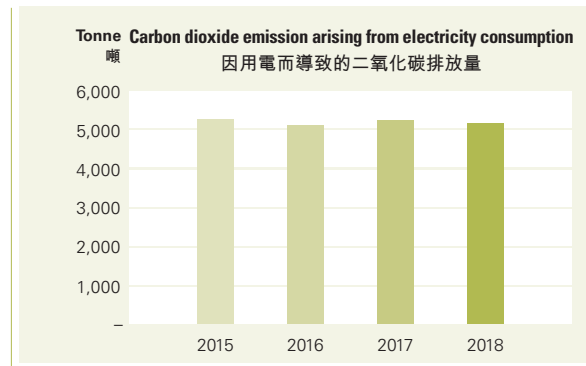
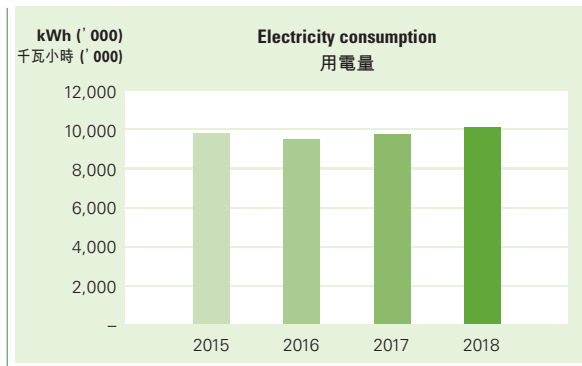
## 環境、社會及管治報告

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

香港總部鳳凰中心能源消耗及碳排放數據披露如下：

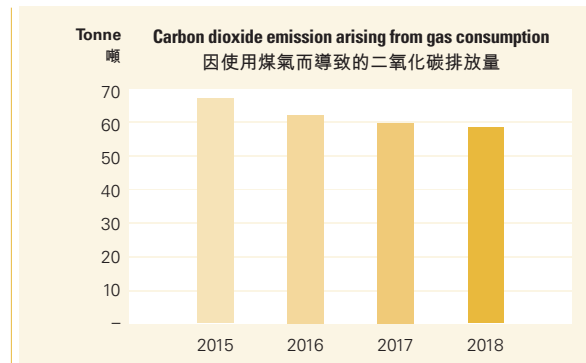
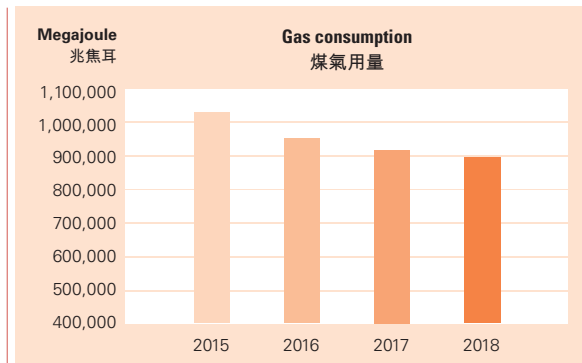
## Electricity consumption and the resulting carbon dioxide emissions:

電力使用及相應的碳排放：



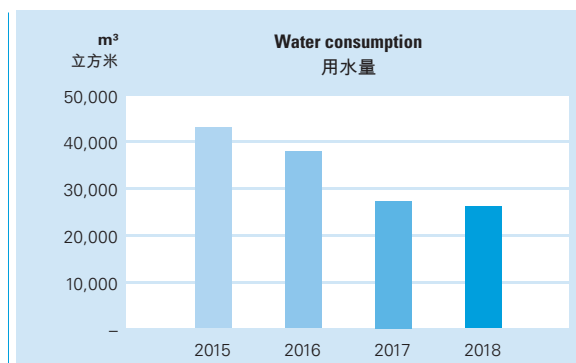
## Gas consumption and the resulting carbon dioxide emission:

煤氣使用及相應的碳排放：



## Water consumption:

水用量：



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### 環境、社會及管治報告

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 color depth of 16 bit, thereby producing softer colors and helping to alleviate discomfort from bright lights.

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

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

### Compliance Status

The management confirms to the Board that the Group’s risk management and internal control systems on environmental, social and governance issues are effective, and the Group has complied with the “comply or explain” provisions set out in the ESG Reporting Guide of the Listing Rules of the Stock Exchange for the financial year of 2018, and in 2018, 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 maximization for the Shareholders. Capitalizing on its media advantages, the Group will strive to exert its influence as a role model in society, better undertake its obligations on public welfare and environmental protection, and create excellent media credibility through its care for humanity and sense of social responsibilities. This report was prepared in strict compliance with the disclosure requirements under Appendix 27 Environmental, Social and Governance Reporting Guide of the Main Board Listing Rules of the Stock Exchange. Any feedback regarding this report is welcome and could be sent to [csr@phoenixtv.com](mailto:csr@phoenixtv.com).

另外，本集團旗下從事戶外大型屏幕廣告業務的業務單位鳳凰都市傳媒科技股份有限公司（「鳳凰都市傳媒」）設立了以下環保措施：

在減少顯示屏光污染方面，鳳凰都市傳媒顯示屏配有戶外亮度採集系統，可隨時根據環境自動調節播出亮度。而新型的LED屏幕採用柔和16位元的色彩顯示層次，減少光源帶來的不舒適感。

在節能方面，顯示屏採用節省耗電的LED燈管，並且播放時會自動進行亮度調節，使顯示幕正常播放時的耗電量僅為設計峰值耗電量的40%左右，減少能耗。除此之外，屏體散熱採用軸流風機散熱，而非空調散熱，從而在保證屏體正常運轉的情況下，減少耗電。

在對已拆除屏幕的回收利用方面，仍有使用價值的屏幕組件，將在清理改造後作為後備，循環利用在其他新建、改造屏幕或屏幕維修上。

### 合規情況

管理層向董事會確認本集團在企業環境、社會及管治方面的風險管理與內部監控系統有效，本集團在2018年財政年度已遵守聯交所上市規則《環境、社會及管治報告指引》中規定的「不遵守就解釋」條文，2018年本集團沒有任何與環境、社會及管治有關的重大風險。

### 展望未來

本集團將在追求業績攀升、為股東創造最大化價值的同時，持之以恆，繼續貫徹企業社會責任的理念，發揮本集團的傳媒優勢和社會榜樣力量，更好的履行社會公益與環境保護的義務，並以人文關懷和社會責任感，來營造卓越的媒體公信力。本報告的撰寫嚴格遵守聯交所主板上市規則附錄27《環境、社會及管治報告指引》的披露要求。若閣下對本報告有任何反饋意見，歡迎發送電郵至 [csr@phoenixtv.com](mailto:csr@phoenixtv.com)。