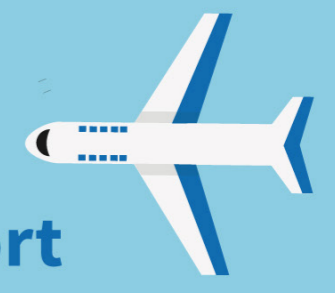


# Trip.com Group 2019-2020 Corporate Citizenship Report



Pursue the Perfect Trip and Safeguard Travel

Trip.com Group™  
携程集团



携程旅行

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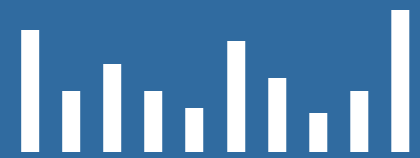
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# Introduction



Since its founding, Trip.com Group Limited ("Trip.com Group" or the "Group") has continuously sought to "pursue the perfect trip for a better world". In order to ensure the quality of our services continues to be perfected, we are making sustained efforts and actively exploring innovations. We firmly believe that by properly investing in this work, we will create long-term value for our customers, society, as well as for the tourism industry as a whole.



# Messages from the Chairman and CEO

## Message from the Chairman



James Liang  
Chairman of the Board

As we reflect over the past year and the acute challenges COVID-19 continues to bring to the travel industry, we want to express our deep gratitude to the heroes that are maintaining the fight against the pandemic, including medical staff and vaccine researchers all around the world. We believe the barriers to travel that the pandemic has imposed remain temporary. People have a fundamental need to travel, and our goal is to make meeting their travel needs inseparable from Trip.com Group. Stemming from our love of travel, our commitment to serving and enhancing the tourism industry remains resolute.

In our pursuit of creating the perfect suite of travel services, Trip.com Group is continuously exploring and innovating. Over the past 21 years, these efforts have allowed us to establish the world's leading one-stop business system, with a service network that is recognized as

among the most reliable and trusted in the industry. In the face of the various uncertainties and risks brought on by the pandemic, our role as a leading enterprise in China's domestic tourism industry has led us to fully utilize our platform's advantages and assume a larger set of corporate responsibilities. This response has also allowed us to turn crises into opportunities by leading to innovations in several areas such as content marketing, utilizing big data, and partner expansion.

In order to rejuvenate modern China and its people, the countryside must be revitalized. Rural tourism can be a golden opportunity for this process. In response, Trip.com Group continues to search for high-potential rural tourism destinations, build more public interest around Trip.com Group Country Retreats, and actively contribute to the implementation of the National Rural Revitalization Strategy.

Since its founding, Trip.com Group has continuously sought to "make every trip effortlessly enjoyable". In order to ensure the quality of our services continues to be perfected, we are making sustained efforts and actively exploring innovations. We firmly believe that by properly investing in this work, we will create long-term value for our customers, as well as for the tourism industry as a whole and society more generally.

## Message from the CEO



Jane Sun  
CEO

Through the two-year period of 2019 and 2020, Trip.com Group has continued to innovate in this time of adversity. This success comes from the service value we create, where our goal remains to build Trip.com Group into one of the best service brands in China and the world.

Over the past year, the travel industry faced its biggest challenges in history, with the pandemic's global spread hitting all sectors of the tourism industry particularly hard. As a leading global travel service provider, Trip.com Group is facing these challenges and leading by example with its pioneering model.

Following the onset of the pandemic, Trip.com Group was one of the first enterprises in China's domestic tourism industry to launch a series of comprehensive safeguard measures for travel, including safeguarded cancellation guarantees and supportive supplier policies. Leveraging the power of big data, we launched our "Tourism Revival V Plan", with "BOSS Livestream" serving as the campaign's main media channel to promote the recovery of several destinations' tourism economies. This work is helping strengthen local government units and enterprises towards

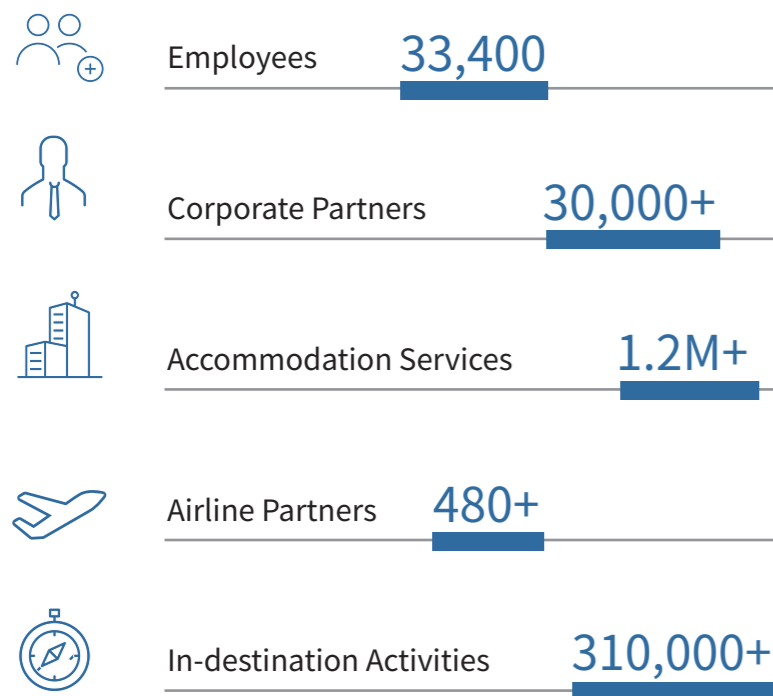
jointly building a community with a shared future for the tourism industry.

Throughout its development, Trip.com Group has always looked to closely integrate its goals of corporate development with those of national prosperity and the happiness of the people. This includes taking initiatives to help share in bearing the responsibilities and burdens of the country. For example, in recent years we have utilized the advantages of our one-stop tourism platform to actively support rural development campaigns and promote national culture. We also continue to energetically engage in public welfare causes through the launching of several projects related to providing care for vulnerable groups, and contributing to the global fight against the pandemic. In addition, we are strongly advocating and promoting sustainable travel, strengthening our green operations, and striving to become a more environmentally friendly enterprise.

Looking to the future, Trip.com Group plans on driving the next era of the tourism industry past its current challenges through leading several areas of related businesses and technologies, including integrated supply chains, destinations, affiliate marketing, cultivating high-quality customer bases, IP incubation, precision-targeted discount systems, precision marketing, and big data. In this process, we will continue to implement the Group's overall strategy of "Local Focus, Global Vision", by deeply cultivating China's domestic tourism market from the four dimensions of content, product, supply chain and quality, while simultaneously realizing the long-term deployment of the Group's global strategy.

## About Trip.com Group

Trip.com Group (Nasdaq: TCOM; HKEX: 9961) is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travelers around the world make informed and cost-effective bookings for travel products and services, and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centers. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world".



(Trip.com Group 2020 Statistics)

## Our Development Strategy

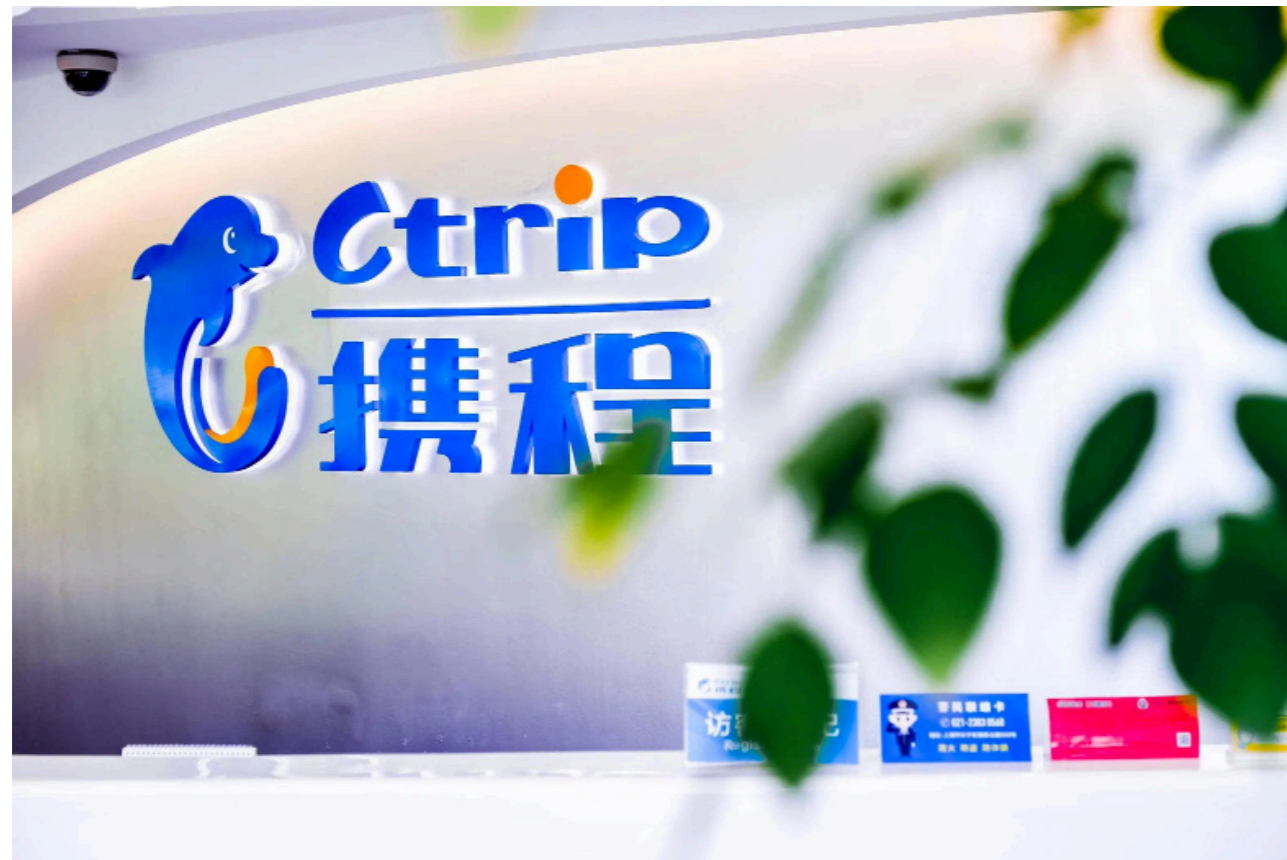
In 2019, during a celebration of Trip.com Group's 20th anniversary, the company released its "G2 Strategy", which stands for Great Quality and Globalization. In terms of Great Quality, Trip.com Group remains focused on customers, and is committed to making products and services which are friendly and convenient, and which consistently provides customers with the best service in the market. At the same time, Trip.com Group will provide multilingual services, so as to achieve high-quality and highly reliable services and technologies across its global operations. In terms of Globalization, Trip.com Group will take both local actions while also being guided by its "Local Focus, Global Vision" strategy to benefit global customers using global wisdom, and build globalized products, supply chains, services and brands, as well as cultivate and attract global talents.



In 2020, affected by the global pandemic, outbound-oriented Chinese tourists returned their focus to the domestic Chinese market in a major way. Seizing upon these new opportunities, Trip.com Group released its strategy of "Local Focus, Global Vision", which encourages cultivating the domestic tourism market from the four dimensions of content, product, supply chain and quality, and then using this local focus to help realize the deployment of the global strategy. Following this strategy, Trip.com Group takes its "focus on cultivating quality" as its basic guarantee and its "focus on cultivating content" as a significant starting point. More broadly, this strategy encourages the gradual transformation of Trip.com Group from being primarily a transactional platform into a platform that integrates "finding inspiration, discounts and leisure", and which is able to connect users and new travel products through travel-related short videos, livestreaming, travel blogging and other marketing content. Further extending the "focus on cultivating content" are Trip.com Group's "focus on products" and "focus on supply chains". As such, Trip.com Group is exploring a new generation of tourism products that highlight a "small yet beautiful" scale and aesthetic, such as boutique B&B's and specialized entertainment events, and giving such products exclusive traffic support on its platform. At one end of the supply chain, Trip.com Group will seek to open up the closed loop from content to transaction, covering the five links closely related to suppliers: products, platform rules, sorting, travel tips and marketing.

# Our Corporate Culture

Adhering to our corporate mission of "pursuing the perfect trip for a better world", Trip.com Group has the vision of "becoming the world's leading and most reliable set of travel service brands, and providing travelers with the tools to create the most cost-effective and optimized journeys". In order to realize this vision, Trip.com Group adheres to the working method of "rationally pursuing perfection through controlled innovation", while also embracing the values of being "customer-centered, with close and seamless cooperation between teams, meticulous professionalism, truth and integrity-based cooperation philosophy and partnership that is win-win". The company also encourages every Group employee to work with passion, purity, rigor and dedication. Through using high-quality technology, excellent products and high-quality services, Trip.com Group is achieving its goal of "making travel happier", while also maximizing its social public welfare influence by working to make the world a better place.



