

# Environmental, Social and Governance Report

環境、社會及管治報告



This report is the eleventh Environmental, Social and Governance Report (referred to as “Corporate Social Responsibility Report” in 2015 and before) published by Phoenix Media Investment (Holdings) Limited (the “Company”) since 2012. The report documents the performance of the Company and its subsidiaries (collectively the “Group” or “Phoenix”) in the areas of corporate social responsibility and environmental protection in 2022, and represents an opportunity for the Group to communicate with its Shareholders concerning its philosophy, practices and achievements on environmental, social and governance (ESG).

本報告為鳳凰衛視投資（控股）有限公司（「本公司」）自2012年起發佈的第十一份《環境、社會及管治報告》（2015年及以前稱為《企業社會責任報告》）。報告記錄了本公司及其附屬公司（統稱「本集團」或「鳳凰」）在2022年度企業社會責任與環境保護方面的表現，也以此作為本集團與股東之間就環境、社會及管治（ESG）的理念、實踐與成績等事宜溝通的橋樑。



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#### THE CONCEPT OF SUSTAINABLE DEVELOPMENT

The board of directors (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 of the Board and Chief Executive Officer of the Company (the “**Chairman and CEO**”), said at the Zero Carbon Mission International Climate Summit 2022 co-organised by Phoenix Satellite Television Company Limited (“**Phoenix TV**”) and World Wide Fund for Nature: “As an international media group based in Hong Kong and exposed to the world, Phoenix TV is committed to telling the story of green development and spreading the concept of ecological civilisation. Featured with our unique asset, omnimedia, we will make the best use of our capabilities in global news reporting and spread the concept of green development to the world.”

#### 可持續發展理念

本公司董事會(「**董事會**」)及管理層堅信，一個企業的發展，不僅要重視經濟價值，更要考慮自身的社會價值。企業必須充份了解其持份者與社會所關切的ESG領域，且能貫徹履行相關社會責任，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理念及目標。

本公司董事會主席兼行政總裁(「**主席兼行政總裁**」)徐威先生，在鳳凰衛視有限公司(「**鳳凰衛視**」)與「世界自然基金會」聯合舉辦的「2022零碳使命國際氣候峰會」上表示：「作為立足香港、面向世界的國際媒體集團，鳳凰衛視致力講好綠色發展故事，傳播生態文明理念。憑藉獨特的全媒體優勢，充分發揮環球新聞報道能力，在全球廣泛傳播綠色發展理念。」



Xu Wei, the Chairman and CEO: “The issue of climate change requires intense attention and concerted action by the international community. Phoenix TV is committed to telling the story of green development and spreading the concept of ecological civilisation.”

主席兼行政總裁徐威表示：「氣候變化議題需要國際社會高度關注及一致行動。鳳凰衛視致力講好綠色發展故事，傳播生態文明理念。」

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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 of the Company 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 page 73 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。本公司風險管理委員會已將環境與社會風險納入本集團企業風險管理與內部監控體系。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73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 information exchange and communication of ESG 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 implemented a system of Board-approved Corporate Social and Environmental Responsibilities Policy. The 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 Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”).

Besides, to identify and manage the major 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.

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

#### ESG 管理方針及策略

在人事編制上，本集團設有企業社會責任職能，其帶領ESG工作小組，以協助董事會、風險管理委員會以及管理層監督本集團的ESG與可持續發展工作，包括對本集團重大環境與社會風險進行識別、評估、優次排序以及管理，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，並確保該等ESG目標與本集團核心業務具有實質關連性。

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。

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#### REPORTING PRINCIPLES

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

#### MATERIALITY ASSESSMENT

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

The Board and the Risk Management Committee continues to conduct the materiality assessment on ESG issues with the assistance of the ESG working team to determine the prioritisation of ESG-related risks and opportunities. The ESG working team invites representatives of the management and 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 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.

#### 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。

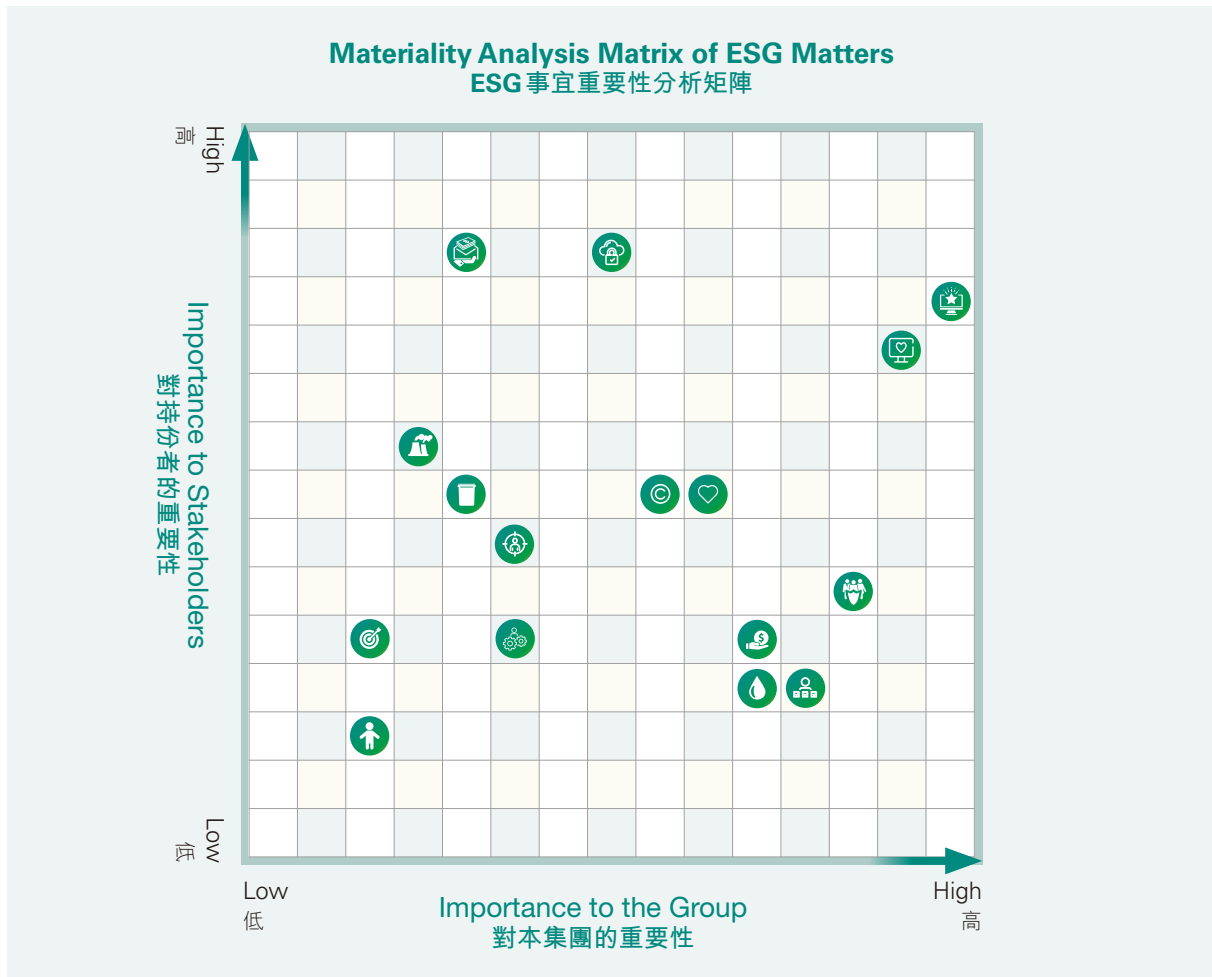
董事會及風險管理委員會透過ESG工作小組協助持續進行針對ESG事宜的重要性評估，以釐定相關ESG風險與機會的優次排序。ESG工作小組邀請管理層代表及總部相關部門主管，透過焦點小組或個別約談的形式以識別本集團的ESG事宜，除收集他們就鳳凰業務策略及實際運營情況對相關ESG事宜的意見，亦收集受訪者在其日常工作期間與股東、投資者、僱員、監管機構、客戶、供應商等的接觸所知悉的各持份者對本集團在可持續發展工作的意見和期望，以更全面的識別與評估本集團的重大ESG風險。

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The materiality analysis matrix of ESG matters of the Group in 2022 is as follows:

本集團2022年ESG事宜重要性分析矩陣圖如下：



- Waste Air Emission  
廢氣排放
- Use of Resources (Energy, Water, Other Raw Materials)  
資源(能源、水、其他材料)使用
- Waste Generation  
廢棄物產出
- Tackling Climate Change  
應對氣候變化
- Employment Rights  
僱傭權益
- Employee Benefits  
員工福利

- Employee Health and Safety  
員工健康與安全
- Employee Development and Training  
員工發展及培訓
- Forbidding Employment of Children and Forced Labor  
防止僱用童工和強制勞工
- Procurement and Supply Chain Management  
採購及供應鏈管理
- Programme Contents Safety  
節目內容安全

- Social Media Contents Safety  
社交媒體內容安全
- Anti-corruption  
反貪污
- Community Charity  
社區公益慈善
- Customer Privacy Protection and Information Security  
客戶隱私保護及信息安全
- Intellectual Property Protection (Including Copyright, Trademark)  
保護知識產權(包括版權、商標)



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#### REPORTING SCOPE

This report covers the Group's core businesses in 2022, including business segments such as television broadcasting, internet media, outdoor media (large outdoor LED panel display advertising business) and real estate (mainly for leasing). The main operating locations include the Group's HK headquarters office cum production and broadcasting building in Tai Po Industrial Estate (the "**HK headquarters**"), Phoenix International Media Centre (the "**Beijing Phoenix Centre**") in Chaoyang District, Beijing, ifeng.com office floors in Wangjing District, 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, 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 Waste Disposal Ordinance (Chapter 354), Air Pollution Control Ordinance (Chapter 311), Water Pollution Control Ordinance (Chapter 358), and the Mainland China laws The Environmental Protection Law of the People's Republic of China, The Pollution Prevention and Control Law of the People's Republic of China, and The Solid Waste Pollution Prevention and Control Law of the People's Republic of China and other laws and regulations related to environmental protection in the country/region where members of 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2022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工業邨的總部辦公兼製播大樓（「**香港總部**」）、北京朝陽區的鳳凰國際傳媒中心（「**北京鳳凰中心**」）、北京望京區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，嚴格遵守香港法例《廢物處置條例》（第354章）、《空氣污染管制條例》（第311章）、《水污染管制條例》（第358章），以及內地法例《中華人民共和國環境保護法》、《中華人民共和國污染防治法》及《中華人民共和國固體廢物污染環境防治法》等與本集團其他成員所在國家／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 center in Wanchai, Hong Kong). The gas consumption is calculated based on the bills issued by the Hong Kong and China Gas Company Limited. The water consumption is calculated based on the bills issued by the Water Supplies Department of the Hong Kong Special Administrative Region Government. For operations in the 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 from central heating is calculated according to the bills of the Beijing District Heating (Group) Co., Ltd. The tap water consumption is calculated according to the bills of the Beijing Municipal Water Group Co., Ltd. The natural gas consumption is calculated based on the bills of the Beijing Gas Group Co., Ltd. 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.