## Corporate Mission: "Pursue the perfect trip for a better world"

As a one-stop travel service provider, Trip.com Group hopes to allow users to experience their perfect journeys by providing them with a comprehensive and rich set of travel products, exciting and creative inspirations for travel, convenient and effortless bookings, and warm and considerate customer service.

## Core Values

Adhering to the principle of being "customer-centered", with close and seamless cooperation between teams, and meticulous professionalism, we realize a truth and integrity-based cooperation philosophy and win-win partnerships that jointly create the maximum value.

C — Customer ; T — Teamwork ; R — Respect ; I — Integrity ; P — Partner

## A Working Method that "rationally pursues perfection through controlled innovation"

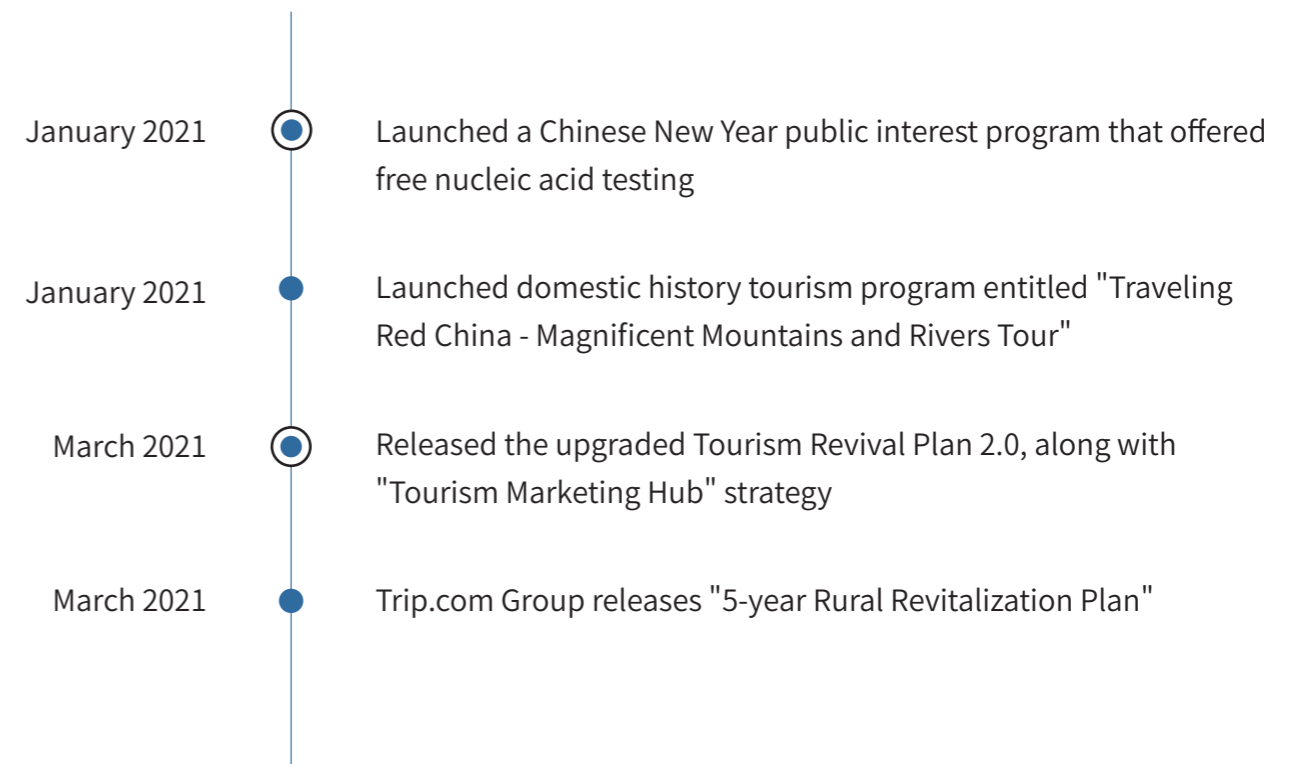
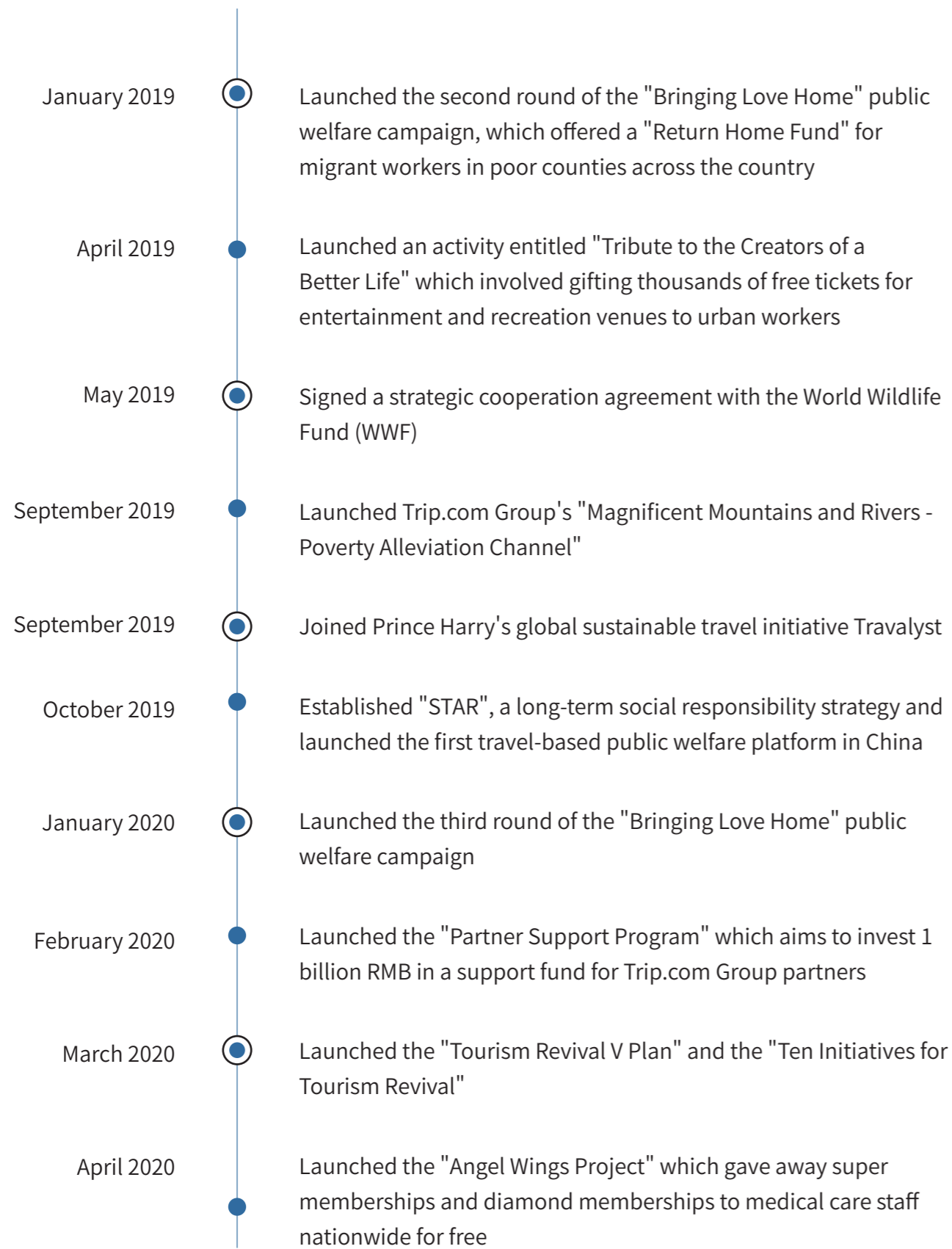
Trip.com Group insists on using rational and scientific methods to realize its mission of creating the "perfect journey" for its customers. It does this in part by integrating established techniques such as Six Sigma and other scientific management tools into its customer service quality management work in order to make substantive improvements to the quality of its services. Meanwhile, continuous exploration and innovation remain key to the company's steady progress. At the same, this work remains controlled, and adheres to innovation that focus on the value of customers and partners as its goal.

## "Passionate, Pure, Rigorous, and Dedicated" Working Style

With both the passion and purity of a start-up company, combined with the rigor and dedication of mature companies, Trip.com Group encourages every employee show passion in taking initiatives, and realize an enhanced sense of their self-worth through work that is based on truth, integrity, communication, meticulous professionalism, rationality, rigor and a serious working attitude.



# Major CSR Events



# List of Recent Honors and Awards

Award/Honor	Awarding Institutions
2018 Most Influential Enterprise in the Industry	GUOJIALVYE.COM
Shortlisted for the "2018 Most Influential Chinese Concept Stock Company" as the award's only tourism enterprise nomination	Xueqiu.com
Singapore Prestige Brand Award's "China Top 10 Leading Brands"	Jointly organized by ASME and Zaobao.com
No. 8 on "Future 50"	Fortune Magazine
"2019 Annual Customer Reputation Award"	China Information Industry Association Customer Contact Center Branch
"Trip.com Group Travel Security Service" won the 16th People's Choice Ingenuity Award, 2019 Annual Ingenuity Service Award	People.cn
Nominated for the "China Internet Corporate Social Responsibility List" and ranked among the top firms in the tourism industry	Beijing Normal University's Internet Development Research Institute, Center for Internet Judiciary and Governance, Guangming Online, China Daily, China.org.cn, Beijing Normal University's China Institute of Education and Social Development
"2020 China Travel Industry Awards" -- "Best Innovation Online Travel Agency of the Year"	Travel Weekly China by Northstar Group
Online Travel Platform Pioneer	Global Times

Award/Honor	Awarding Institutions
2020 Consumer Trusted Brand	China Business Herald
Online Travel Platform of the Year	BJNews.com.cn
Corporate Social Responsibility Velvet Flower Award	Beijing Business Today
Most Valuable Investment Enterprise among China Concept Stocks	CAIJING.COM.CN
Best China Concept Stock for Consumer and Service Stocks	Zhitongcaijing.com
Trip.com Group CEO Jane Sun selected as one of "2020's Most Notable Female Business Leaders"	CYZone
Best Marketing Effectiveness Award for Tourism Recovery of the 2020 TMW Awards	Travel Marketing Watch
Top Touch Festival 2020's Global Business Innovation Awards - 2020 Most Popular Brand Among Young Consumers in the Travel Software Category	TopMarketing
The 5th Longque Awards, "Annual Award for a Culture and Tourism Group which made Special Contributions to the Fight Against the Pandemic"	TRIPVIVID Group
Chuzhi - Top 10 Responsible Enterprises for Supporting Hubei Poverty Alleviation	cnhubei.com, Huazhong University of Science & Technology's Institute of State Governance

## Award/Honor

## Awarding Institutions

Trip.com Group's Magnificent Mountains and Rivers Poverty Alleviation Program selected as a 2020 Online Poverty Alleviation Model Case	Cyberspace Administration of China and the China Federation of Internet Societies
2020 E-commerce "Fight the Pandemic" Social Responsibility Enterprise	100EC.CN
2020 Effie Awards Greater China - Gold Effie in the Tourism Category	Organizing Committee of Effie Awards Greater China
Advanced Private Enterprise Fighting the Pandemic	All-China Federation of Industry and Commerce
China Internet Industry Self-discipline, Contribution and Public Welfare Award	Internet Society of China
Number one in tourism on 2020 China Internet Corporate Social Responsibility List	Beijing Normal University's Internet Development Research Institute
Gender-Inclusive Workplace Award	United Nations Entity for Gender Equality and the Empowerment of Women
UN Gender Equality Pioneer	United Nations Entity for Gender Equality and the Empowerment of Women
China Science and Technology Awards	Hong Kong Business

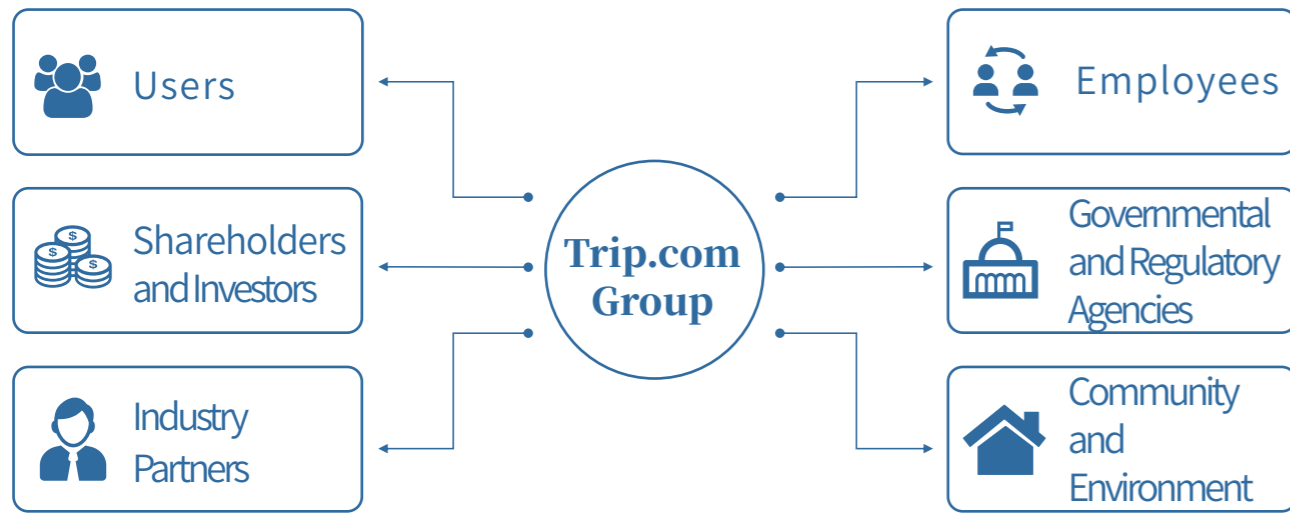
## Philosophy of Responsibility

Trip.com Group, as a leading global service travel provider, being a responsible corporate citizen has always been a distinct part of the company's culture. We believe that by actively fulfilling our corporate social responsibilities, we will in turn be able to simultaneously maximize our positive influence on public welfare, benefit all stakeholders, promote the shared progress of the tourism industry and contribute to the high-quality development of society more generally. In 2019, Trip.com Group released a new long-term social responsibility strategy entitled "STAR" which aims to build more harmonious and symbiotic relationships between travelers and their destinations through the four dimensions of "safe travel, targeted poverty alleviation through travel, access to travel and responsible travel". With this strategy, we are helping achieve shared growth between local communities, China's tourism industry and Chinese society.



## Stakeholder Engagement

Throughout its operations, Trip.com Group fully considers the impact its practices and decisions have on all stakeholders. As part of this process, we carry out a diverse set of frequent participation and communication activities. In particular, we focus on actively engaging the six stakeholder groups of users, employees, shareholders and investors, governmental and regulatory agencies, industry partners, communities and their environments, so as to ensure there is a mutual and timely understanding of their expectations and demands. With this frequently updated knowledge, we are then able to regularly identify and find ways to improve upon our management and practices towards furthering our responsible performance.



Stakeholders	Key Interests	Communication Channels
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<b>Users</b>	<ul style="list-style-type: none"> <li>Quality products and services</li> <li>Travel safety guarantees</li> <li>Digital innovations</li> <li>User rights protection</li> <li>Data security and privacy protection</li> </ul>	<ul style="list-style-type: none"> <li>Livestreaming</li> <li>Online and offline communications (APP/Weibo/WeChat/Website/Store)</li> <li>24/7 global customer service</li> <li>Trip.com Group service upgrade</li> <li>Daily media communications</li> <li>Social media communications</li> <li>Trip.com Group Senator Club</li> <li>Trip.com Group Open Day</li> <li>Information security construction and management</li> <li>Technology and product upgrades</li> <li>Trip.com Group Global SOS service platform</li> </ul>
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<b>Employees</b>	<ul style="list-style-type: none"> <li>Diversity and equality</li> <li>Employee rights and benefits</li> <li>Talent retention and development</li> <li>Employee health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Livestreaming</li> <li>Regulatory compliance</li> <li>Performance management communications and mechanisms</li> <li>Office environment optimization</li> <li>Trip.com Group Academy, iHUB learning platform</li> <li>Trip.com Group Trade Union</li> <li>Communication platforms such as electronic newsletters, internal mail, staff counseling mailbox</li> <li>Sports day, family day and other staff activities</li> </ul>
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Stakeholders	Key Interests	Communication Channels
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<b>Shareholders and Investors</b>	<ul style="list-style-type: none"> <li>Risk management and control</li> <li>Operational compliance</li> <li>Return on investment and shareholder equity</li> <li>Responsible corporate investments</li> </ul>	<ul style="list-style-type: none"> <li>Shareholder Meetings</li> <li>Regular financial reporting</li> <li>Roadshows</li> <li>Email and phone communications</li> <li>Strengthened risk monitoring, prevention and response systems</li> <li>CSR and ESG reports</li> </ul>
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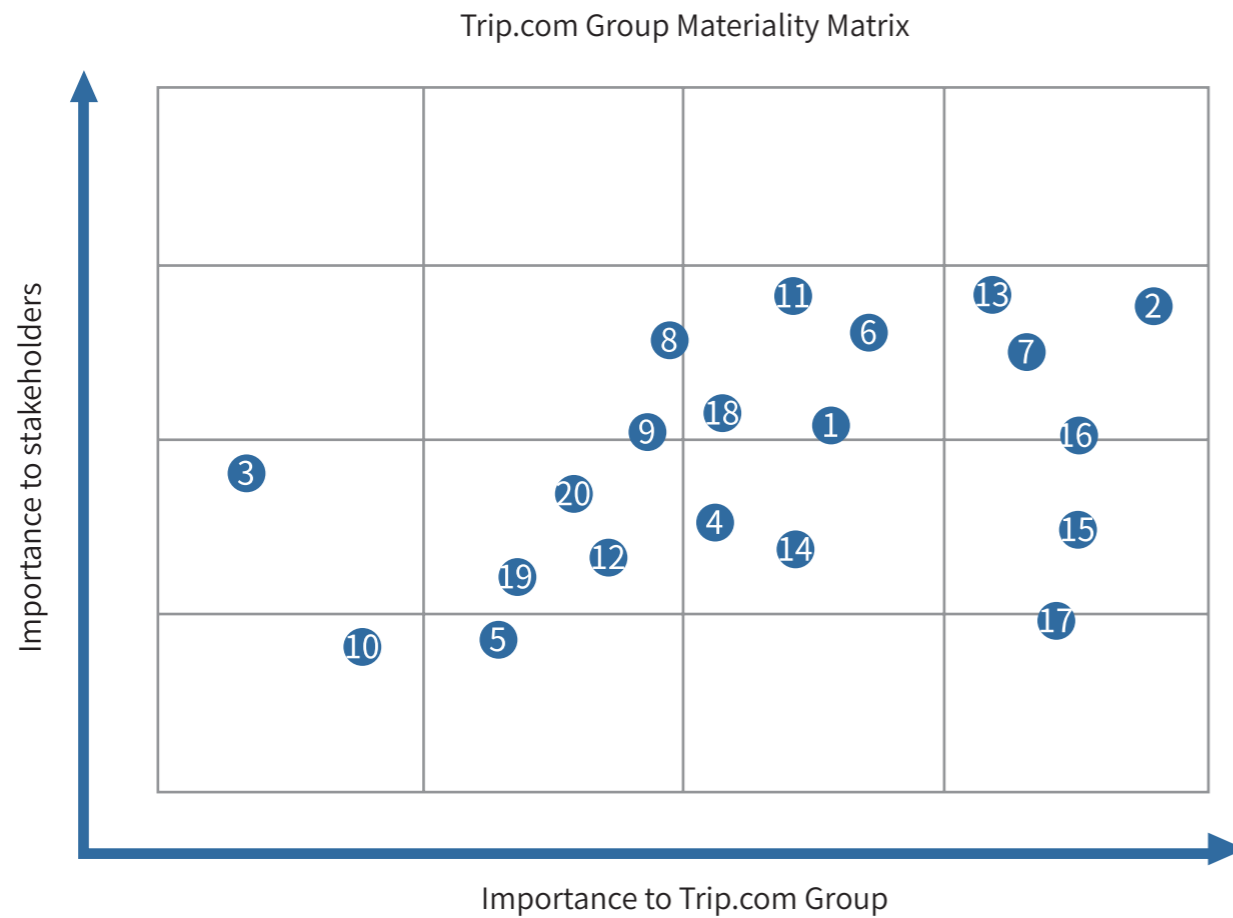
<b>Governmental and Regulatory Agencies</b>	<ul style="list-style-type: none"> <li>Travel safety guarantees</li> <li>Digital innovations</li> <li>Data security and privacy protection</li> <li>Operational compliance</li> <li>Economic development</li> <li>Employment promotion</li> </ul>	<ul style="list-style-type: none"> <li>Strictly adherence to laws and regulations</li> <li>Active response to government policies</li> <li>Participation in industry reform discussions and pilot project</li> <li>Field investigations</li> <li>Big data support for government decision-making</li> </ul>
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<b>Industry Partners</b>	<ul style="list-style-type: none"> <li>Industry integration</li> <li>Responsible corporate investments</li> <li>Supply chain management</li> </ul>	<ul style="list-style-type: none"> <li>Livestreaming</li> <li>Institutional constraints and internal controls</li> <li>Skills training and platform tool support</li> <li>Organizing and participating in industry seminars</li> <li>Annual events: Trip.com Group Global Partner Summit</li> <li>Trip.com Group Hotel University, Trip.com Group Institute for Tourism Studies</li> </ul>
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<b>Community and Environment</b>	<ul style="list-style-type: none"> <li>Economic development</li> <li>Employment promotion</li> <li>Environmental protection</li> <li>Responsible travel and consumption</li> <li>Promotion of community and public welfare</li> <li>Energy conservation and emission reductions via green operations</li> </ul>	<ul style="list-style-type: none"> <li>Individual entrepreneurship platform</li> <li>Employment opportunities for people with disabilities</li> <li>Charitable donations</li> <li>Trip.com Group Philanthropy Platform</li> <li>Tree and seedling public interest projects</li> <li>On-going charity and philanthropy activities</li> <li>Daily media communications</li> <li>Social media</li> <li>CSR forums and activities</li> </ul>
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# Material Topics

Trip.com Group regularly conducts stakeholder engagement exercises to survey the importance of material issues to the company's management, shareholders and investors, employees, consumers, industry partners, local communities, the media and other stakeholders. Understandings from our national policy analyses, benchmarking of domestic and overseas industry peers, and GRI standard benchmarking, are then combined with analyses of the company's strategic development plans and key practices. The result is we have identified 20 social responsibility topics closely related to the Group's operations. The main survey for this work was conducted via an online questionnaire, with a total of 547 valid questionnaires collected.



Material topics are defined as issues that reflect significant impacts the Group has created on the economy, environment and society, or issues that substantially affect the evaluations and decision-making of stakeholders. Based on the survey results and the Group's confirmation, the following is a ranking of the importance of the top 20 topics to the Group's strategic development and stakeholders, from high to low:

High Materiality Topics	Medium Materiality Topics
2. Operational compliance	11. User rights protection
7. Travel safety guarantees	1. Risk management and control
13. Data security and privacy protection	2. Responsible travel and consumption
16. Talent retention and development	8. Digital innovations
15. Employee rights and benefits	14. Diversity and equality
17. Employee health and safety	9. Industry integration and co-creation
6. Product and service quality	4. Economic development and employment promotion
	20. Energy conservation and emission reduction via green operations
	12. Supply chain management
	19. Public welfare
	3. Return on investment and shareholder equity
	5. Environmental protection and ecological balance
	10. Responsible corporate investments

# Making Travel Effortless and Enjoyable



As tourism has become an integral part of the public's daily life, the travel needs of consumers are increasingly diversified, high-end and personalized. The sudden onset of the COVID-19 pandemic brought serious challenges to people's traveling habits, forcing them to change. Most notably in the post-pandemic era, consumers' demands for "safe and healthy" travel are increasing. In response, Trip.com Group is actively adapting to these changing needs and providing consumers with high-quality one-stop tourism services, creating a new tourism industry ecosystem, and implementing platform supervision responsibilities. The result is that users are able to maintain their effortless travel while having an additional sense of safety and security.



# Safeguarding Every Trip

Adhering to its customer-centered principle, Trip.com Group constantly explores new products and service models. With these efforts we are able to provide users with high-quality tourism products and services, better meet consumers' travel needs, and strengthen travel safety. As such, the company remains deeply committed to promoting safe travel and smart tourism in order to help safeguard every trip of our users.

## Providing High-quality Products and Services

China's 14th Five-Year Plan for Cultural and Tourism Development makes several important proposals for helping the tourism industry meet the growing needs of providing the public with a better life, including innovating product systems, optimizing the structure of tourism products, improving the supply capacity and quality levels of such products, and developing more specialized and customized tourism products. As Trip.com Group upholds the goal of "providing users with high-quality products and services", we are answering this call by continuing to explore and integrate high-quality tourism resources and regularly upgrade and innovate the existing tourism product system. This includes ensuring consumers can access travel products with more transparent itineraries and more standardized grading, as well as having larger varieties of options and personalized experiences, thereby helping realize high-quality travel experiences.