#### 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。在國內運營方面，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。



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

The emissions of air pollutants such as nitrogen oxides (NOx), sulfur oxides (SOx) and particulate matters (PM) are mainly caused by the diesel fuel from the shuttle buses that pick up employees (24-hour round trip between the HK headquarters building and the Tai Po Market MTR station), a total of 386,049 grams of NOx, 684.57 grams of SOx, and 17,903 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 3,412 grams of NOx. 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.

#### 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 2022, the Group's greenhouse gas emissions was 17,091 tons of CO<sub>2</sub> equivalent. The analysis and disclosure are as follows:

#### 空氣污染：氮氧化物、硫氧化物及懸浮顆粒排放數據

氮氧化物(NOx)、硫氧化物(SOx)以及懸浮顆粒(PM)等空氣污染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386,049克、硫氧化物684.57克、懸浮顆粒17,903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3,412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《如何編撰環境、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。

#### 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能源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)。2022年度，本集團溫室氣體排放為17,091噸二氧化碳當量，分析及披露如下：

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Operation locations 運營地區	Electricity/gas category 電力／煤氣類別	CO2 emission factor <sup>#</sup> 二氧化碳排放系數 <sup>#</sup> unit單位	Consumption volume of purchased electricity/gas 購買的電／煤氣用量	CO2 equivalent emissions 二氧化碳當量排放量
Hong Kong 香港	Electricity provided by CLP Power Hong Kong (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	9,435,772 kWh 9,435,772千瓦時	3,679,951 kg 3,679,951千克
	Electricity provided by the Hongkong Electric (Television broadcasting & meeting and broadcasting center 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	28,842 kWh 28,842千瓦時	19,613 kg 19,613千克
	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	853,056 MJ 853,056兆焦耳	55,449 kg 55,449千克
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)	0.581 kg/kWh 0.581千克／千瓦時	4,075,300 kWh 4,075,300千瓦時	2,367,749 kg 2,367,749千克
	Electricity provided by the State Grid Beijing Electric Power Company (Internet media) 國網北京市電力公司提供的電力 (互聯網媒體)	0.581 kg/kWh 0.581千克／千瓦時	940,982 kWh 940,982千瓦時	546,711 kg 546,711千克
	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)	0.581 kg/kWh 0.581千克／千瓦時	17,320,362 kWh 17,320,362千瓦時	10,063,130 kg 10,063,130千克
	Shenzhen Power Supply Co., Ltd. (Shenzhen Management Center) 深圳供電局有限公司 (深圳管理中心)	0.581 kg/kWh 0.581千克／千瓦時	292,828 kWh 292,828千瓦時	170,133 kg 170,133千克
	Futian Branch of Shenzhen Gas Group Co., Ltd (Shenzhen Management Center) 深圳市燃氣集團股份有限公司 福田分公司 (深圳管理中心)	0.015 kg/kWh 0.015千克／千瓦時	279,186 MJ 279,186兆焦耳	4,188 kg 4,188千克

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Operation locations 運營地區	Electricity/gas category 電力／煤氣類別	CO2 emission factor <sup>#</sup> 二氧化碳排放系數 <sup>#</sup> unit單位	Consumption volume of purchased electricity/gas 購買的電／煤氣用量	CO2 equivalent emissions 二氧化碳當量排放量
America 美洲	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	639,806 kWh 639,806 千瓦時	154,193 kg 154,193 千克
	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	278,960 MJ 278,960 兆焦耳	13,948 kg 13,948 千克
Europe 歐洲	Electricity provided by the EDF Energy EDF Energy 提供的電力	0.048 kg/kWh 0.048 千克／千瓦時	326,164 kWh 326,164 千瓦時	15,656 kg 15,656 千克
	Electricity provided by the Southern Electric (The power supply is 100% renewable electricity from the hydropower station and wind farm of SSE in the UK) Southern Electric 提供的電力 (該供電為100%可再生電力來自SSE 英國的水力發電廠和風電場)	0 kg/kWh 0 千克／千瓦時	61,683 kWh 61,683 千瓦時	0 kg 0 千克
				17,090,720 kg in total, i.e. 13,091 tons 共計17,090,720 千克 即13,091 噸

<sup>#</sup> 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 People's Republic of China.

<sup>#</sup> 有關本集團計算二氧化碳當量排放過程中所採用的排放系數，香港地區運營部分已參考中華電力有限公司、香港電燈有限公司最近期的可持續發展報告中的排放系數，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系數；香港以外地區運營部分則參考所在國家／地區的相關排放系數；中國國家排放系數則根據中華人民共和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 optimizing and adjusting the air-conditioning system and lighting system of the office cum production and broadcasting building to improve the overall power efficiency. The indoor air-conditioning temperature of the office cum production and broadcasting building should fall between 23 degrees Celsius and 25 degrees Celsius to reduce its power consumption. All employees are required to conserve electricity (including measures such as turning off air conditioners, lights, computers and televisions during lunch hours and after work). And all the employee shuttle buses have been replaced 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.

#### 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合理地關掉空調、電燈、電腦及電視等舉措)，並且確保所有僱員穿梭巴士已更換為符合歐盟第五期「廢氣排放標準」的3.8噸歐盟五期柴油商業車，為穿梭柴油巴士進行定期保養，以有效減少排放量。此外，本集團亦在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。



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



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

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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 to print double sided, use recycled paper and use waste paper for notes  
節約用紙：在明顯地方張貼提示，提醒員工採用雙面打印文件、使用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



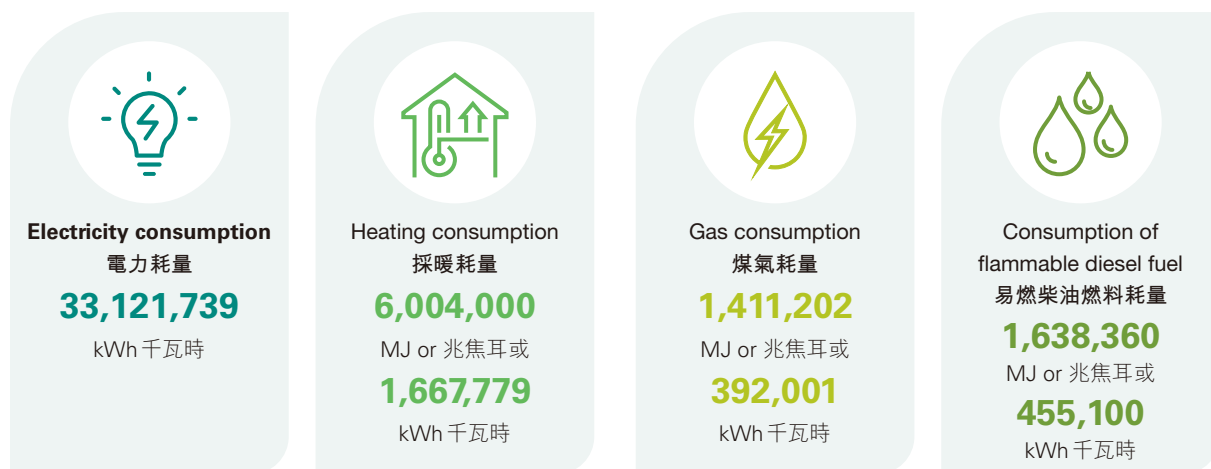
Notice to remind employees of double-sided printing  
標示提醒員工使用雙面打印

### 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: 35,636,619 kWh**

**能源總耗量：35,636,619 千瓦時**



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If the number of the Group's employees (2,975 people) is used as the unit for calculating energy consumption intensity, **the energy consumption of each employee of the Group during the year is 11,979 kWh, representing a year-on-year decrease of 4%.** The Group has set a directional and forward-looking mid-term waste 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.

Moreover, the related operating units of the Group's outdoor media business (large outdoor LED display panel advertising business) have also established the following environmental protection measures: for energy saving, large display screens use energy-saving LED tubes, the brightness of which will be adjusted automatically during usage. The power consumption of the display screen, therefore, is only about 40% of the designed peak consumption level during normal usage, 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.

#### 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 & Entertainment Channel, Shenzhen Management Centre and Beijing Phoenix Centre in Chaoyang District, Beijing during the operation is **56,489 m<sup>3</sup>**, and the intensity per employee is about **28.60 m<sup>3</sup>**. The above-mentioned water consumption and intensity do not take into account the Group's internet media business located in the ifeng.com office floors in Wangjing District, Beijing, mainly because it operates in a leased property (Zhongqing Building), and the water supply and drainage are managed by the Zhongqing Building's property management office. There is no separate water

如果以本集團僱員人數 (2,975) 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11,979千瓦時，同比下降4%**。本集團訂立五年 (2021年-2025年) 每年能源總耗量必須同以下跌的方向性、前瞻性中期減廢目標。有關達到這個目標所採取的步驟，請參閱上述有關減排的系列舉措，其最終目標皆為節能減排。

另外，本集團旗下的戶外媒體業務 (大型戶外LED顯示屏幕廣告業務)，相關經營單位亦設立了以下系列環保措施：在節能方面，大型顯示屏幕採用節省耗電的LED燈管，並且播放時會自動進行亮度調節，使顯示屏幕在正常播放時的耗電量僅為設計峰值耗電量的40%左右，減少能耗；屏體散熱採用軸流風機散熱，而非空調散熱，從而在保證屏體正常運轉的情況下，減少耗電；在對已拆除屏幕 (不經常發生) 的回收利用方面，仍有使用價值的屏幕組件，將在清理改造後作為後備，循環利用在其他新建、改造屏幕或屏幕維修上；在減少顯示屏光污染方面，大型顯示屏幕配有戶外亮度採集系統，可隨時根據環境自動調節播出亮度，而新型的LED屏幕採用柔和16位元的色彩顯示層次燈管，減少光源帶來的不舒適感。

#### 耗水量

有關耗水量，本集團沒有涉及需要大量用水的工業生產作業，沒有在水資源方面對經營所在地造成任何非常重大的影響。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**56,489立方米**，密度約每名僱員耗水**28.60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裡，因此沒有水耗量相關的關鍵績效指標的數據。本集團訂立五年 (2021年-2025年) 每

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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) certified for 3 years (2020-2022) and 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.

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. In the LEED certification, the building is required to collect and process at least 25% of the rainwater from the rainfall, but the Beijing Phoenix Centre can reach more than 95%, effectively reducing the overall water consumption.

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) (2020 年-2022 年 3 年認證)，肯定了北京鳳凰中心的「綠色可持續發展」設計和運營模式的定位與成績。北京鳳凰中心在整體運營中盡量降低各項能耗，此外，其「建築外部雨水收集系統」和「建築內部高大空間自然換氣設計」是北京鳳凰中心在環保設計上的兩大特點。

建築外部雨水收集系統：在北京鳳凰中心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。

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

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

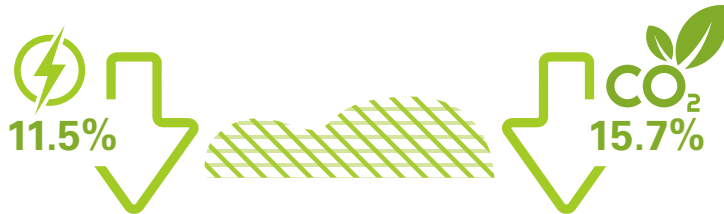
#### 製成品所用包裝材料量

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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Beijing Phoenix Centre has reduced electricity consumption and carbon dioxide emissions by 11.5% and 15.7% year-on-year respectively in 2022

北京鳳凰中心2022年耗電及二氧化碳排放量同比分別下降11.5%及15.7%



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 obtained by Beijing Phoenix Centre

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

## Environmental, Social and Governance Report

### 環境、社會及管治報告

#### 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 and World Wide Fund for Nature (WWF) co-hosted Zero Carbon Mission International Climate Summit 2022

To actively promote the attainment of the National Carbon Neutrality vision and global temperature control goals, Phoenix TV and the World Wide Fund for Nature (WWF) co-hosted the Zero Carbon Mission International Climate Summit 2022 at the Beijing Phoenix Centre with the theme of Pathway to the Low-carbon Development from 1st to 2nd November 2022. This summit invited more than 70 guests, including Marco Lambertini, the International Director General of WWF; Siddharth Chatterjee, the United Nations Resident Coordinator in China; Assem Hanafi, Egypt's ambassador to China; Xu Huaqing, Director of the National Center for Climate Change Strategy and International Cooperation; Pan Jiahua, Deputy Director of the National Leading Committee on Climate Change; Du Xiangwan, the Consultant of the National Leading Committee on Climate Change, so as to share and discuss topics such as cooperation on global carbon neutrality, contribution and development of China, corporate climate ambitions, green finance, energy transition, green buildings and low-carbon transportation. It aimed to gather resources from all parties, fully mobilise the enthusiasm of enterprises to address climate change and provide diversified guidance and services, such as strategic planning, technology application, results display, knowledge sharing and international exchange, to the local governments and enterprises for achieving carbon peaking and carbon neutrality. During the summit, 2022 Quality of Listed Companies in China/ESG Index and Lists was also issued while SBTi certificates and Carbon Neutrality Action Leadership Awards were presented to several companies.

For details of Zero Carbon Mission International Climate Summit 2022, please visit:

<https://finance.ifeng.com/loc/lcsm/>

#### 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。

鳳凰衛視與世界自然基金會(WWF)聯合主辦「2022 零碳使命國際氣候峰會」

為積極推動國家碳中和願景和全球控溫目標實現，鳳凰衛視與「世界自然基金會」(WWF)於2022年11月1日至2日在北京鳳凰中心主辦「2022 零碳使命國際氣候峰會」，主題為「綠色發展破路中國」。本次峰會邀請到包括世界自然基金會全球總幹事馬可·蘭博蒂尼、聯合國駐華協調員常啟德、埃及駐華大使阿西姆·哈奈菲、國家應對氣候變化戰略研究和國際合作中心主任徐華清、國家氣候變化專家委員會副主任潘家華、國家氣候變化專家委員會顧問杜祥琬等七十多位嘉賓參與，就全球碳中和合作、中國貢獻與發展、企業氣候雄心、綠色金融、能源轉型、綠色建築以及低碳交通等話題進行分享和討論，旨在聚集各方資源，充分調動企業參與應對氣候變化的積極性，為地方政府和企業在實現碳達峰、碳中和等目標過程中，提供戰略規劃、技術應用、成果展示、知識分享及國際交流等多樣化的指導和服務。峰會期間亦發佈了《2022中國上市公司質量／ESG指數及榜單》，頒發了SBTi科學碳目標證書，與「碳中和行動者」獎項予數家企業。

有關「2022 零碳使命國際氣候峰會」詳情，請瀏覽連結：

<https://finance.ifeng.com/loc/lcsm/>



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Thematic Roundtable Discussion: International Organisations in Global Climate Governance and China's Contributions  
圓桌對話：「國際機構參與全球氣候治理與中國貢獻」



Xu Wei, the Chairman and CEO, delivered a speech: The issues of climate change require high attention and concerted actions by the international community.

主席兼行政總裁徐威致辭：氣候變化議題需要國際社會高度關注及一致行動

Du Xiangwan, Academician of Chinese Academy of Engineering, Former Vice President of the Chinese Academy of Engineering, Adviser to the National Expert Committee on Climate Change, delivered the opening speech: China has developed less than a tenth of its renewable energy resources.

中國工程院院士、中國工程院原副院長、國家氣候變化專家委員會顧問杜祥琬發表開幕演講：可再生能源不到可開發量的十分之一



Siddharth Chatterjee, the United Nations Resident Coordinator in China: The Bretton Woods institutions must be reformed, and urgently.

聯合國駐華協調員常啟德 (Siddharth Chatterjee)：布雷頓森林機構必須改革，而且亟待改革



Marco Lambertini, the International Director General of WWF: The accelerated destruction of ecosystems by humans must be stopped and natural progress need to be achieved by 2030.

世界自然基金會全球總幹事馬可·蘭博蒂尼 (Marco Lambertini)：人類加速破壞生態系統的行為必須停止，要在2030年前實現自然向好



Assem Hanafi, Egyptian Ambassador to China, talked about COP 27: The meeting will focus more on the demands of developing countries and will focus on Africa.

埃及駐華大使阿西姆·哈奈菲 (Assem Hanafi) 談 COP 27：會議將更注重發展中國家的需求，會把注意力放在非洲





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Sub-forums of 2022 Phoenix Financial Forum for the Greater Bay Area: “Green Finance and ESG under the Dual Carbon Goals” and “Dual Synergy of Digital Economy and Green Economy”

「鳳凰灣區財經論壇2022」分論壇：「雙碳目標下的綠色金融與ESG」及「數字經濟與綠色經濟雙螺旋」

During 21st to 22nd September 2022, against the background of the increasingly close cooperation between the financial markets in the Mainland and those in Hong Kong and Macao, 2022 Phoenix Financial Forum for the Greater Bay Area was held simultaneously in Hong Kong and the Mainland, co-hosted by Phoenix TV and ifeng.com and supported by more than ten academic institutions, to further enhance the international competitiveness of the Guangdong-Hong Kong-Macao Greater Bay Area. A number of forums were held around the theme of “New Prospects Amid Changes”, one of which was the sub-forum of Green Finance and ESG under the Dual Carbon Goals, where officials and scholars discuss the development of green finance and ESG in the Mainland China and Hong Kong. At the roundtable forum session of Green Finance and ESG under the Dual Carbon Goals, Hui Ching-yu, Secretary for Financial Services and the Treasury of the Government of the Hong Kong Special Administrative Region; Ma Jun, Chairman and President of the Hong Kong Green Finance Association; Dennis Wu, Founding President of the Greater Bay Area Carbon Neutral Association; Tang Siau Feng, Senior Director of Corporate Finance Division of the Securities and Futures Commission of Hong Kong; and He Jie, Chief Executive of the Shenzhen Municipal Local Financial Regulatory Bureau, were invited to conduct in-depth discussions on a number of topics including the development of green and sustainable finance in the Mainland and Hong Kong (including general standards, development subjects and green talents), carbon market and carbon emission trading and ESG disclosure of listed companies under the challenges of great changes. It aims to assist the authorities and enterprises in the Greater Bay Area in achieving carbon peaking, carbon neutrality and the establishment of a green financial ecosystem with opinion exchange and constructive suggestions.

2022年9月21-22日，為進一步提升粵港澳大灣區國際競爭力，在內地與港澳金融市場合作日益緊密大背景下，「鳳凰灣區財經論壇2022」在香港、內地同步舉行，論壇由鳳凰衛視、鳳凰網聯合主辦，並獲得十餘家學術機構的支持。圍繞「變局與信心」主題設置多場論壇，其中一場為《雙碳目標下的綠色金融與ESG》分論壇，官員、學者縱論綠色金融與ESG在內地與香港的發展。在《雙碳目標下的綠色金融與ESG》圓桌論壇環節請來香港特別行政區政府財經事務及庫務局局長許正宇、香港綠色金融協會主席兼會長馬駿、大灣區碳中和協會創會會長胡伯傑、香港證監會企業融資部高級總監鄧兆芳以及深圳市地方金融監督管理局局長何傑，就大變局挑戰下內地和香港綠色和可持續金融的發展情況（包括共同標準、發展主體與綠色人才）、碳市場和碳排放權交易、上市公司ESG資訊披露等多個題目展開了深入討論，旨在為有關當局和大灣區企業在協助實現碳達峰、碳中和等目標與建立綠色金融生態圈過程中，交流意見並提出務實建議。



Green Finance and ESG under the Dual Carbon Goals  
雙碳目標下的綠色金融與ESG



Dual Synergy of Digital Economy and Green Economy  
數字經濟與綠色經濟雙螺旋

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Roundtable Discussion "Green Finance and ESG under the Dual Carbon Goals" of Phoenix Financial Forum for the Greater Bay Area 2022 – New Prospects Amid Changes organized in Hong Kong Academy of Sciences

在香港科學園舉辦的「鳳凰灣區財經論壇2022－變局與信心」中的「雙碳目標下的綠色金融與ESG」圓桌討論



Christopher Hui, Secretary for Financial Services and the Treasury of HKSAR Government: To promote the international financial cooperation, fintech and green finance are the best common language.