### Providing High-quality Tourism Products

Based on in-depth understandings of users' diversified travel needs, Trip.com Group began launching several novel categories of tourism products, including those for group tours, independent travel, customized tours, parent-child tours and themed travel. This extended range of options provides users with more comprehensive and personalized one-stop tourism solutions. Similarly, in response to the particular travel difficulties of elderly travelers, we have launched a series of specialized tourism products for this demographic, including those under the label of "Rest Assured Travel for Mom and Dad". At the same time, over the past 20 years Trip.com Group has united with thousands of well-known domestic travel agencies, allowing them to jointly launch a cross-provincial Self-discipline Convention and proposal for "Stress-free Group Tours". Subsequently, more than 4,000 travel agencies responded and have jointly launched more than 100,000 such tours with Trip.com Group. As the whole tourism industry adopts the theme of safe and stress-free travel, the industry is collectively seeking innovation and change, working together to smoothly implement prevention and control requirements, innovate group tourism products, improve service standards and guarantee quality. Trip.com Group is leading by example in taking the road of high-quality development, and thereby helping the industry collectively promote the revival of China's group tourism market.



In an effort to improve the quality of tourism products, from 2019 to 2020, we upgraded tourism products including group and customized tours, creating more transparent itineraries by improving the information disclosure requirements such as details regarding transportation, hotels, travel schedules and shopping events. At the same time, we launched more subdivided sets of tourism product categories such as "packaged tours", "semi-self-guided", "private group tours" and "independent travel". Additionally, our car rental business partners upgraded their car rental services by launching new standards, and providing users with more diversified and high-quality tourism products.

### Comprehensive Customer Service Guarantee

As the industry's leading travel service provider, high-quality service has always been one of the Trip.com Group's core competitive advantages separating it from other platforms. Over its 20 years of development, our services have evolved from the rapid growth period of establishing standards and process into a mature period of stratification and leanness. From the perspectives of employees, customers and partners, as well as that of systemization and design, we always adhere to the philosophy of promoting our service values of "Heartwarming, Effortless, Active and Trust" (HEAT), so as to achieve a unified set of practices and mindsets throughout the company's service areas.

Trip.com Group has utilized the quality management tools Six Sigma and the IM+ system platform to build a systematic, standardized and personalized travel service system based on our professional customer service team. With this work we have developed a complete set of basic service facilities and functions, from service call centers, mobile one-stop platform, and even a new generation of offline service centers. Leveraging our advantaged sets user data, supply chain integration and internet technology tools, we are continuously building and augmenting our service functions. The final design of the service system covers both online and offline functions, domestic and overseas clients, and is able to provide solutions for the entire

travel process, before, during and after travel. In the composition of Trip.com Group's service value chain, our focuses remain on the integration and coordination of the tourism industry, the large-scale platform ecology, and the refinement of user operations. As such, our service network not only has the advantages of the world's top internet companies, but also has the innovative characteristic of offering "Chinese services".

Trip.com Group never spares expenses with the investments of its service network. Using technology as its basis and platforms as its structure, we continue to integrate online and offline service functionality to satisfy issues of demand and supply. For many years we have maintained a team of more than 10,000 professional customer service personnel and augmented their services with AI-based customer service technologies. This allows us to provide customer service in 21 languages, ensuring that all our customers can easily access a convenient and comprehensive set of services and better travel experiences.

Meanwhile, reflecting Trip.com Group's social responsibility values, based on some of the main pain points and bottlenecks of various types of business customers, the company has established a comprehensive security system to protect customers' rights and interests. These include offering guaranteed funds for major natural disasters, booking cancellation guarantees for special reasons, price assurance guarantees, guarantees for airline changes, refund and ticket change service guarantees, team tour experience guarantees, worry-free rentals and other guarantees. This wide-ranging set of guarantees helps keep Trip.com Group as an industry leader and maintain an excellent reputation among customers.



In order to meet Trip.com Group's development strategy of providing the best service quality in the industry, this clearly requires us to be customer-centered. As such, we attach great importance to listening to users, understanding their needs, feelings and opinions, and responding quickly to optimize and improve our service operations according to their feedback. Part of these efforts led to the launch of our Voice of the Customer (VOC) project where dedicated channels have been established for receiving customer feedback, conducting customer interviews, researching our partners, visiting stores, and recording case discussions, among other activities. With the internal development of the VOC suggestion feedback platform

and gathering of our customers' collective wisdom, we have been able to more actively put forward solutions and suggestions for solving specific problems, thereby continuously improving the quality of our products and services.

## Highlighted

### Case

#### Relieving customer worries so they may travel at ease



On May 27, 2021, a certain Trip.com Group user Ms. Wang (an alias) booked a return flight home from Guilin to Changchun which went through Shanghai and required her to transfer. Unfortunately, during her transfer Ms. Wang found that the second

leg of her flight had been cancelled. Due to her scheduling arrangements, Ms. Wang was unable to stay in Shanghai and had no choice but to purchase the quickest alternative flight to Changchun. However, because her first flight had included checking-in her luggage, and the departure time for the new flight was so tight, Ms. Wang had no way to recover her luggage and board her new flight in time. In response to Ms. Wang's call seeking help, Trip.com Group customer service first calmed her down and alleviated her worries about the potential of losing her luggage. They then called the airline on her behalf several times and continuously communicated with the airline and Ms. Wang. The result was Trip.com Group was able to help resolve the problem and ensure Ms. Wang received her luggage smoothly, in turn Ms. Wang gave high praise to the Trip.com Group customer service. As this case demonstrates, Trip.com Group is dedicated to truly meeting the urgent needs of customers and providing them with timely services in a warm and trustful manner.




## Meeting our Corporate Responsibility

### Fighting the Pandemic While Protecting Users' Rights and Interests

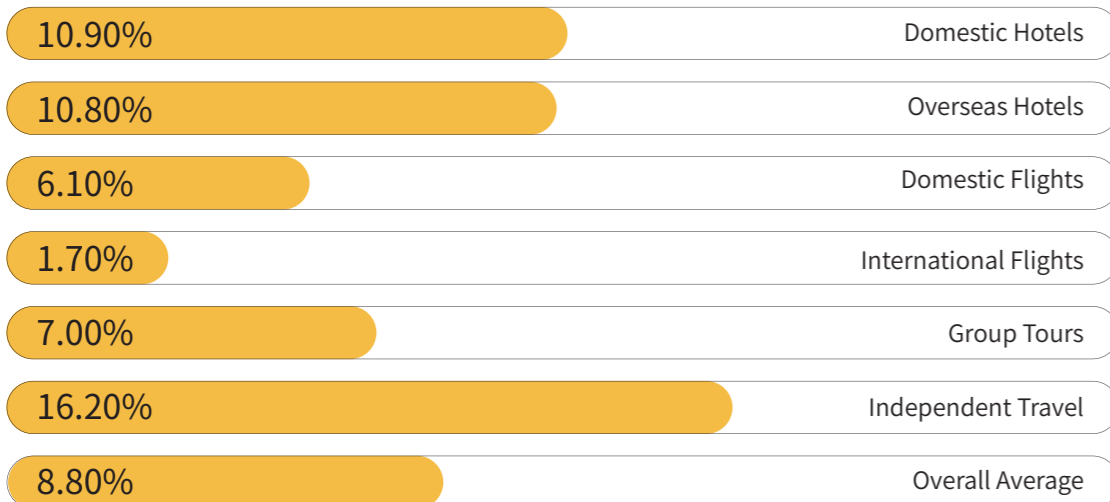
In early 2020, in response to the sudden onset of the COVID-19 pandemic, Trip.com Group immediately released a series of initiatives to help ease some of the pandemic's associated burdens to our travelers and partners. Widely commended, these key sets of policies included our Safeguard Cancellation Guarantee which allows customers to seek full refunds on bookings which were cancelled due to pandemic-related restrictions, and a similar initiative for our partners. We also upgraded the amount of funding allocated for our "Major Disasters Security Fund" to 200 million RMB.

 Number of cancelled bookings **10 million+**

 Amount of associated refunds **31 billion+ RMB**

 Hotels covered by our Safeguard Cancellation Guarantee **1 million+**

Increase of customer satisfaction rates (Net Promoter Score, NPS) relating to refund policies and overall service over 2019 Q4 rates



(Statistics of Trip.com Group from January 21 to February 21, 2020)

In March 2020, as the pandemic's prevention and control measures in China became normalized, people began increasingly seeking domestic travel opportunities. In order to meet these growing and novel travel needs of users, Trip.com Group took several steps including upgrading its tourism categories, implementing an incubation plan for additional themed tourism categories, exploring the travel highlights of domestic travel destinations, and worked with industry partners to jointly launch a tourism product matrix for tours that had a "pre-sale for future travel" option.

At the same time, in order to better manage the practical travel challenges brought on by COVID-19, Trip.com Group launched a series of initiatives to help make travel even further worry-free. This includes

upgrading measures such as our pre-sale guarantee on hotel bookings and inquiry service for refundable flight tickets and holiday products related to fighting the pandemic. We also worked with our partners in five major business areas, including those of group tours, entertainment and recreational ticket venues, independent travel, and car rentals, to jointly launch an "Anti-pandemic and Reassuring Travel Alliance" and service guarantee. Under this program tens of thousands of our partners, Trip.com Group stores and front-line personnel made unified efforts to improve their safety-related services. By upgrading tourism product standards, Trip.com Group continues to provide users with protective and safeguarded services against the pandemic and create more stress-free and comfortable travel experiences.

### Protecting Tourism Safety

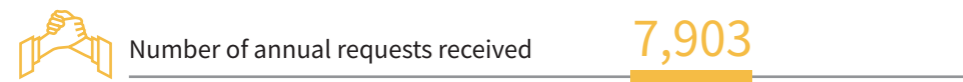
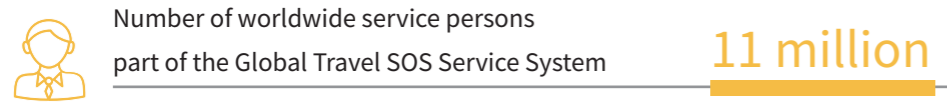
*The Tourism Law of the People's Republic of China* makes several explicit proposals for strengthening the management of tourism safety. First and foremost, tourism operators must strictly implement the laws, regulations and national standards on safety management, and properly formulate safety protection systems and emergency plans. As a tourism service provider, Trip.com Group strictly adheres to all such laws and regulations, upholds a customer-centered philosophy, and constantly seeks to strengthen its platforms' tourism safety management. In addition, the Group actively cooperates with its partners to launch tourism safety initiatives, reduce safety risks and protect the integrity of customers' tourism safety.

Travel safety remains Trip.com Group's paramount priority. As such, we have created a tourism safety management system which delineates clear rights and responsibilities, establishes an internal Safety Committee and a Chief Safety Officer (CSO) post. Jointly the committee and the CSO are responsible for coordinating and managing the safety guarantees of the platforms' overall businesses. In turn, each of the Group's business departments are required to set up



their own professional safety director position to ensure the implementation and execution of various travel safety policies.

We have simultaneously implemented an exhaustive tourism safety guarantee system that includes the cumulative elements of having a "complete plan + clear process + strict access + process management + risk alerts + system support + effective execution + intimate guarantee". As part of this process, we have established six principles for handling safety incidents, including being "people-oriented, with aid and rescue as the top priorities; nearby handling, clear responsibilities; efficient coordination and proper handling". At the front end of our platform experience, we have formulated a comprehensive plan for travel safety which integrates tourism safety practices into the platform access mechanisms, while also requiring strict safety and control requirements for platform partners, thereby laying a solid foundation for ensuring user travel safety. During travel, we are then able to further strengthen travel safety and guarantee of service through system-based support mechanisms such as the risk alert and emergency service platforms, as well as our Global 24-hour travel SOS service.



### Risk Alert Platform

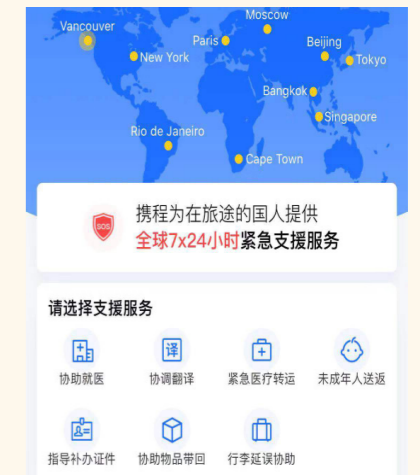
In case our users encounter travel risks, the risk alert platform will effectively coordinate all tourism business units in a timely manner, taking several automated actions, including promptly sending risk information to users, blocking associated bookings, and restricting associated travel, effectively enhancing the risk-response time and mitigation of such incidents.

### Emergency Service Platform

When a major disaster occurs, the emergency service platform system handles the associated work of accurately positioning affected users, providing rescue support to users in need of aid or rescue, and rapidly processing users' emergency services in a unified manner according to the corresponding policy standard.