香港特別行政區政府財經事務及庫務局局長許正宇：推動國際金融合作，金融科技、綠色金融是最好的共同語言

Dennis Wu, Founding President of GBA Carbon Neutrality Association: Hoping there will be a standard in the Great Bay Area that recognizes carbon offsets.

大灣區碳中和協會創會會長胡伯傑：希望灣區有一個標準認定碳排放的抵消



Tang, Megan Siau Feng, Senior Director of Corporate Finance of SFC: It is the responsibility of corporate boards to identify and manage the climate-related risks and opportunities.

香港證監會企業融資部高級總監鄧兆芳：掌握並管理氣候相關風險和機遇是企業董事會責任

Ma Jun, Chairman and President of Hong Kong Green Finance Association: China has set a global example in green finance.

香港綠色金融協會主席兼會長馬駿：中國在綠色金融領域樹立了全球標杆



He Jie, Director of Shenzhen Municipal Local Financial Regulatory Bureau: Looking forward, Shenzhen and Hong Kong have extensive cooperation space in three aspects of green finance.

深圳市地方金融監督管理局局長何傑：展望未來，深港綠色金融領域在三方面擁有廣泛的合作空間



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投資於減緩和適應氣候變化的

Christopher Hui, Secretary for Financial Services and the Treasury of HKSAR Government: Hong Kong is confident to become the preferred investment and financing platform for green enterprises and projects from overseas and the Mainland China.

香港特別行政區政府財經事務及庫務局局長許正宇：香港有信心成為海外及內地綠色企業和項目首選的投融资平臺

鳳凰灣區財經論壇2022  
PHOENIX FINANCIAL FORUM FOR THE GREATER BAY AREA

雙碳目標下的綠色金融與ESG 變局與信心  
New Prospects Amid Changes

Danny Alexander, Vice President of Policy and Strategy of AIIB: At least 50% of financing will be invested in projects related to mitigation and adaptation of climate change by 2025.

亞投行戰略政策副行長艾德明：到2025年，將把至少50%的融資投資於減緩和適應氣候變化的相關項目

鳳凰灣區財經論壇2022  
PHOENIX FINANCIAL FORUM FOR THE GREATER BAY AREA

雙碳目標下的綠色金融與ESG 變局與信心  
New Prospects Amid Changes

主辦機構：鳳凰衛視 鳳凰網 首席戰略合作：中國銀行

Green Finance and ESG under the Dual Carbon Goals

雙碳目標下的綠色金融與ESG

Zhou Qiangwu, Vice President and Chief Executive Officer of the New Development Bank, and Wang Yao, Dean of the International Institute of Green Finance of the Central University of Finance and Economics, delivered keynote speeches about green economy on Dual Synergy of Digital Economy and Green Economy, the other ESG sub-forum. Among which, they have discussed how emerging markets and developing countries play a central role in promoting global sustainable development, and shared three major functions of green finance in resource allocation, risk management and market pricing, as well as the development opportunities of green finance under the dual carbon goals and the application of financial technology in green finance. Long-term planning and incisive advice were also provided for the strategic development of a future green economy.

另一場ESG分論壇為《數字經濟與綠色經濟雙螺旋》，新開發銀行副行長兼首席行政官周強武與中央財經大學綠色金融國際研究院院長王遙就綠色經濟發表主題演講，討論新興市場和發展中國家如何在推動全球可持續發展發揮中堅力量，分享綠色金融在資源配置、風險管理以及市場定價的三大功能，以及雙碳目標下綠色金融的發展機遇及金融科技在綠色金融中的應用，並為將來綠色經濟的戰略發展提供遠景規劃與精闢建議。

周強武 新開發銀行副行長兼首席行政官

Zhou Qiangwu, Vice President and Chief Executive Officer of the New Development Bank: Emerging markets and developing countries are the backbone of global sustainable development

新開發銀行副行長兼首席行政官周強武：新興市場和發展中國家是推動全球可持續發展的中堅力量

王遙 中央財經大學綠色金融國際研究院院長

Wang Yao, Dean of the International Institute of Green Finance of the Central University of Finance and Economics: The "dual-carbon" target brings more investment opportunities. Green finance has three functions of resource allocation, risk management and market pricing.

中央財經大學綠色金融國際研究院院長王遙：「雙碳」目標帶來更多投資機遇，綠色金融具有資源配置、風險管理及市場定價等三大功能

## Environmental, Social and Governance Report

### 環境、社會及管治報告

Earth Hour 2022: Lights-Out event was held at the Beijing Phoenix Centre

In response to China's call for establishing a vision of our home on earth co-developed by all countries in the world and protecting biodiversity, the lights-out event of Earth Hour 2022 Shape Our Future was grandly held at the Beijing Phoenix Centre on the evening of March 26. The event was sponsored by the World Wide Fund for Nature and One Earth Foundation, co-hosted by Phoenix TV, to encourage governments at all levels, enterprises, public celebrities, social organizations and individuals to carry out practical environmental protection actions, as well as calling on the whole society altogether to create a future of fairness, carbon-neutral and natural positive.

地球一小時 2022 熄燈活動於北京鳳凰中心舉行

為積極響應國家構建世界各國共同發展的地球家園願景及保護生物多樣性的號召，2022 地球一小時：行動！共創未來熄燈活動於3月26日晚在北京鳳凰中心隆重舉行。本次熄燈活動由世界自然基金會、一個地球自然基金會主辦，鳳凰衛視聯合發起，鼓勵全國各級政府、企業、公眾人物、社會組織和個人開展切實的環保行動，呼籲全社會攜手共創一個公平的、碳中和的、自然向好的未來。



Poster of Earth Hour 2022  
2022 地球一小時海報



Earth Hour 2022 Shape Our Future  
2022 地球一小時主題「行動！共創未來」

Pride on Our Plates  
Roundtable Professional  
Opinions on Waste  
Management

「舌尖上的驕傲」圖桌論壇：減少食物浪費「大家」談



## 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 plan for staff, employee stock option plan to attract and retain talents. In addition, during the COVID-19 pandemic period, employees are provided with vaccination leave, and group medical insurance is used to provide employees with extended protection against side effects of the COVID-19 vaccine to protect their health.

## 社會範疇

有關僱傭、職業安全、培訓及勞工準則的公司政策

在僱傭及勞工常規方面，本集團非常重視人才並採取「員工為本」的政策，透過提供合理的僱傭條件（包括符合市場水平的薪酬、公積金（又稱職業退休計劃）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（香港總部範圍設有健身室、籃球場、網球場、乒乓球室、桌球室、燒烤場、休息室、哺乳室等）、眼睛健康檢查優惠計劃、員工認購股權計劃，以吸引和挽留人才。此外，新冠疫情期間為員工提供疫苗接種假期，並透過團體醫療保險為員工提供新冠疫苗副作用延伸保障，以保障員工的健康。

## Environmental, Social and Governance Report

### 環境、社會及管治報告

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

The HK headquarters of the Group held a large-scale recruitment event in October 2022, 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 anti-pandemic and economic 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2022年10月參與大型招聘活動，以為集團增聘專業人才，同時為傳媒業界提供大量不同層面的就業機會，在抗疫及經濟復甦期間更實在地履行企業社會責任。



Large-Scale On-site Recruitment Event  
大型招聘活動現場



Phoenix TV participating in the Large-Scale Recruitment Event  
鳳凰衛視參與大型招聘活動

### 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 People's Republic of China, Labor Contract Law of the People's Republic of China and Provisions on the Prohibition of Using Child Labor of the People's Republic of China under the PRC Laws and other employment/labour and social security related laws and regulations in the countries of operation, including signing employment or labour contracts with employees as required by laws and regulations, opposing discrimination on age, gender and any other aspects, and prohibiting forced labour and child labour to protect the legitimate rights and interests of employees. The Group emphasises equal opportunities and workplace diversity. The Group opposes discrimination and undertakes that the employment, remuneration and promotion of its employees are determined irrespective of their political stance, gender, age, sexual orientation, marital status, religion, race, nationality or other social factors, to ensure an equal 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《中華人民共和國勞動法》、《中華人民共和國勞動合同法》及《中華人民共和國禁止使用童工規定》等經營所在地的僱傭／勞動及社會保障法規，包括按法規要求與員工簽訂僱傭或勞動合約、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。



## Environmental, Social and Governance Report

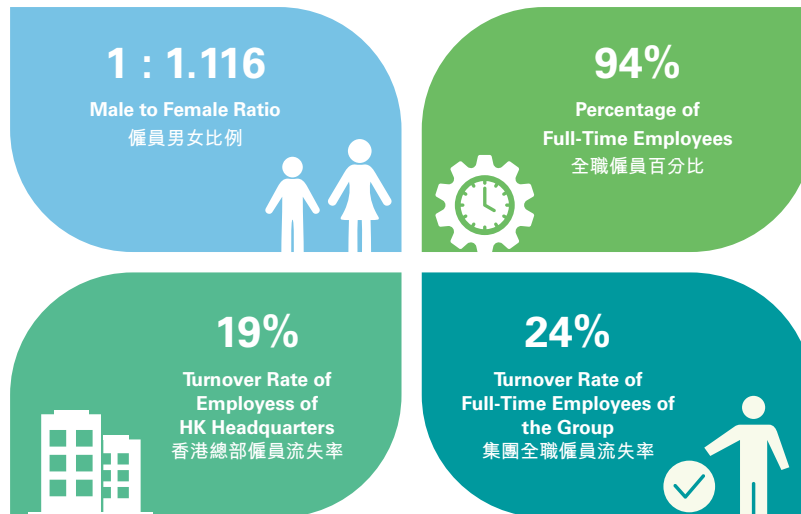
### 環境、社會及管治報告

#### Analysis on Employment

As of 31 December 2022, the Group has 2,975 directly employed employees. The analysis by gender, employment type, age and geographical region is disclosed as follows:

#### 僱傭情況分析

截至2022年12月31日，本集團共僱用2,975名直接聘用的員工，按性別、僱傭類型、年齡組別及地區劃分之分析披露如下：



Relevant KPI 相關關鍵績效指標	Social KPI 社會關鍵績效指標	Social KPI B1.1 社會關鍵績效指標 B1.1 Number of employees as of 31 December 2022 於2022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 2022 2022年度僱員流失比率
	Total number of employees 僱員總數	2,975	30%
	(By gender) (按性別劃分)		
	Total number of female employees 女性僱員總數	1,569	34%
	Total number of male employees 男性僱員總數	1,406	24%
	(By employment type) (按僱傭類型劃分)		
	Full time 全職	2,803	24%
	Part time 兼職	172	70%
	(By age group) (按年齡組別劃分)		
	35 or below 35歲或以下	1,496	39%
	36 to 45 36歲至45歲	886	18%
	46 or above 46歲或以上	593	15%
	(By geographical region) (按地區劃分)		
	Hong Kong 香港	788	19%
	Mainland China 中國大陸	2,083	34%
	Overseas 海外地區	104	21%



## Environmental, Social and Governance Report

### 環境、社會及管治報告

The Company currently has 2 female Directors out of 10 Directors, which accounts for a female representation of 20% of the Board. The Board will take opportunities to further promote gender diversity when necessary and appropriate.

As at 31 December 2022, the gender ratio of the Group's workforce (including senior management) was 47.3% male to 52.7% female. The Company recognizes the importance of gender diversity at the workforce level and will endeavor to ensure that there is gender diversity when recruiting staff at mid to senior level so that it will have a pipeline of female talent (including senior management) and potential successors to the Board in near future to promote gender diversity of workforce and the Board. As female representation in senior/managerial roles throughout the industry and the pool of qualified females keeps growing, the Company expects to have more female members joining our workforce or qualified to sit on the Board in due time. The Company considers that adequate gender diversity has been achieved for the time being.

本公司目前10名董事中有2名是女性董事，女性董事佔董事會的20%。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。

截至2022年12月31日，本集團僱員總數（包括高級管理人員）的性別比例為47.3%男性對52.7%女性。本公司認同性別多樣化在僱員層面的重要性，並將努力確保在招聘中高層員工時實現性別多樣化，以便董事會在不久的將來擁有女性人才（包括高級管理人員）及潛在的繼任者，以促進僱員及董事會的性別多樣化。隨著行業中擔任高級／管理職位的女性代表以及合資格女性的人數不斷增加，本公司預期將有更多女性成員加入我們的員工隊伍或適時合資格加入董事會。本公司認為目前已充分實現性別多樣化。

## Environmental, Social and Governance Report

### 環境、社會及管治報告

#### 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:

#### 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 KPI 相關關鍵績效指標	Social KPI 社會關鍵績效指標	Data 數據
KPI B1.1	Total number of employees in 2022 2022 年僱員總數	2,975 person(s) 人
KPI B2.1	The number of work-related fatalities in the past three years (2020-2022) 過去三年（2020 年-2022 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 (2020-2022) 過去三年（2020 年-2022 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	214 day(s) 日

## 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. The Group has in place a Staff Training and Sponsorship Program to subsidise full-time employees who attend courses, seminars and workshops including a series of editor-in-chief workshops for media majors, advertising and marketing training, listing rules compliance training, 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 受訓僱員人數	Training hours 僱員受訓時數	Employment (Year opening plus new joiners in 2022) 總僱員人數 (2022年 初加年內新僱員工)	Percentage of employees trained 受訓僱員百分比	Average training hours 僱員平均受訓時數
		A	B	C	D=A/C	E=B/C
KPI B3.1 & KPI B3.2	Female employees 女性僱員	861 person(s) 人	6,383 hour(s) 小時	2,380 person(s) 人	36%	2.68 hour(s) 小時
	Male employees 男性僱員	650 person(s) 人	4,360 hour(s) 小時	1,849 person(s) 人	35%	2.36 hour(s) 小時

Relevant social KPIs 相關社會關鍵 績效指標	By function 按職能劃分	Number of employees trained 受訓僱員人數	Training hours 僱員受訓時數	Employment (Year opening plus new joiners in 2022) 總僱員人數 (2022年 初加年內新僱員工)	Percentage of employees trained 受訓僱員百分比	Average training hours 僱員平均受訓時數
		A	B	C	D=A/C	E=B/C
KPI B3.1 & KPI B3.2	HK Headquarters Management and Business Unit management 總部管理層及 下屬經營單位高層	23 person(s) 人	321 hour(s) 小時	55 person(s) 人	42%	5.84 hour(s) 小時
	Middle management 中層主管	91 person(s) 人	961 hour(s) 小時	303 person(s) 人	30%	3.17 hour(s) 小時
	General staffs 基層員工	1,397 person(s) 人	9,461 hour(s) 小時	3,871 person(s) 人	36%	2.44 hour(s) 小時

## Environmental, Social and Governance Report

### 環境、社會及管治報告

#### Labour Practices

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

#### Supply Chain Management and Product Responsibility

The Group is principally engaged in television broadcasting, internet media and outdoor media businesses, hence corporate social responsibilities in relation to supply chain management and physical products are not relevant to the Group's core activities. Despite this fact, the Group emphasises that it should not broadcast media content including programme content and social media content that is detrimental to the community 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 Hong Kong's current Broadcasting Ordinance, Generic Codes of Practice on Television and other relevant regulations, 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、抵償等情況的非自願勞工。集團香港總部不時檢討招聘慣例，透過於招聘過程中核查所有求職者的身份證明文件，以確保其已達到合法勞工年齡。此外，本集團人力資源部亦透過其人力資源系統持續監察集團下屬經營單位在上述勞工準則的合規情況。年度內，本集團沒有發生任何聘用童工或強制勞工的違規個案。

#### 供應鏈管理、產品責任

本集團主要經營電視廣播、互聯網媒體及戶外媒體業務，因此在履行企業社會責任過程中有關供應鏈管理及實體產品的部份，與本集團主營業務並不直接相關。雖不涉及實體產品，本集團仍十分注重集團旗下全媒體平台傳播的媒體內容（包括節目內容及社交媒體內容）不可包含可能對社會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。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。



## Environmental, Social and Governance Report

### 環境、社會及管治報告

#### Internal Control Procedures for Anti-corruption and Training

The Group is dedicated to its corporate social responsibilities of anti-corruption. 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 law firm, Paul Hastings LLP, to provide annual anti-corruption training for the Board. In addition, the 2022 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 416, representing 54% of employees in the HK headquarters, and the total training hours were approximately 624 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（由內審部定期編制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普衡律師事務所為董事會提供年度反貪污培訓。此外，由本集團行政總裁及集團財務總監聯署發起，本集團法律部協調推行的香港總部全體員工「2022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416人，佔香港總部員工的54%，總培訓時數為約624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。

## Environmental, Social and Governance Report

### 環境、社會及管治報告

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

### Society and Environment Related Programmes

For programme production, Phoenix TV has produced and broadcasted in the year various programme themes on public welfare, poverty alleviation, environmental protection, conservation, social phenomena and care for humanity, including aired on Phoenix Chinese Channel, *China Expert Robert Kuhn: Targeted Poverty Alleviation Program is the Best Story to Undermine Biases About China* (中國問題專家庫恩:精準扶貧是消除對華偏見的最佳故事) episode of *Talk With World Leaders*; *China's Targeted Poverty Alleviation Chronicle* (中國精準扶貧紀事) episode, *China's Targeted Poverty Alleviation Chronicle II* (中國精準扶貧紀事II) episode, *Protection of Mangroves* (守護紅樹) episode, *Funding Programs Of Left-behind Children in China* (助童的邊際) episode, *Marine Conservation Topic – Dive For Love* (珊瑚無恙) episode, *A Philanthropist Among Us* (民間慈善探索者) episode of *You Bring Charm To The World*; *Children at Risk* (邊緣兒童) episode series of *Phoenix Panorama*, *China's Poverty Fight* (中國脫貧故事) episode series, *Low-Carbon China* (低碳中國) episode series of *The Great Era*; *Warning Signs of Extreme Weather* (極端天氣拉響警報) episode of *Chit Chat With Me*; *A Visit to Liangshan Blackhawks Team* (探訪涼山黑鷹隊) episode, a feature film about poverty alleviation, of *China Insight*; *High Temperature Wreaking Havoc on the Northern Hemisphere* (高溫肆虐北半球) episode, *Sweat and Tears of Agriculture* (粒粒皆辛苦) episode, a feature film about food crisis, *Olympic Winter Games, Heading to a Green Future* (冬奧會 綠色向未來) episode, a topic on Olympic Winter Games green energy, of *Zoom In*; *Develop Green Energy, Demonstrate China's Economic Strength* (發展綠色能

## 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線議題，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臺，製作播出客觀、公正兼具公信力的公益、環保與社會現象類節目，報導公益活動，宣揚公益精神，揭示社會現象，並恆常積極籌辦各項公益活動，包含論壇、慈善晚會、捐獻等，為社會做出實質貢獻。

### 社會與環保類節目

節目製作方面，鳳凰衛視在本年內製作及播出各類公益、脫貧、環保、保育、社會現象、人文關懷等欄目，包括鳳凰衛視中文台的《風雲對話》「中國問題專家庫恩：精準扶貧是消除對華偏見的最佳故事」篇，《世界因你而美麗》「中國精準扶貧紀事」篇、「中國精準扶貧紀事II」篇、「守護紅樹」篇、「助童的邊際」篇、海洋保護專題「珊瑚無恙」篇、「民間慈善探索者」篇，《鳳凰大視野》「邊緣兒童」系列篇，《記錄大時代》「中國脫貧故事」系列篇、「低碳中國」系列篇，《笑顏逐開》「極端天氣拉響警報」篇，《近觀中國》扶貧專題片「探訪涼山黑鷹隊」篇，《鳳凰聚焦》「高溫肆虐北半球」篇、糧食危機專題片「粒粒皆辛苦」篇、冬奧會綠色能源專題「冬奧會——綠色向未來」篇，《時事亮亮點》「發展綠色能源——展示中國經濟實力」篇；鳳凰衛視資訊台的《中國深度財經》

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源 展示中國經濟實力) episode of *Lawrence's Viewpoint*; and aired on Phoenix InfoNews Channel, *High Frequency of Heat Wave and Power Shortages, China Strives to Develop Green Energy and Storage* (高熱缺電或頻發 中國發力綠電儲能) episode of *China Financial Intelligence*; *Davos Forum, Focus on Developing Sustainable Energy* (達沃斯論壇 聚焦開發可持續能源) episode of *Phoenix Focus*; and aired on Phoenix Hong Kong Channel, *Plastic Bag Charge Increases* (膠袋稅加價) episode, a topic on environmental protection policy, of *Hong Kong Perspectives*.