### Global 24-hour Travel SOS Service System

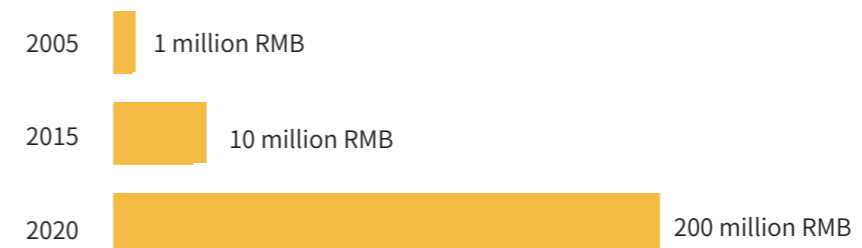
The Global Travel SOS Service System is the first emergency rescue service system targeted for travel safety in the industry. The system links Trip.com Group applications such as "Virtual Team Manager", "Ctrip Local Guide" and "Ctrip Overseas Tour Guide", to provide 24/7 SOS emergency support for travelers globally. Visitors can click on the "SOS emergency support" button for help through the Ctrip app and automatically join destination-dedicated WeChat groups of independent travelers and local guides to seek assistance. In 2019, Trip.com Group



comprehensively upgraded the system, and opened the platform to all travelers, as well as governmental and industry associations. The system is loaded with various functional and content modules, including those with authoritative travel safety information and tips, UNDP natural disaster self-rescue guides, one-click access to rescue hotlines and destination-based private safety manuals. Collectively, these elements have helped upgrade tourism security services and improve travel safety guarantees.

### Major Disaster Security Fund

In 2005, Trip.com Group was the first in the industry to set up a Major Disaster Security Fund. According to the specific situation, this fund be activated for the user's benefit when a travel experience is materially damaged due to unpredictable natural disasters, political or social health events. The Group will subsequently assume the associated costs or losses caused by the cancellation of any bookings directly affected by the event. The policy thereby greatly reduces users' potential losses related to their cancelling due to force majeure events and uncontrollable conditions.



Changes in Trip.com Group's major disaster insurance amount (2005-2020)

“ Travel safety is our highest priority in terms of our service functions to our users. Before departure, we will always strive to fulfill our duties of properly warning them and providing safety guarantees in case of safety risks. During travel, we will service our users by guaranteeing they receive timely and relevant information regarding tourism activity risks. With this work we will ensure to maximize the travel safety of tourists. ”

— Jane Sun, CEO of Trip.com Group

## Highlighted

### Case Trip.com Group activates emergency response plan following bomb attacks in Sri Lanka

On April 21, 2019, a series of bomb attacks occurred across six locations in Sri Lanka. In response, Trip.com Group immediately activated an emergency plan, taking coordinate action across multiple business divisions including those for airlines, hotel bookings, tourism vacation, reservations and customer service, in order to closely follow the safety of all users in the region and collectively pass on safety notifications via SMS and telephone calls. Both Ctrip Virtual Team Manager and Global Travel SOS Service System were mobilized to provide passengers with further assistance within their respective capabilities. At the same time, the company activated the Major Disaster Security Fund to ensure users were provided with the option to receive full refunds for bookings that were made with departing dates before May 15, with all associated losses being borne by Trip.com Group.

## Highlighted

### Case In the face of restricted entry policies and flight route suspensions, Trip.com Group leads stranded overseas Chinese tourists back to China



Due to the rapid development of the COVID-19 pandemic at the end of January 2020 and the great changes it brought upon international travel, many countries adopted entry restrictions and tightened visa policies. Meanwhile, several airlines suspended their flight routes to

and from China. During this tumultuous period, a Ctrip user named Ms. Xue and her team just so happened to be caught up in the height of the onslaught of new entry restriction policies and flight cancellations. On January 31, she and a 15-member team coming from Jordan were blocked at an Israeli port of entry and refused entry into the country. Ms. Xue immediately contacted the Chinese Embassy in Israel, while also communicating with both Ctrip's local Jordan agency and its Beijing office. Ctrip assisted the group in returning to Jordan and re-checking into their previous hotel. Ctrip subsequently stepped up their coordination to ensure the team could return to China as soon as possible. Finally, after a lengthy communication and confirmation process dealing with multiple parties across the three countries, the team was able to enter Israel on February 1 and finally landed safely in Beijing on February 3 via a connecting flight.

# Leading in the Creation of a New Tourism Industry Ecosystem

As a participant and promoter of China's tourism industry, Trip.com Group has actively participated in the construction of the evolving tourist industry ecosystem. Towards this end, the company has instituted several measures to support the post-pandemic revival of the tourism industry. At the same time, we continue to deepen our platform strategy to empower our industry partners, promote the construction of new industry infrastructure, and help build a smart, high-quality tourism industry chain.

## Jointly Creating a Tourism Ecosystem

Through 2019 and 2020, in order to ensure Trip.com Group's six "empowering strategies" continued, including those relating to service, finance, technical data, product, pricing and customer traffic, Trip.com Group continued to deepen its platform strategy and advance its open platform plan by opening all of the platform's tourism businesses to its industry partners, thereby leveraging its "big platform, high traffic and big data" advantages. Through enhancing the three technological areas of "systems, tools and data", and the four service supports of "platform resource access", "knowledge training empowerment", "financial capital support" and "industry talent training", Trip.com Group is able to provide in-depth empowerment to its partners in their operations and marketing, thereby helping these industrial partners upgrade and develop themselves and help join in the creation of a new tourism ecosystem.

“We need to lead the industry towards collectively doing more innovation, breaking out of the same, unoriginal molds of products, businesses and service levels, and help the industry realize a holistic evolution. In the past, we may have mainly sought growth for our own interest, expanding the number of Trip.com Group users, but now, we will be opening up our capabilities to all suppliers and partners, and thereby deeply open the possibilities of empowerment via Trip.com Group for many markets and businesses.”

— Bo Sun, CMO of Trip.com Group

### Trip.com Group Open Platform Partners

25,000+ Travel agencies

7,000+ Various tourism resource suppliers, including those for flight tickets, hotels, cruise ships, vehicles, etc.

10,000+ Individual service providers (custom tour organizers, local guides, virtual team managers)

platform resource access

knowledge training empowerment

financial capital support

industry talent training

### Using New Technology Tools to Help Upgrade the Supply Chain

Trip.com Group continues to take advantages of its large platform to provide its platform partners with platform system and operation tool support. Through opening platform functions and making them executable via self-servicing, such as agreement signing, account verification, and launching a sales page, our partners are able to more effectively realize their businesses as independent self-serviced operations. Other continuous improvements to the tourism supplier system, including V-BOOKING, VBK, Property Management System and other platform operating systems are improving the operational efficiency of our platform partners as well.

At the same time, by utilizing technology accumulation and data aggregation, Trip.com Group continues to explore technological innovations such as new big data tools. With these new capabilities, the company can further open data resources to its partners, including real-time business data, market trend data and other cross platform data, so as to provide them with more accurate information that can inform their decision-making and thereby help upgrade the tourism supply chain as a whole.

Taking Trip.com Group's hotel business division as an example, through an analysis and integration of the associated platform data, the hotel business division was able to help platform-partnered hotel vendors customize their hotel images, and generate their local competitiveness reports. The images were then able to be presented in the form of online advertisements and banners, and the reports appeared in the form of business weekly reports to help the hotels better understand their own business profile, distribution of customer sources, user characteristics and competitive advantages. The results were hotels could use the power of this data to enhance their operational efficiency, and create more differentiated products and services for their customers.

## Knowledge Empowerment and Industry Talent Training

A significant set of proposals from China's 14th Five-Year Plan for Cultural and Tourism Development dealt with prioritizing talent development, strengthening the construction of tourism talent teams, and cultivating high-quality and skilled talents in the tourism industry. Matching this proposal and based on its deep understanding and insights into the industry, Trip.com Group has long adhered to the strategy of empowering industry partners via the sharing of knowledge. Most notably in this area, Trip.com Group has launched knowledge empowerment projects such as its "Trip.com Group Hotel University", "Institute for Tourism Studies" and "Store College". These programs help industry partners realize the growth in their professional knowledge and business abilities through professional teaching and sharing of knowledge communities. Meanwhile, the company has also actively carried out school-enterprise collaborations with domestic universities. All of these efforts promote the cultivation of high-level talents in the tourism industry and the realization of the tourism industry's high-quality development.



### Trip.com Group Hotel University

Founded in 2018, Trip.com Group Hotel University is committed to providing diversified courses and training opportunities for our partners in the hotel industry. Select course include those covering industry knowledge, service management, financial management, revenue optimization and hotel marketing. The courses and trainings are designed to help improve the professional skills of employees in the hotel industry and promote the upgrading of the hotel industry as a whole. In 2019, based on Trip.com Group's "G2" strategy, the number and content of the courses was expanded to include further sessions on topics like service, operations and data. With these updates, the Group aims to also help its partners "go abroad" and achieve better development in international and overseas markets.



### Institute for Tourism Studies

In 2019, this customized college was officially promoted to be the "Trip.com Group Institute for Tourism Studies". With the aim of building a "technical school" for tourism industry education, the institute's focus is on empowering students with knowledge related to actual business scenarios, and providing specialized training and related certifications for professionals in the tourism industry, thereby helping solve the practical problems of the tourism industry workers and business developers.

For the purposes of developing talents in the area of customized tour services, the Institute for Tourism Studies has launched a C+ customization teacher training program. The project established a complete and standardized training and certification system, which provides students comprehensive means of empowerment through diversified forms, including online and offline. In 2020, this training program subsequently won the "1+ X skill level certificate" from China's Ministry of Education. The Institute also launched a school-enterprise collaboration project focused on customized travel services. By providing multi-channel and diversified training programs, while also establishing a school-enterprise training bases, the Institute for Tourism Studies provides a practice platform for college education via rich forms and will continue to help cultivate high-quality technical talents in the industry.

“The tourism industry is driven by people, and the advancement of the people is the industry's greatest hope.”

— Zhiyun Xu,

President of the Trip.com Group Institute for Tourism Studies

## Highlighted

**Case** School-enterprise collaboration, establishing the first institute with training programs on industry practices



In November 2020, Trip.com Group and the Shanghai Institute of Tourism established the first institute with training programs which integrates industry and education in China's vocational education sector for tourism. The Academy include trainings on becoming customized tour master and local "guides" via WeChat and other social media. As part of these training courses, the school formulated vocational skill standards, R&D skill courses, centralized training and evaluation mechanisms. With such a novel problem, Trip.com Group and Shanghai Institute of Tourism aim to jointly contribute to the cultivation of new professional tourism talents.

## Highlighted

**Case** Upgrading rural tourism talents with the "Beautiful Countryside International College"



On June 9, 2021, Trip.com Group, together with Gansu Province's Bureau of Culture and Tourism, and Lanzhou University of Arts and Sciences, jointly established the "Beautiful Countryside International College" with the purpose of carrying out in-depth cooperation towards training tourism talents, especially in the area of rural tourism. For this school, Trip.com Group combines its knowledge systems from the Hotel University, and Institute for Tourism Studies, as well as cooperating with other well-known universities and educational institutions at home and abroad to develop a variety of basic courses designed for the development of rural tourism industry. The programs will provide knowledge-based support for the expansion of service talents in Gansu and northwest rural tourism areas, as well as improving the levels of professional tourism management.

## Building a Content Platform and Upgrading Marketing Empowerment

Tourism product marketing is very important for platform partners. In response, Trip.com Group has developed a one-stop "vertical and horizontal smart marketing platform" which provides platform partners marketing support for elements such as marketing planning, traffic acquisition, growing members and increasing order conversion rates. In 2020, we upgraded the platform and created a brand



new system dubbed the "vertical and horizontal smart marketing platform 2.0". Through the modifying how the API data of head media is handled online, we opened Trip.com Group and the entire travel industry's traffic data to platform partners, thereby enabling the joint delivery of global traffic, the ability of platform partners to breakthrough traffic bottlenecks and realize an enhanced mode of "traffic acquisition".

With the development of mobile Internet, Internet content communities and platforms have attracted a large number of user groups using diversified means such as image and text, short videos and livestreams, which in turn directly affect users' travel decisions. Based on this insight, Trip.com Group launched a marketing empowerment model of "deep cultivation of content". Based on creating content platforms and providing operational support, this new model empowers partners throughout the whole industry, thereby helping realize a shared coevolution.

In 2020, as part of its efforts to capitalize on new media and marketing modes, Trip.com Group expanded the travel information sharing communities on Trip.com and Ctrip, that introduces various travel reviews and upgraded its "Boss Livestreaming" events to become "Ctrip's livestreaming channel" and simultaneously opened a triple set of livestreaming programs across multiple brands, including an official livestream, KOL livestreams and vendor livestreams, in effect creating a new livestream-based community. Complimenting this work was the company's launching of the "Galaxy Project" which is centered on opening up related content channels, platform resources and marketing spaces to platform partners.