「高熱缺電或頻發 — 中國發力綠電儲能」篇·《鳳凰焦點新聞》「達沃斯論壇 聚焦開發可持續能源」篇；鳳凰衛視香港台的《香港新視點》環保政策專題「膠袋稅加價」篇等。



China's Targeted Poverty Alleviation Chronicle episode of *You Bring Charm To The World*

《世界因你而美麗》「中國精準扶貧紀事」篇

China's Targeted Poverty Alleviation Chronicle II episode of *You Bring Charm To The World*

《世界因你而美麗》「中國精準扶貧紀事II」篇



High Temperatures Wreaking Havoc on the Northern Hemisphere episode of *Zoom In*

《鳳凰聚焦》「高溫肆虐北半球」篇

A Philanthropist Among Us episode of *You Bring Charm To The World*

《世界因你而美麗》「民間慈善探索者」篇



Funding Programs Of Left-behind Children in China episode of *You Bring Charm To The World*

《世界因你而美麗》「助童的邊際」篇



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High Frequency of Heat Wave and Power Shortages, China Strives to Develop Green Energy and Storage episode of China Financial Intelligence

《中國深度財經》「高熱缺電或頻發 中國發力綠電儲能」篇

Protection of Mangroves episode of You Bring Charm To The World

《世界因你而美麗》「守護紅樹」篇



Children at Risk episode series of Phoenix Panorama

《鳳凰大視野》「邊緣兒童」系列篇



Olympic Winter Games Heading to a Green Future episode of Zoom In

《鳳凰聚焦》「冬奧會綠色向未來」篇

Light of Red Cross – Australian Charity Volunteer David James Begbie episode of My Hong Kong Story

《我的香港故事》「紅十字之光——澳裔慈善義工畢大偉」篇



Warning Signs of Extreme Weather episode of Chit Chat With Me

《笑逐顏開》「極端天氣拉響警報」篇



China's Poverty Fight episode series of The Great Era

《記錄大時代》「中國脫貧故事」系列篇

Low-Carbon China (III): Green Living episode series of The Great Era

《記錄大時代》「低碳中國綠色的生活」系列篇





## Environmental, Social and Governance Report

### 環境、社會及管治報告

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

In respect of the strategic cooperation between Phoenix TV and the United Nations Educational, Scientific and Cultural Organisation (UNESCO), after the successful implementation of the five-year strategic cooperation agreement for 2012-2017, Phoenix TV and UNESCO entered into a new five-year strategic cooperation agreement in September 2019, during the term of which Phoenix TV would donate US\$1.5 million to UNESCO for relevant cultural projects. Pursuant to the agreement, both parties will continue to cooperate extensively and intensively in areas such as promoting cultural heritage protection for countries along the Belt and Road and facilitating human cultural diversity.

與「聯合國教科文組織」就文化遺產保護和人類文化多樣性戰略合作

有關鳳凰衛視與「聯合國教科文組織」(UNESCO)的戰略合作，在成功執行2012年至2017年的五年戰略合作協議後，2019年9月，鳳凰衛視與「聯合國教科文組織」簽署了新的五年戰略合作協議。在協議期內，鳳凰衛視將向「聯合國教科文組織」就相關文化項目捐助150萬美元。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。

#### Chinese Charity: Compassion Award Ceremony

On 11 December 2022, the 17th Compassion Award Ceremony 2022, organised by the Hong Kong and Macao Taiwanese Charity Fund and co-organised and produced and broadcasted by Phoenix TV, was held simultaneously in Hong Kong and Beijing and aired on Phoenix Chinese Channel, Phoenix Hong Kong Channel, Phoenix Chinese News & Entertainment Channel, Phoenix North America Chinese Channel, ifeng.com, Fengshows APP and Phoenix official social platform accounts locally and abroad. Role models for Chinese charity have been selected all over the globe wherever Chinese reside in, showing our boundless love. Chinese people and businessmen all around the world were gathered to make the charity dream come true. Eight charity role models were selected for Compassion Award in 2022 with due care by other judges led by Elsie Leung, the former Secretary for Justice of the Hong Kong SAR Government.

#### 華人公益「愛心獎」頒獎典禮

2022年12月11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17屆2022「愛心獎」頒獎典禮於香港、北京同步聯機舉行，鳳凰衛視中文台、鳳凰衛視香港台、鳳凰衛視歐洲台、鳳凰衛視美洲台、鳳凰網、鳳凰秀APP以及海內外鳳凰官方社交平臺賬號播出。在全球華人地區甄選華人公益榜樣，彰顯無疆大愛，集結全球華人、華商力量共同實現愛心夢想。本屆愛心獎由香港特區政府前律政司司長梁愛詩帶領其他評委，嚴謹選拔出八位慈善楷模成為2022年的得獎人。



Compassion Award Ceremony

「愛心獎」頒獎典禮

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Xu Wei, the Chairman and CEO, said in his speech that Phoenix TV is honoured to join side by side with the Compassion Award team and the community in supporting the Chinese all around the globe. Phoenix TV will continue to stay loyal to the purpose of charitable work. With the all-around media platform that covers the globe, we endeavour to innovate new ways of communication that humbly praises the Chinese hospitality and spread boundless love, so that love and warmth can endure and reach every corner of the Chinese community at home and overseas.

#### Supporting the fight against the pandemic in Hong Kong

The Group has been actively supporting Hong Kong's efforts against the pandemic since the fifth wave of the pandemic. Phoenix Hong Kong Channel and Fengshows donated a total of 100,000 N95 masks to assist the Hong Kong community.

Fengshows has successfully applied for the "Caring Company" logo granted by Caring Company Scheme on behalf of the Company through "2022 Fengshows and Heep Hong Society Fight Against COVID-19 Campaign."

主席兼行政總裁徐威在致辭中表示，鳳凰衛視有幸與愛心獎團隊及各界人士相攜而行，與全球華人守望相助，未來，鳳凰衛視將繼續秉持公益初心，以覆蓋全球的全媒體平台、銳意創新的傳播方式，禮讚華人慈善、廣佈無疆大愛，令愛心與溫暖綿延不絕，照拂海內外華人世界。

#### 援港抗疫

自香港發生第五波疫情以來，本集團積極支援香港防疫抗疫工作。鳳凰衛視香港台及鳳凰秀捐贈10萬枚N95口罩支援香港各界。

鳳凰秀通過「2022鳳凰秀與協康會聯動抗疫活動」成功為本公司申請到「商界展關懷」計劃「關懷公司」認證標誌



Anti-pandemic supplies to support Hong Kong  
鳳凰秀援港抗疫物資



## Environmental, Social and Governance Report

### 環境、社會及管治報告

#### 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 2007, Forever Happiness has unremittably organized a total of 22 Charity Nights and has raised donations of over RMB227 million. It has cooperated with over 10 large-scale charity organisations around the world and has supported various charity projects for children which cover all the provinces in China, resulting in over 670,000 children benefiting from such projects.

Forever Happiness has organised various online and offline specific charity projects, including the “Children Protection” project which promotes the development of care and aid service for seriously ill children; “Benefiting the Children” project which promotes the medical and health service in underdeveloped areas; “Charity Night” that raises money for children through events such as auctions; “Children Leading Adults (小手拉大手)” – a waste-sorting collaboration project between family, school and community that practices low-carbon environmental protection work.

#### 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 covered by ifeng.com Special Charity Fund. ifeng.com Special Charity Fund was established in 2016 and is a special fund under China Charities Aid Foundation for Children. This project mainly provides growth assistance, medical subsidies, and psychological counseling for children in need. In 2022, the Children Protection Project continued to cooperate with The First Affiliated Hospital of Tsinghua University and Beijing Tongren Hospital Affiliated to Capital Medical University to provide relief funds for children with heart and eye diseases (the donation is provided by ifeng.com Special Charity Fund). In 2022, a total of 66 children in need from provinces, municipalities and autonomous regions including Guangxi, Yunnan, Guizhou, and Hunan were rescued, 62 of whom had abnormal heart rate (hospital: The First Affiliated Hospital of Tsinghua University), 1 of whom with retinal detachment (hospital: Beijing Tongren Hospital), 2 of whom with AIDS complications (hospitals: The First Hospital of Changsha and Heze Infectious Diseases Hospital of Shandong), and 1 of whom with juvenile dermatomyositis (hospital: Children's Hospital Capital Institute of Pediatrics), with a total donation of RMB1,173,947.49.

#### 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。自2007年開始，堅持不懈開展籌款晚宴共計22場，募集善款逾人民幣2.27億元，與全球超過10家大型公益慈善組織合作，幫扶眾多兒童公益項目，項目已覆蓋中國全部省份，超過67萬名兒童因此而受益。

「美麗童行」貫穿多種線上線下具體愛心項目，包括促進患重大疾病兒童關懷救助事業發展的「護童計畫」；促進欠發達地區醫療健康事業發展的「益童計劃」；通過舉辦拍賣等活動為兒童籌集善款的「慈善晚宴」；踐行低碳環保事業的「小手拉大手」家校社聯動垃圾分類項目。

#### 保護兒童工作：「護童計畫」

自2018年啟動的鳳凰網&志玲姐姐「護童計畫」，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（「鳳凰網公益專項基金」於2016年成立，隸屬中華少年兒童慈善救助基金會的專項基金），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。2022年「護童計畫」繼續與「清華大學第一附屬醫院」、「首都醫科大學附屬北京同仁醫院」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）。2022年，共計救助來自廣西、雲南、貴州、湖南等省市自治區的66名困境患兒，其中心率失常62人（就診醫院：清華大學第一附屬醫院），視網膜脫離1人（就診醫院：北京同仁醫院），愛滋病併發症2人（就診醫院：長沙市第一醫院及山東省荷澤市傳染病醫院），幼年型皮肌炎1人（就診醫院：首都兒科研究院附屬兒童醫院）共計支出善款人民幣1,173,947.49元。



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### 環境、社會及管治報告

Children Protection Project focuses on the mental health needs of children, teenagers and their families during the pandemic. In July 2020, the Parent-child Psychological Assistance Center was established to provide psychological assistance services for children, teenagers and their families, services of which including but not limited to public welfare live broadcasts, air classroom, admission talks and psychological counseling. As of the fourth quarter of 2022, this project has directly served 180,271 persons and indirectly served 34.856 million persons, covering 21 provinces and cities across the country, including Beijing, Shanghai, Hubei, Henan, Macau, Fujian, and Guizhou. Among them, 2,573 hours of online and offline free psychological counseling were provided for 528 families (1,584 persons); online mental health “air classroom” for primary and middle school students were launched in over 100 primary and secondary schools across the country, and its online courses recorded over 6.29 million views; and a number of well-known domestic psychological education experts were also invited to hold a number of large-scale popular science talks and public welfare psychological live broadcasts, 65 short videos of popular science on topics such as parent-child exercises, hand washing exercises, meditation relaxation and emotional adjustment were recorded, reaching a total viewership of 4.816 million views.

「護童計劃」聚焦疫情下兒童青少年及其家庭心理健康需求，於2020年7月成立了「親子心理援助中心」，提供針對兒童青少年及其家庭的心理援助行動，包括但不限於公益直播、空中課堂、入校講座、心理諮詢等。截至2022年第四季，項目累計直接服務180,271人，間接服務3,485.6萬人，覆蓋北京、上海、湖北、河南、澳門、福建、貴州等全國21個省市地區。其中，為528個家庭（1,584人），開展2,573小時線上線下免費心理諮詢；發佈中小學生心理健康「空中課堂」，全網線上課程瀏覽量超629萬人次，並走入全國100所中小學校；邀請國內多位知名心理教育專家，舉辦多場大型科普講座、公益心理直播，並錄製親子操、洗手操、冥想放鬆、情緒調適等65條科普短視頻，總觀看量達481.6萬。



Parent-child psychological assistance  
親子心理援助



Brochure of Parent-child Psychological Assistance Center  
親子心理援助中心宣傳頁



Pink Logo of “ifeng.com and Sister Chiling Protecting Children Project”  
鳳凰網&志玲姐姐「護童計劃」粉色標誌



Psychological Assistance Activities in Henan  
河南心理援助活動



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### 環境、社會及管治報告

#### Activist League Charity Platform of ifeng.com

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 6 years, Activist League has launched a series of solutions focusing on wildlife protection and child safety issues, such as the Tape Pledge and Brave Babe, which did not only win awards both at home and abroad, and facilitate the spread of the social design concept in China, but also earned high recognition from the United Nations through promoting the practice of the United Nations' Sustainable Development Goals in China and around the world. Girls Protection, an important project of the Activist League, has brought children sexual abuse prevention and puberty health education courses to 31 provinces of the country, covering nearly 3 million children and over 0.5 million parents. In June 2022, the Activist League platform also held the Corporate and Social Responsibility and Innovation Forum event in Beijing.

#### 鳳凰網「行動者聯盟」公益平台

「行動者聯盟」由鳳凰網於2016年發起，旨在為公益界、創意界、明星藝人、愛心企業等各方搭建互助合作的公益活動平台，透過這個平台使各方公益力量得到更多的傳播資源和企業支援。同時，該平台也面向全社會徵集、選拔適合新媒體傳播的創新公益項目，涉及關愛自閉症兒童、環境保護、動物保護等多個焦點領域。在過去的6年裡，「行動者聯盟」先後推出了「承諾膠帶」、「勇敢的娃娃」等系列聚焦野生動物保護、兒童安全議題的解決方案，不僅在國內外斬獲大獎，推動「社會設計」理念在中國的傳播，也獲得了聯合國相關機構的高度認可，促進聯合國可持續發展目標在中國乃至世界範圍的實踐。而「行動者聯盟」的重要項目之一「女童保護」亦已在全國31個省份開展兒童防性侵及青春期健康教育課程，累計覆蓋近300萬兒童、超過50萬家長。在2022年6月，行動者聯盟平台也在北京舉辦了「企業社會責任與創新論壇」活動。



Corporate and Social Responsibility and Innovation Forum event by Activist League  
行動者聯盟企業社會責任與創新論壇



2022 Activist League Charity Grand Ceremony  
「行動者聯盟2022公益盛典」

On 15th December 2022, 2022 Activist League Charity Grand Ceremony hosted by ifeng.com was held online. The Top 10 Figures of the Year, the Top 10 Ideas of the Year, the Top 10 Projects of the Year, the Top 10 Enterprises of the Year, the Best Popular Award of the Year, the Special Contribution Award, and the Four Celebrity Philanthropists Award were announced. Also, the Action Award for Rural Revitalisation was awarded for the first time to recognise individuals, projects and organisations that have contributed to the realisation of diverse rural values during the year of rural revitalisation.

於2022年12月15日，由鳳凰網主辦的「行動者聯盟2022公益盛典」在線上舉行。今年揭曉了年度十大公益人物、年度十大公益創意、年度十大公益項目、年度十大公益企業和年度最具人氣獎、特別貢獻獎、四大明星公益獎項，並首次頒出鄉村振興行動獎，表彰在鄉村振興變革之年，勇於奉獻和擔當，助推鄉村多元價值實現的個人、項目和機構。

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#### Promoting Gender Equality

On 19 July 2022, The Influence of Women • 2022 ifeng.com Influence of Women Award hosted by ifeng.com was held in Beijing. The event includes keynote speeches, summit forum and award ceremony. 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

於2022年7月19日，由鳳凰網主辦的「她勢界•鳳凰網2022女性影響力大賞」在北京舉辦。本次活動包括主題演講、高峰論壇及頒獎典禮。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。



ifeng.com has launched the “1/100 Project” in collaboration with Weibo (Weibo bloggers) since 10th February 2022, in order to carry forward the spirit of women in this era, look for more “She Power” around us, and show the diversity of female presence. The event aims to demonstrate the presence of women who brave the wind and waves through the stories of female characters, and to guide the society to pay attention to the realistic plight of women who are defined, judged, weakened and abandoned. The stories of such female character cover various fields such as industry and commerce, finance, education, military, culture, public welfare, health, fashion, etc. In 2022, we have interviewed representative women such as Yang Lan, Deng Yapping, Zhou Wenjing, Guo Wenyan, Deqing Yuzhen, Gao Fangxia and Jiang Shengnan.

為弘揚時代女性精神，發現更多身邊的「她力量」，展現多樣女性風采，鳳凰網聯合微博（微博新知博主）自2022年2月10日起推出「1/100計劃」。本活動目的是通過女性人物故事展示乘風破浪的巾幗女性風采，也引導社會關注被定義、被評判、被弱化、被放棄的女性現實困境。該女性人物故事涵蓋工商、財經、教育、軍事、文化、公益、健康、時尚等眾多領域，2022年內已採訪楊瀾、鄧亞萍、周雯靜、郭文豔、德慶玉珍、高芳霞、蔣勝男等有代表性女性。

#### 2022 Girls Protection Forum of Deputies to the NPC and CPPCC

In order to better promote the construction of child protection mechanisms such as preventing children from sexual abuse, the charity channel of ifeng.com (<http://gongyi.ifeng.com>), together with Beijing All in One Foundation and CFCAC co-hosted 2022 Girls Protection Forum of Deputies to the NPC and CPPCC on 2 March 2022. Various deputies to the National People's Congress, members of the National Committee of the Chinese People's Political Consultative Conference, and officials of relevant departments

#### 2022「女童保護」全國兩會代表委員座談會

為更好地促進兒童防性侵等兒童保護機制建設，「鳳凰網公益」(<http://gongyi.ifeng.com>)與「北京眾一公益基金會」、「中國少年兒童文化藝術基金會女童保護基金」於2022年3月2日聯合主辦了2022「女童保護」全國兩會代表委員座談會，多位全國人大代表、全國政協委員及國務院未成年人保護辦公室、

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of the Office for the Protection of Minors under The State Council, the Supreme People's Procuratorate, the Communist Youth League, and experts in child protection attended the forum to discuss the topic of preventing children from sexual abuse and solve the problem together. More than 150 media journalists attended and reported the forum online, and more than 1.6 million viewers watched the live broadcasting.

最高人民檢察院、共青團中央有關部門負責人以及兒童保護專家出席，共同探討兒童防性侵話題，共同解決問題。座談會期間有150餘名媒體記者線上參會並進行報道，觀看直播的觀眾超過160萬人次。



2022 Girls Protection Forum of Deputies to the NPC and CPPCC  
2022「女童保護」全國兩會代表委員會座談會

#### Carbon Neutrality • Community Neighborhood Garbage Reduction Day (Event Name: “Children Leading Adults”)

Since 2021, ifeng.com has been cooperating with the China Charities Aid Foundation for Children and our sponsor Aramco Asia to carry out the “Children Leading Adults” educational and charity project to promote environmental protection to schools and families, and helping children to improve their environmental awareness regarding waste reduction and sorting. This project aims to start with children and eventually extends to the whole family, through the theme of “Children Leading Adults,” and promote sustainable development in the community.

From June to November 2022, ifeng.com held the ifeng.com “Children Leading Adults” Xiamen Garbage Sorting event in Huli District, Xiamen City. Such event also includes a series of activities, such as “Community Neighborhood Garbage Reduction Day and Theme Exhibition” and “Science Popularization for the Community and School Campus.” Such exhibitions and series of activities are directed by Xiamen City Garbage Sorting Center, jointly organised by Huli District Party Committee Civilization Office, Huli District Education Bureau, Huli District Jiangtou Sub-district Office and ifeng.com and supported by our sponsor Aramco Asia, which advocated a green, low-carbon and sustainable

#### 「碳中和 • 社區鄰里垃圾減量生活日」（活動名為「小手拉大手」）

鳳凰網自2021年與「中華少年兒童慈善救助基金會」和贊助方「阿美亞洲」(Aramco Asia)開展「小手拉大手」教育公益項目，推動環保走向校園與家庭，幫助孩子們提高對垃圾減量及分類的環保認識，以孩子帶動家庭、小手拉大手，推動社區可持續發展。

2022年6月至11月，鳳凰網在廈門市湖裡區舉辦了「鳳凰網『小手拉大手』廈門垃圾分類」活動，包括「社區鄰里垃圾減量生活日暨主題作品展」與「進社區、進校園科普宣傳」系列活動。作品展與系列活動由廈門市垃圾分類中心指導，聯合湖裡區委文明辦、湖裡區教育局、湖裡區江頭街道辦事處以及鳳凰網聯合主辦，贊助方阿美亞洲戰略支持。以趣味遊園、主題講座、環保作品展演等方式，倡導綠色低碳、可持續的生活



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lifestyle through fun garden tours, themed lectures, and performances regarding environmental protection, covering more than 200 primary and secondary schools and kindergartens in the Huli District, helping to improve the accuracy of campus garbage sorting and working together to create a civilised, clean, tidy and orderly living environment.

方式，覆蓋湖里全區200多所中小學、幼兒園，助力提升校園垃圾分類準確率，共同營造文明乾淨、整潔有序的生活環境。



China Charities Aid Foundation for Children and Phoenix TV cooperating with Aramco Asia to hold the "Children Leading Adults" Xiamen Garbage Sorting" educational charity event  
中華兒童慈善救助基金會、鳳凰衛視攜阿美亞洲開展「小手拉大手」廈門垃圾分類教育公益項目



Achievement of "Children Leading Adults"  
「小手拉大手」成果展示



Waste Reduction Medal  
垃圾減量勳章



Turning Waste into Resources exhibition  
垃圾變廢為寶作品展



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

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



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

事件，以沙龍、論壇、公益自媒體等形式解讀與討論公益政策，並舉辦、推廣各種公益活動。

#### Large Outdoor LED Panel Displaying Charity Promotion

#### 大型戶外LED顯示屏幕公益宣傳

The Group's outdoor media (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 2022, Phoenix Metropolis Media has used LED panel to display a total of 22,473 hours of public service advertisements.