At the beginning of 2021, Trip.com Group upgraded its content opening plan and officially released its "content marketing hub" strategy with its novel "Star Hub Channel" that offers an integrated and intendent marketing platform for its partners. Using this platform, partners "grow grass" on their "planets" by creating content and doing their own independent livestreams, thereby accumulating private domain traffic. With this mode, partners are able to realize precision marketing, build their own marketing ecosystem and enhance the marketing ecosystem. Based on initial results, platform partners participating in the content opening program have seen an average traffic increase of 42%.

## Making Travel Smarter and More Digital

As a technology leader in the tourism industry, Trip.com Group has long paid close attention to the application of big data and artificial intelligence technologies in the tourism field, and is actively integrating AI technologies into its own platform operations. In 2020, Trip.com Group promoted the application of its AI-based smart service systems being piloted at Trip.com Group's Rezen Group series of high-end hotels. The "contactless service" uses smart AI to provide several hotel services for users, including check in and check out through self-service machines, room bookings via mini-apps, and issue electronic invoices by scanning QR codes. These technology greatly increase the speed and convenience of these services, thereby helping realize the advancement of travel services via smart technologies.

In response to the national policy requirements of "Internet plus tourism", Trip.com Group is actively exploring the optimization functions big data technology can provide to tourism resource allocation, as well as how connecting industry partners can strengthen the digital construction of the big data and smart application platforms of destinations. This work also involves creating scenic sights with smart technology and smart hotels, thereby helping build a three-dimensional smart tourism management model for tourism destinations.

At the same time, the company continues to explore and create innovations with smart technologies. Collaborating with scholars from top universities such as Shanghai Jiao Tong University, Trip.com Group is focused on researching and developing AI-based data mining technologies for the online tourism ecosystem and creating smart-technology-based designs for online tourism services and supply chains. Through the upgrading of data technology, this work will improve the efficiency of matching destination tourism resources with the demands of tourists. This can further optimize the allocation of tourism resources, improve the efficiency of tourism resource management at tourism destinations, and promote the intelligent transformation and advancement of the tourism industry as a whole.

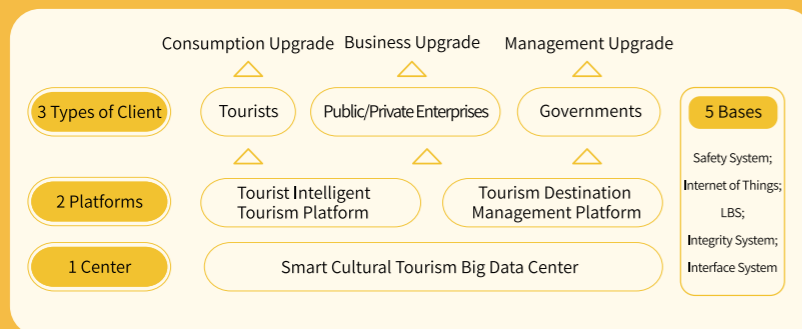


“ The pandemic has not stopped people from pursuing travel, but rather accelerated the arrival of the smart travel era. As a participant in this historical process, Trip.com Group will actively embrace this new era of "Internet plus tourism" and use it to help the revival of the tourism industry. ”

— Jane Sun, CEO of Trip.com Group

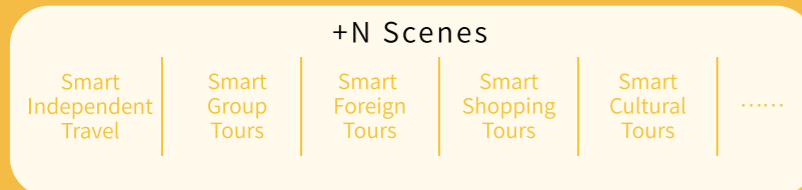
## Highlighted

### Case Constructing a smart cultural tourism platform for Jingzhou City



In 2020, Trip.com Group participated in the "Jingzhou Smart Cultural Tourism Platform Construction Project" by building a smart cultural tourism big data center by using the advantages of its platform technology and big data. As part of this process, we built two

separate smart platforms, with first being for serving traveler needs in the area, and the second for travel destination cultural tourism management. The digital construction of travel-based big data and smart application platforms not only improves the travel experience of travelers, but also provides accurate and timely tourism information services for tourism management departments and tourism enterprises. The result is improved communication mechanisms, more efficient management and all-round upgrade of the Jingzhou cultural tourism system.



## Helping the Tourism Industry Recover

In response to the impact of the COVID-19 pandemic on tourism businesses and professionals in 2020, Trip.com Group launched a "Hotel Recovery Plan" and "Partner Support Program" to work with industry partners towards jointly overcoming the pandemic's associated difficulties. Around this time, we also started the "Tourism Revival V Plan", linked travel destinations, stimulated travel and tourism enthusiasm among users, launched the "Travel On" campaign and integrated global resource platforms which injecting recovery energies into both the domestic and global travel industries.

### Partner Support Program

In January 2020, in order to help our industry partners alleviate their business difficulties under the impact of the pandemic, Trip.com Group announced the "Partner Support Program", which set to invest 1 billion RMB in partner support funds and 10 billion RMB for small business loans. This economic support helped our platform partners across the airline, hotel, tourism and vacation industries minimize their financial pressures and better ensure their survival. In addition, to help our partners better overcome their related difficulties, ten other measures were implemented during this time, including "reducing and exempting advertising and promotion fees prior to Spring Festival", "reducing and exempting order commissions during the Spring Festival" and "bearing the costs of air tickets, hotels, visas, vehicles and other resources that were cancelled or refunded during the Spring Festival."

### Trip.com Group Hotel University's "Hotel Recovery Plan"

In February 2020, Trip.com Group Hotel University, together with 38 local cultural and tourism bureaus and tourism hotel industry associations, launched the "Hotel Recovery Plan" which aimed to provide hotel businesses and staff with an outlet for discussion, exchange and learning under the pandemic conditions. Trip.com Group Hotel University invited a number of industry experts to provide hotel pandemic prevention courses via livestreaming sessions. The hotel industry partners were then invited to discuss topics such hotel service thinking, rules for survival, image building, innovations in catering and dining, and the resumption of operations post-pandemic. The program also organized a series of specialized courses on topics such as "Pandemic Prevention Practices for Hotels" and "OTA (Online Travel Agent) Operation Practices", and helped hotel leaders improve their operational capacity and prepare for the post-pandemic recovery of the industry.

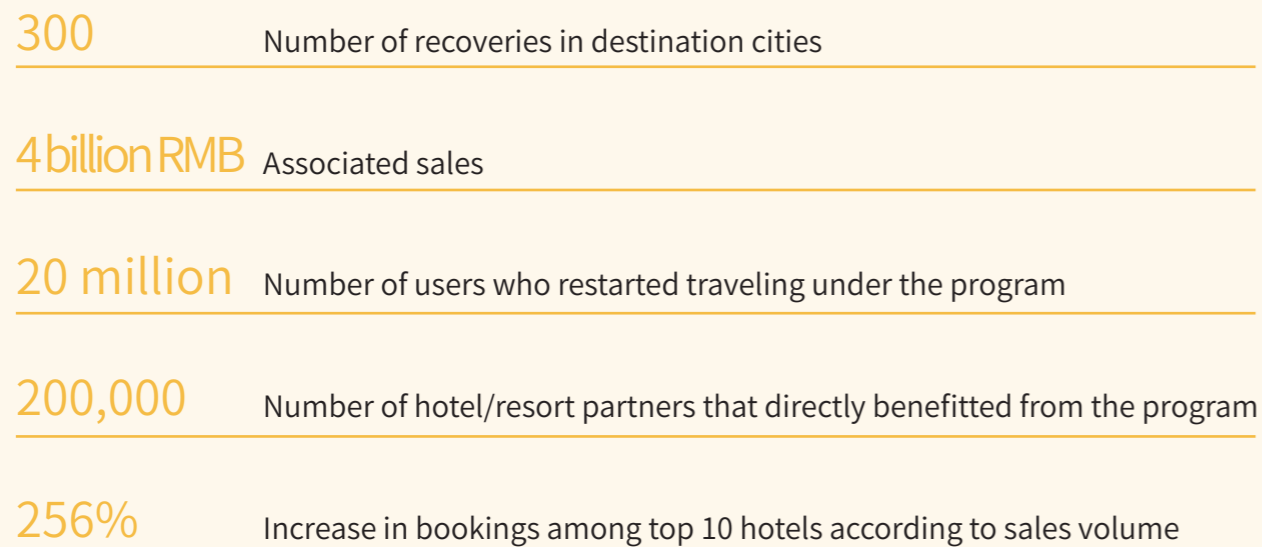




### Tourism Revival V Plan

In March 2020, after pandemic prevention and control measures were normalized in China, Trip.com Group launched the "Tourism Revival V Plan", and jointly put forward "Ten Initiatives for Tourism Revival" with more than ten provinces and cities including Zhejiang, Guizhou, Jiangsu, Henan, Shanghai, Beijing, Tianjin, Guangdong, Hubei, Heilongjiang, Jilin, Liaoning and Shanxi. Under this plan and initiatives, in conjunction with the local government bureaus of various tourism destinations and our industry partners, we collectively invested more than 2 billion RMB in a tourism revival fund. These funds, in addition to other consumer-oriented subsidies and promotions, are being used to promote the tourism demand and help the recovery of tourism industry in the post-pandemic era. This includes a "Revival Exclusive Discount Plan", as well as on-line marketing for tourism destinations.

#### Tourism Revival V Plan Data (as of the end of 2020)



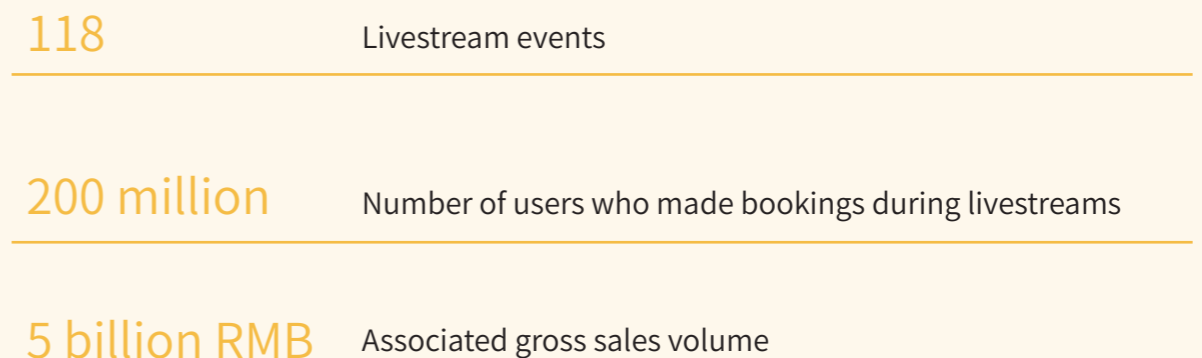
Responding to weak amount tourism consumption during the pandemic, Trip.com Group responded by launching a large-scale pre-sale of tourism products and "Boss livestreams". Using these innovative forms to promote product discounts, Trip.com Group was able to successfully mobilize consumers' enthusiasm for tourism products, and help our platform partners accelerate the return of capital flows, ultimately helping many of our industry partners and travel destinations recover.



James Liang, Trip.com Group's co-founder and Chairman of the Board, serves as the host of the "Boss Livestream" program. The livestream combines tourism highlights with other entertaining elements related to the destinations such as their history, culture and customs. Traffic marketing combined with such a variety of innovative and entertaining content, including various Boss Cosplay, celebrity and KOL cameos and government and enterprise appearances from across China, enabled the livestream to achieve a peak daily sales volume of 380 million RMB. Annual pre-sale sales associated with the livestream reached 5 billion RMB, making it an important engine for the restart and growth of the industry.



#### Ctrip Livestreaming Data (as of the end of 2020)



## Ten Initiatives for Tourism Revival

- Science-based Pandemic Prevention** In order to create a safe tourism environment, tourism destinations and their affiliated businesses are recommended to take pandemic prevention and control as their first priority, including standardizing their disinfection practices and guarding against large gatherings.
- Destination hotels who participate in the initiative may join the "Health Guardian Alliance" by meeting the six standards of the alliance.
- Destination scenic spots who participate in the initiative may join the "Stress-free Travel Alliance" by meeting the 10 standards of the alliance.
- 
- Content Readiness** Tourism destinations are recommended to continue to actively prepare and promote online content through "cloud tourism" and other products, in order to keep target demographics engaged and cumulating.
- 
- Accumulate Pre-sales in Advance** Destination resource parties are recommended to actively pre-sell their products during the pandemic, especially travel products that may be cancelled and modified free of charge throughout the year, while also providing annual service support, thereby locking in the anticipated travel demands in advance.
- 
- Financial Relief and Solution-Oriented** Destinations are recommended to implement special policy support targeting tourism revival via pre-sales and discounts on tourism products during and after the pandemic, including staged discounts to further promote tourism consumption.
- 
- Targeted Policies** Destinations are recommended to launch year-round phased marketing and promotional campaigns plan during and after the epidemic, conduct accurate analysis of their effectiveness, improve efficiency and promote the implementation of special policies.