本集團旗下的戶外媒體業務（大型戶外LED顯示屏幕廣告業務），相關經營單位（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。2022年鳳凰都市傳媒利用LED屏幕共播出公益廣告共22,473小時。



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



LED panel located at the Grand Pacific Mall, Beijing

位於北京君太百貨的LED屏幕

## LOOKING AHEAD

The Group will continue to fulfill 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 27 Environmental, Social and Governance Reporting Guide of the Listing Rules of the Stock Exchange. Any feedback regarding this report is welcome and could be sent to [esg@phoenixtv.com](mailto:esg@phoenixtv.com).

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

## 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聯交所上市規則附錄27《環境、社會及管治報告指引》的披露要求。若閣下對本報告有任何反饋意見，歡迎發送電郵至 [esg@phoenixtv.com](mailto:esg@phoenixtv.com)。

附錄：聯交所《環境、社會及管治報告指引索引》

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

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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"> <li>Environmental Protection Policies 綠色環保政策</li> <li>Relevant Environmental Protection Laws and Regulations 相關環保法律法規</li> </ul>
	A.1.1	The types of emissions and respective emission data 排放物種類及相關排放數據	<ul style="list-style-type: none"> <li>Data Collection for Emissions and Resource Usage 排放及資源使用數據收集</li> <li>Air Pollutants: Emission Data of Nitrogen Oxides, Sulfur Oxides and Particulate Matters 空氣污染物：氮氧化物、硫氧化物及懸浮顆粒排放數據</li> </ul>
	A.1.2	Direct and 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"> <li>Carbon emissions: Direct and Energy Indirect Greenhouse Gas Emissions 碳排放：直接及能源間接溫室氣體排放</li> </ul>
	A.1.3	Total hazardous waste produced (in tonnes) and intensity (e.g. per unit of production volume, per facility) 所產生有害廢棄物總量（以噸計算）及密度（如以每產量單位、每項設施計算）	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>
	A.1.4	Total non-hazardous waste produced (in tonnes) and intensity (e.g. per unit of production volume, per facility) 所產生無害廢棄物總量（以噸計算）及密度（如以每產量單位、每項設施計算）	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>
	A.1.5	Description of emission target(s) set and steps taken to achieve them 描述所訂立的排放量目標及為達到這些目標所採取的步驟	<ul style="list-style-type: none"> <li>Emission Targets 排放量目標</li> <li>Beijing Phoenix 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</li> </ul>
	A.1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them 描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟	<ul style="list-style-type: none"> <li>Waste Management 廢棄物管理</li> </ul>

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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	Policies on the efficient use of resources, including energy, water and other raw materials. Note: Resources may be used in production, storage, transportation, buildings, electronic equipments, etc 有效使用資源(包括能源、水及其他原材料)的政策 注:資源可用於生產、儲存、運輸、樓宇、電子設備等	<ul style="list-style-type: none"> <li>Environmental Protection Policies 綠色環保政策</li> </ul>
	A.2.1	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) 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)	<ul style="list-style-type: none"> <li>Energy consumption 能源耗量</li> </ul>
	A.2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility) 總耗水量及密度(如以每產量單位、每項設施計算)	<ul style="list-style-type: none"> <li>Water consumption 耗水量</li> </ul>
	A.2.3	Description of energy use efficiency target(s) set and steps taken to achieve them 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	<ul style="list-style-type: none"> <li>Energy consumption 能源耗量</li> <li>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</li> </ul>
	A.2.4	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 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	<ul style="list-style-type: none"> <li>Water consumption 耗水量</li> <li>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</li> </ul>
	A.2.5	Total packaging materials used for finished products (in tonnes) and with reference to per unit produced 製成品所用包裝材料的總量(以噸計算)及每生產單位佔量	<ul style="list-style-type: none"> <li>Amount of packaging materials used in finished products 製成品所用包裝材料量</li> </ul>



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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	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	<ul style="list-style-type: none"> <li>Environmental Protection Policies 綠色環保政策</li> </ul>
	A.3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them 描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動	<ul style="list-style-type: none"> <li>Impacts on the Environment and Natural Resources 對環境及天然資源的影響</li> </ul>
A4 Climate Change 氣候變化	General Disclosure 一般披露	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact the issuer 識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策	<ul style="list-style-type: none"> <li>Climate Change 氣候變化 <ul style="list-style-type: none"> <li>Phoenix TV and World Wide Fund for Nature (WWF) co-hosted Zero Carbon Mission International Climate Summit 2022 鳳凰衛視與世界自然基金會(WWF)聯合主辦「2022 零碳使命國際氣候峰會」</li> <li>Sub-forums of 2022 Phoenix Financial Forum for the Greater Bay Area: "Green Finance and ESG under the Dual Carbon Goals" and "Dual Synergy of Digital Economy and Green Economy" 「鳳凰灣區財經論壇 2022」分論壇：「雙碳目標下的綠色金融與 ESG」及「數字經濟與綠色經濟雙螺旋」</li> <li>Earth Hour 2022: Lights-Out event was held at the Beijing Phoenix Centre 地球一小時 2022 熄燈活動於北京鳳凰中心舉行</li> </ul> </li> </ul>
	A.4.1	Description of the significant climate-related issues which have impacted, and those which may impact the issuer, and the actions taken to manage them 描述已經及可能會對發行人產生影響的重大氣候相關事宜及應對行動	

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

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<b>B. Social Aspect 社會範疇</b>			
B2 Health and Safety 健康與安全	General Disclosure 一般披露	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 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	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Relevant regulations on employment, occupational safety and labour practices 僱傭、職業安全及勞工準則的相關法規</li> </ul>
	B.2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year 過去三年（包括匯報年度）每年因工亡故的人數及比率	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>
	B.2.2	Lost days due to work injury 因工傷損失工作日數	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>
	B.2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored 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	<ul style="list-style-type: none"> <li>Occupational health and safety 職業健康與安全</li> </ul>



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<b>B. Social Aspect 社會範疇</b>			
B3 Development and Training 發展及培訓	General Disclosure 一般披露	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. Training refers to vocational training. It may include internal and external courses paid by the employer 有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。培訓指職業培訓，可包括由僱主付費的內外課程	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Development and Training 發展及培訓</li> </ul>
	B.3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management) 按性別及僱員類別(如高級管理層、中級管理層)劃分的受訓僱員百分比	<ul style="list-style-type: none"> <li>Development and Training 發展及培訓</li> </ul>
	B.3.2	The average training hours completed per employee by gender and employee category 按性別及僱員類別劃分，每名僱員完成受訓的平均時數	<ul style="list-style-type: none"> <li>Development and Training 發展及培訓</li> </ul>
B4 Labour Standards 勞工準則	General Disclosure 一般披露	Information on preventing child and forced labour: 有關防止童工或強制勞工的： (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	<ul style="list-style-type: none"> <li>Company policies on employment, occupational safety, training and labour practices 僱傭、職業安全、培訓及勞工準則的公司政策</li> <li>Relevant regulations on employment, occupational safety and labour practices 僱傭、職業安全及勞工準則的相關法規</li> </ul>
	B.4.1	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	<ul style="list-style-type: none"> <li>Labour Practices 勞工準則</li> </ul>
	B.4.2	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	<ul style="list-style-type: none"> <li>Labour Practices 勞工準則</li> </ul>

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

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<b>B. 社會範疇</b>			
B6 Product Responsibility 產品責任	General Disclosure 一般披露	<p>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：</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法規</p>	<ul style="list-style-type: none"> <li>Supply chain management and product responsibility 供應鏈管理和產品責任</li> </ul>
	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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<b>B. 社會範疇</b>			
B7 Anti-corruption 反貪污	General Disclosure 一般披露	<p>Information on bribery, extortion, fraud and money laundering: 有關防止賄賂、勒索、欺詐及洗黑錢的：</p> <p>(a) the policies; and 政策；及</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer. 遵守對發行人有重大影響的相關法律及規例的資料</p>	<ul style="list-style-type: none"> <li>Internal control procedures for anti-corruption and training 反貪污內控程序及培訓</li> </ul>
	B.7.1	<p>Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases 於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果</p>	
	B.7.2	<p>Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored 描述防範措施及舉報程序，以及相關執行及監察方法</p>	
	B.7.3	<p>Description of anti-corruption training provided to directors and staffs 描述向董事及員工提供的反貪污培訓</p>	

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<b>B. 社會範疇</b>			
B8 Community Investment 社區投資	General Disclosure 一般披露	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests 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	<ul style="list-style-type: none"> <li>Policy guidelines for community involvement 社區參與的政策方針</li> </ul>
	B.8.1	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)	<ul style="list-style-type: none"> <li>Society and environment related programmes 社會與環保類節目 <ul style="list-style-type: none"> <li>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</li> <li>Chinese Charity: Compassion Award Ceremony 華人公益「愛心獎」頒獎典禮</li> <li>Supporting the fight against the pandemic in Hong Kong 援港抗疫</li> </ul> </li> </ul>
	B.8.2	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)	<ul style="list-style-type: none"> <li>Forever Happiness 「美麗童行」 <ul style="list-style-type: none"> <li>Works on Child Protection: Children Protection Project 保護兒童工作:「護童計劃」</li> <li>Activist League Charity Platform of ifeng.com 鳳凰網「行動者聯盟」公益平台</li> </ul> </li> <li>Promoting Gender Equality 推動性別平等</li> <li>2022 Girls Protection Forum of Deputies to the NPC and CPPCC 「女童保護」2022全國兩會代表委員座談會</li> </ul>

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			<ul style="list-style-type: none"> <li>o Carbon Neutrality • Community Neighborhood Garbage Reduction Day (Event Name: “Children Leading Adults”) 「碳中和 • 社區鄰里垃圾減量生活日」(活動名為「小手拉大手」)</li> <li>• The Charity Channel of ifeng.com 鳳凰網公益頻道</li> <li>• Large Outdoor LED Panel Displaying Charity Promotion 大型戶外LED顯示屏幕公益宣傳</li> </ul>
Others 其他			<ul style="list-style-type: none"> <li>• Looking Ahead 展望未來</li> </ul>