## Ten Initiatives for Tourism Revival

- Deep Empowerment** Destinations are recommended to work with high-quality platforms to run educational activities and support tourism enterprises in enhancing their capabilities and meeting challenges.
- 
- Financial Assistance** Destinations are recommended to work with financial institutions to actively provide financial support to small and medium-sized enterprises in the tourism industry, so as to better overcome pandemic-related difficulties.
- 
- Boost Trust** Overseas destinations are recommended to actively launch friendly entry and tourism-related policies for Chinese tourists during the post-pandemic period, so as to boost tourists' confidence in the destinations and their popularity.
- 
- Devoted to Public Welfare** In order to pay tribute to the heroes of the pandemic, destinations are recommended to provide public welfare-based travel subsidies for medical personnel and other groups participating in the frontline of the fight against the pandemic.
- 
- Tourism Revival** Destinations are encouraged to remain supportive of each during and after the pandemic, strengthen their cooperation with strong platforms and the whole industrial chain, and actively promote tourism revival and economic revival in a collective manner.

## Highlighted

### Case

Government and enterprise join livestream to help the revival of Huzhou tourism



On April 2, 2020, James Liang, Trip.com Group's co-founder and Chairman of the Board, together with Min Yun, Deputy Mayor of Huzhou City's Municipal People's Government, launched Trip.com Group's third Boss livestream. During

the show, Mr. Liang disguised himself as a "Chief Hotel Experience Officer" and recommended well-known hotels in Huzhou to the live audience based on his own experience, while the Deputy Mayor played a temporary guest role as a "Chief Tourism Recommendation Officer" to introduce beautiful scenic spots around the hotels. The pre-sale offerings of high-quality and low-cost tourism products, coupled with vivid and interesting livestreaming recommendations attracted 1.14 million netizens to watch and re-watch the stream within one hour of the live broadcast, and resulted in a new record of 26.9 million RMB of tourism product pre-sales based on a single livestream event. This success rapidly brought the increased attention of potential travelers to Huzhou and its tourism options. Evidencing this fact, was that during the subsequent May Day golden week of 2020, Huzhou was shortlisted as a top ten destination city with the fastest growth rate across China.

Trip.com Group livestreaming continues to boost the recovery of local culture and tourism in Huzhou. In 2020, Huzhou tourism pre-sale products were sold in 34 Ctrip livestreams. The total annual gross merchandise value (GMV) of associated pre-sale products was nearly 150 million RMB, driving the GMV increase of Huzhou tourism products by about 15% and an overall increase in orders by approximately 20%.



## Building a Tourism Platform Based on Safety and Integrity

As a leading OTA in China, Trip.com Group is committed to building a tourism platform based on a philosophy of responsibility. While this provides consumers with high-quality travel services on a one-stop platform, Trip.com Group is actively implementing supervision responsibilities over the platform as well. This includes supervising and encouraging vendors on the platform to ensure they operate in compliance with relevant laws and regulations, and attaching great importance to protecting users' privacy rights, which the company regards as a bottom line.

### Strengthening Data Security and Privacy Protection

With the continuous development of Internet technologies, the digital transformation of the business world has accelerated while the flow of personal data has also become increasingly rapid. Unfortunately, this has also brought about frequent data leaks. In order to ensure the information security of our platform users' personal data, Trip.com Group is actively helping construct information security management and compliance systems. In particular, in order to strengthen information security controls for our users' personal data, we have established a three-tiered information security management system which is composed of an Information Security Committee as the system's main decision-making body, an Information Security Department as its executive function and each business division and functional department as a supporting organization. The Information Security Department includes smart teams dedicated to basic security, data security and security development. Meanwhile, each business unit is required to set up their own dedicated security interface personnel and establish an emergency response team. They must also ensure the implementation of various information security policies and measures through effective communication and management mechanisms. At the same time, the company continues to implement information security management at the employee and partner levels. The awareness and capabilities towards information security and data protection of our partners and employees is improved through data operation approval mechanisms, the signing of employee confidentiality agreement, and information security training. In 2019 and 2020, Trip.com Group's Information Security Department also held a series of activities as part of a "Trip.com Group Information Security Week" to help employees improve their awareness of information security through online Q&A sessions and other interactive activities.

In terms of our customer privacy protections, Trip.com Group has established a user data security and control system that covers the whole life cycle of data collection, storage, usage, transfer and deletion. For the important first stage of this cycle, Trip.com Group adheres to the principle of collecting user information only if it is "reasonable, relevant and necessary", and pledges to only use such information for legal, legitimate, necessary, specific and explicit purposes as according to user authorizations. At the same time, we continue to improve means of using information technology to support these efforts. This includes security measures such as establishing a mechanism covering APP development, testing and online detection which helps ensure that the R&D of online APPs and other products meet the privacy compliance requirements. The network that hosts sensitive personal information is also fully encrypted, strictly controlled and monitored. These efforts are improving the security protection of user data in a holistic manner, and reducing the risk of internal and external data leaks.

Currently, we have passed the ISO/IEC27001 information security management system standard certification, PCI-DSS payment card industry data security standard and certified for having a grade III evaluation of information system. In order to ensure that our systems are always secure, Trip.com Group conducts internal and external audits and vulnerability assessments annually. In 2020, we participated in a pilot project for improving data security standards which was jointly carried out by the China Cybersecurity Review Technology and Certification Center and the Ministry of Public Security to further strengthen the construction of our platform information security.

### Excellent Websites

In 2019, Ctrip won the honorary title of being among China's most "Excellent Websites" at the 8th Shanghai Excellent Website Selection Activity in Shanghai



### Excellent Network Security Management Team in 2019

Trip.com Group's Information Security Department was rated as an Excellent Network Security Management Team in 2019 by the Ministry of Public Security's Cybersecurity Bureau



## Implementing Platform Supervision and Management Responsibilities

As a leading one-stop tourism operator in China, it is particularly critical for Trip.com Group to properly supervise and encourage platform partners to operate with integrity and remain compliant, so that platform users are provided reliable and trustworthy tourism products and services. To these ends, we have developed a platform partner management system, formulated platform rules, management rules, business rules and related systems for our platform partners. We have also launched a key performance indicator system for platform partners, travel safety standards and specific service guidelines related to product and service quality. Collectively these efforts continue to help ensure that platform partners comply with relevant regulatory regulations and meet high-quality service standards.

In order to strictly control and maintain platform product quality, Trip.com Group has established both a robust commenting and supervision system and as a comprehensive set of violation and penalty mechanisms. Jointly these systems allow us to crack down on illegal and problematic practices, most notably online fraud and false transactions. Our special risk control team uses technology to monitor and follow-up on any reported dishonest actions of platform vendors, including click farming, inducing customers' to write false reviews, and posting false information. For any suspicious vendor behaviors and transactions which are subsequently confirmed to be committing violations, various penalties will be imposed as appropriate, including fines, product removals, and the closing of their associated stores. In contrast, if users make malicious or bad faith reviews and complaints towards a platform vendor, we offer an appeals channel for vendors. Malicious users, competitors and those that make other inappropriate comments are deleted and blocked from the platform. With these safeguards in place, the platform is able to protect the legitimate rights and interests of both users and platform partners, thereby ensuring a fair and competitive platform marketplace which operates in an orderly manner.

To further leverage the platform's technical advantages and fulfill its platform supervision responsibilities, Trip.com Group is actively promoting an "Internet plus supervision" scheme. One element of this is the proposal to further standardize and popularize e-contracts between users and tourist product vendors. Another is to use technology and big data analysis to detect and make an early warning system for suspiciously-low priced group tours, shopping groups or abnormal shopping routes. Supervision of industry can also be further promoted via Internet technologies which can improve the identification of false product information, ensure the authenticity of all information posted on the platform, and ultimately further safeguard the interests of both platform users and vendors.

# Creating Responsible Travel and Consumption



Responsible travel means that in the process of carrying out tourism activities, the tourism industry should work to reduce the negative impacts it can have on tourist destinations, strive to maximize associated benefits of tourism for the destination's local residents, promote natural, social and cultural diversity, and have a positive impact on the local economy. Trip.com Group uses its position as one-stop tourism platform to actively promote responsible travel practices while taking additional actions that help the development of tourism destinations via economic empowerment, cultural communication and environmental protection.

In recent years we have been quite active in this area, including releasing Trip.com Group's Rural Revitalization Strategy and establishing the Trip.com Group Country Retreats as public welfare-based model villages for rural revitalization. At the same time, we have used tourism to increase the dissemination and awareness of "red culture", Chinese traditional culture and the country's intangible cultural heritage. Finally, we are helping achieve the national goal of "carbon neutrality" by continuing to grow the Trip.com Group forest.



# Assisting Rural Areas through Tourism

Trip.com Group is actively responding to the national call of poverty alleviation and rural revitalization in several ways. First it is promoting the high-quality tourism resources and products of counties and villages designated for poverty alleviation, and providing potential tourists with all the information they need in a comprehensive and convenient manner via our one-stop tourism platform. At the same time, Trip.com Group relies on independent poverty alleviation cities, prefectures, counties and key rural areas. This is supplemented by Group's internal resources such as funds, professionals, technologies and products, which can be used to improve the core competitiveness of such tourism destinations.

## Promoting Poverty Alleviation

Tourism is an important force for poverty alleviation work in China. In response to the State Council's policies of "implementing poverty alleviation through tourism" and "promoting targeted poverty alleviation", Trip.com Group is fully leveraging the advantages of its Ctrip platform and promoting the implementation of corresponding targeted poverty alleviation strategies. Over a three-year period since 2017, Ctrip built up a "tourism poverty alleviation" sector for its platform. Initially in 2017, Trip.com Group launched the "Transport Public Welfare + Poverty Alleviation through Tourism" scheme and launched 100 tourism routes in China that would involve visiting sites targeted for poverty alleviation across the country. In 2018, Trip.com Group launched a campaign with the theme of "Searching for Beautiful Villages" to promote poverty alleviation tourism destinations and rural tourism products to the global market. In 2019, Trip.com Group launched the "Poverty Alleviation through Tourism" section on its app, as well as the "Travel.com Group Poverty Alleviation Plan".

### Magnificent Mountains and Rivers - Poverty Alleviation Channel

A main way Trip.com Group is actively responding to the call of "targeted poverty alleviation" is by helping many of China's third- and fourth-tier cities develop their own high-quality, innovative and specially designed tourism products which can help residents and the local finance situation rise out of poverty and become prosperous. In September 2019, Trip.com Group launched the Magnificent Mountains and Rivers Poverty Alleviation Channel on its platform. The channel helped open new ideas for poverty alleviation through tourism through



Planning map of the Magnificent Mountains and Rivers Poverty Alleviation Through Tourism Plan

the four modes of "platform construction", "resource integration", "content creation" and "product R&D". Under this channel, Trip.com Group has included several packaged tours, including tour routes such as the Wind and Sand of the Silk Road, Qinghai-Tibetan Railway, Tang-Fan Ancient Road (a historic road to Tibet which started being used in Tang Dynasty and is now National Highway No. 214), Desert Plateau, Sichuan-Tibet Great Northern Line, and Scenic Road of China - No. 318 National Highway.

#### Platform Construction

With the goal of promoting high-quality tourism resources and products of designated poverty alleviation areas, Trip.com Group launched the Magnificent Mountains and Rivers Poverty Alleviation through Tourism Channel by relying on its platforms' online marketing capabilities and combining its advantaged resources including members, data, platforms and products. Through the integration of information inquiries, content displays, product sales and other functions regarding the destinations, the channel was able to help drive the development of all participating poverty alleviation area.

#### Resources Integration

The channel combines local elements from the poverty alleviation areas such as local food, housing, transportation, tourism, shopping and entertainment options, thereby providing users with a one-stop experience to find tourism information and products in a holistic and convenient way. Users can also complete the entire process of planning and booking intra-regional travel within the channel, making the process a truly a one-stop tourism service experience.

#### Content Creation

Posts made on the channel are made via pictures and text and utilized a variety of wide-ranging forms to stimulate more people's inspiration to travel. Meanwhile, the channel's managers and community will help collect several of the most beautiful pictures from tourists' journeys to the designated sites to create a Magnificent Mountains and River map library. This can then be further used for multi-channel advertising, thereby bringing the most vivid and beautiful sensory experiences to other potential tourists.

#### Product R&D

Based on its product advantages, Trip.com Group is able to effectively develop high-quality, high-value, innovative and specially designed tourism products according to market demand and seasonal hotspots. For the tour routes in designated poverty alleviation areas, Trip.com Group senior line product managers use their skills of being market-oriented, and understanding current consumer demands to carry out product R&D for these areas, and use online diversion transformation.

## Highlighted

### Case Tibet Treasure Villages Tour

Deng Qi was only a young post-90s generation staff member when he joined Trip.com Group in 2015 and became responsible for helping develop the entertainment tourism products of Tibet. Because he had spent a long stay in Tibet, Deng Qi had several contacts with local government departments and tourism organizations in Tibet. These advantages helped Deng Qi stand out in the selection of candidates and become one of the team members and talents assisting in Tibet. Experiencing Tibet's little-known and remote villages deeply moved Deng Qi. In order to expand the influence of these villages and enrich their local economies, Deng Qi developed the idea of a "Tibetan Treasure Villages" project which would string a selection of visits to villages with different characteristics together into a tourist route.

Deng Qi's idea won the respect and support of others, including many travel-based KOLs with millions of fans. Many of these people went on to visit these secret villages based on Deng Qi's recommendations and as they went they collected local cultural materials and created rich travel stories. Following this success, Trip.com Group's marketing division and tourism and vacation business units assisted in developing alternative and more enticing village tourism routes. Throughout this process, the local government also repeatedly provided guidance and assistance to the project.

In September 2020, the "Tibetan Treasure Villages" flagship store was officially launched online. When users can open the Trip.com Group's Ctrip mobile app and search "Tibet" they will see the entrance link of the store. The flagship store has since released a "treasure hunt" strategy, which condensed all the representative villages into a 13-day in-depth tour route. The store also shows upwards of 30 Tibetan tourist routes. Currently, the spread of the Treasure Villages Project has exceeded 50 million views across various social platforms.



## Using Tourism Marketing to Empower Poverty-stricken Areas

As the world's leading one-stop tourism service platform, Trip.com Group has been able to utilize its advantages in tourism marketing to promote tourism marketing strategies to poverty-stricken areas and empowering these destinations via tourism.

In March 2021, Trip.com Group released its "tourism marketing hub" strategy that utilizes a "1 + 3" model where Star Hub Channel will serve as the singular carrier for the three core sectors of visitor traffic, content and products which will then provide a rich overlaid digital space of travel scenes, and create a strong and open marketing ecosystem. Trip.com Group's poverty alleviation through tourism process also follows a similar tourism marketing strategy, where its own platform advantages are leveraged to publicize the associated travel routes of poverty alleviation destinations via the Star Hub Channel and thereby attract more tourists.

## Highlighted

### Case Government and private enterprises work together to create a world-class tourism IP for "China's Great Northwest"



Gansu has officially entered the Star Hub Channel

In the context of the pandemic, safe destinations with smaller numbers of travelers have become increasingly popular. With its rich cultural and tourism resources, China's "Great Northwest" has become a first choice destination, and even the must-see choice, for many domestic Chinese tourists. Due to the area's unique geography and environment, conventional tourism marketing models are less applicable. Fortunately with Trip.com Group's integrated model for tourism marketing, the region's tour routes and tourism products could be better integrated, and thus able to help promote the development of tourism in the Great Northwest.

During the past quarter, many people involved in the "Great Northwest" tourism industry have paid attention to and put into use the "Star Hub Channel" products. In the future, Trip.com Group will continue to improve the quality of tourism product details and boost the development of the associated industry.

## Empowering Rural Revitalization

After China's 14th Five-Year Plan outline proposed the full implementation of the Rural Revitalization Strategy, Trip.com Group jumped into action and promoted its "Rural Revitalization via Tourism" strategy to the highest levels of the company. Following this strategy, Trip.com Group is fully utilizing the advantages of being an Internet company, and combined products, services and marketing elements to create attractive rural tourism products with more characteristics of the online markets. Starting in 2021, Trip.com Group has invested in ten locations to develop model public welfare-based Trip.com Group Country Retreats. In the future, the company will look to comprehensively promote the Rural Revitalization Strategy through many initiatives of its "five-year action plan", including investing 1 billion RMB into the company's rural tourism industry fund, incubating and developing 10 key public welfare-based online "red villages", engaging in the large-scale empowerment of 100 tourism villages, training 10,000 professionals for careers in rural tourism. In the future, Trip.com Group will also continue to promote the strategy of "Rural Revitalization via Tourism" through online and offline channels.

### Trip.com Group Country Retreats



Trip.com Group Country Retreats  
– The Jinzhai Dawan Village

Rural tourism can be a golden catalyst to rural revitalization. In order to optimize the accommodations of rural tourism destinations and improve the income of villagers in rural areas, Trip.com Group launched its "Rural Revitalization via Tourism" strategy in April 2021, and began focusing on building a model guesthouse project, dubbed the Trip.com Group Country Retreats.

On July 3, 2021, the Trip.com Group Country Retreats project officially launched its first location: the Jinzhai Dawan Village Guesthouse which also represented the first such self-branded guesthouse venture invested by Trip.com Group. With this project, Trip.com Group hopes to leverage its leading role in the industry and attract more social capital to participate in rural tourism construction, so as to help drive rural economic development and narrow the income gaps between China's urban and rural areas. Relying on its platform operation advantages, Trip.com Group is utilizing the experience of its hotel partners in technical marketing management, and applying this knowledge to empower the guesthouse itself and the surrounding guesthouse properties by carrying out guesthouse management training, guesthouse design transformation and other related measures. In addition, Trip.com Group also attaches great importance to the recruitment and training of local talents. As such, the company is building a cluster of tourism

guesthouses, collectively improving their operations and management, and carrying out related service and management training. The guesthouse project can bring incredible exposure to Jinzhai County, and in the future, after the project is fully completed, by effectively transforming the medium- and high-end customer bases, it is anticipated to bring more than 5 million RMB of annual revenue to the local economy every year via tourism and accommodation purchases.

At present, there are 12 staff working at the Jinzhai Dawan Village Guesthouse. This includes 10 local employees from Jinzhai, 7 of which are from Huashi Township, and 5 of which are from Dawan Village itself. They are the first batch of professional "guesthouse workers" in Dawan Village. As of August 2021, the total revenue of the guesthouse has increased by approximately 62% month-on-month, with revenue from room fees and catering increasing by approximately 64%, and 51% respectively, while the number of tourists has increased by nearly 60%. On a nearby hilltop, the construction has broken ground for 15 more rooms as part of project's second phase of the project, ensuring the story of Dawan Village remains to be continued.

## Highlighted

### Case The retreat manager's story

Cheng Benjun, the first manager of a Trip.com Group Country Retreats, is an excellent hotel management talent who returned to his hometown of Lu'an from Shanghai. He has 10 years of independent hotel management experience. At the height of this period, he simultaneously supervised 11 hotel locations with a team of 200 people. In 1997, he left his hometown of Lu'an to go to Shanghai. 24 years later, he has now had the opportunity to return to his hometown. "My hometown has really changed a lot. The speed of development momentum is very rapid and there are more guesthouses, making rural tourism like a land of treasure to be developed here." From the day he came to Dawan village, Cheng Benjun fully familiarized himself with the management and operations of the guesthouse and started working nonstop, including doing reception and coordination, preparation for opening, launching products, and more. It was a massive workload every day.

In the eyes of friends and colleagues back in Shanghai, Cheng Benjun has his reasons for choosing to return here. At the same time, others are envious of him being able to keep watch over his ancestral home, living in the mountains, accompanying his parents and sleeping in the beautiful scenery every day. But Cheng Benjun thought beyond this. He wants to invest his passion in driving the people of Dawan village to become prosperous. "Now the tea and agricultural and sideline products of the guesthouse are purchased from local villagers. We will also promote Lu'an's delicious specialties to the people all over the country through livestreaming".



## Rural Study Tours

Launched on the Trip.com Group study tour channel in April 2021, the Rural Study Tour project is an exclusive cooperation between Trip.com Group and the Chinese domestic study tour brand "Beyond the City". The first tourism product from this collaboration was the "Xiangxi Local Writing Camp", which led 10-18-year-old teenagers to experience the folk customs of Western Hunan and visit sites referenced by Chinese novelist Shen Congwen in his "Recollections of West Hunan", a famous collection of his writings on living in the area between 1902 and 1937. Following the success of this initial project Trip.com Group is launching six other distinct rural study tour routes, including the Western Sichuan nature camp, Southern Hunan art camp, Huangshan architecture camp, Qilian Gobi parent-child camp, Xining natural science camp and the Liuzhou economic camps, with all the tours focused on giving users a chance to experience these topics from a novel rural perspective.



Group Tour of a Village

Relatedly, Trip.com Group plans to help more than 3,000 urban teenagers aged 12 to 18 to go on such trips into countryside within one year. In the process of guiding them from rural to urban and urban to rural environments, Trip.com Group will use the opportunities to have students better understand the urban-rural gap and see what actions they can take to engender change, so as to help them form a sense of social responsibility. In the future, Trip.com Group will continue to expand the project, develop more study tours, explore more high-quality rural tourism contents and products, and let more users experience the beauty of the Chinese countryside.

## Cultural Communication via Tourism

Tourism has become an important form of cultural communication and exchange throughout the country and even around the world. As a one-stop tourism platform, Trip.com Group continues to empower the development of the tourism industry through utilizing the advantages of its platform, linking industries, destinations and partners. Through developing high-quality tourism products and select cultural tourism contents, we are continuously increasing the popularity of cultural tourism.

### Boosting Red Tourism

As part of celebrating the 100th anniversary of the founding of the Communist Party of China (CPC) on July 1 2021, and contributing to the high-quality development of the red tourism industry, Trip.com Group carried out several programs in recent years. Some of these include officially launching the "Touring Red China" project on January 1, 2021, setting up a red tourism channel entitled "Revisiting the Glorious Years and Pursuing the Red Journey", and jointly working with the Xinhua News Agency to customize 100 red tourism routes, which have been used by travelers more than 200 million times. Fully utilizing the advantages of its platform, while leveraging the support of scientific and technological innovation in cultural tourism, we are helping drive the development of red tourism destinations across the whole industry. The result is the country's socialist core values or promoted in a powerful and wide-ranging way to a vast number of compatriots that are able to join in "Touring Red China".

### Revisit the Glorious Years and Pursuing the Red Journey

In order to expand the influence of red tourism destinations, Trip.com Group officially launched the red tourism channel "Revisiting the Glorious Years and Pursuing the Red Journey" in May 2020. Through innovative communication methods such as lighting up the red tourism map of China, building a Red



Tourism Culture Museum, and publishing a red tourism popular destination list, the red tourism and its destinations are displayed expansively to hundreds of millions of Trip.com Group users at home and abroad. The red tourism channel cooperates with more than 50 destinations, 10,000 brands and tens of thousands of partners across the country, integrating interactive activities, visuals and strategy, to display China's "great power and heavy weapons" in a variety of ways and pass on the red spirit. Currently, the tourism channel has been accessed more than 200 million times and driven tens of millions of users to participate in red tourism.

## Red China Travel

As part of its exclusive customization of 100 red tourism routes, Trip.com Group has combined red tourist sites with other scenery and attractions along their connecting routes. The routes cover approximately 200 red tourist sites across 21 provinces, 108 cities, including those of Beijing, Shanghai, Shanxi, Hebei, Shaanxi, Gansu, Ningxia, Chongqing, Sichuan, Guangxi, Guangdong, Yunnan, Guizhou, Zhejiang, Anhui, Shandong, Jiangsu, Jiangxi, Fujian, Hunan and Xinjiang. The expansive set of locations covers nearly all of the CPC's famous and sacred sites of revolution and martyrdom. Among the hundreds of red tourism routes, tourist may experience special activities such as reliving sweet meals from earlier eras, reviewing and retaking the oath for joining the CPC, singing red songs, visiting martyr cemeteries and offering flowers, and sending condolences to the martyr's family members.

With the popularization and normalization of patriotic education, red tourism has gradually entered the public's awareness and grown more popular. In particular, the proportion of young people participating in red tourism has gradually increased. In order to further attract younger demographics towards red tourism, Trip.com Group continues to explore ways of injecting contemporary and fashionable elements into red tourism, and carrying out deep innovation of related and interesting content such that it becomes the "glue" of travel's allure. Through innovative forms such as tourism livestreaming, short videos and community content-based marketing, Trip.com Group enables selected red tourism content reach larger numbers of younger users. At present, the Trip.com Group community has accumulated more than 10,000 pieces of original red tourism content, including short videos, text and images. In addition, Trip.com Group also calls on its community's bloggers to take deeper dives into red destinations, thereby allowing them to produce more interesting and educational red tourism content, and display a large variety red tourism-related topics and experiences to the public.

The advantages of Trip.com Group's content ecosystem, combined with the platforms' high-quality user groups, allows more vivid and intuitive red tourism content to reach younger users. Related innovative methods of disseminating this content include hosting red tourism culture festivals, exclusive monthly red tourism livestream, producing a Red Tourism white paper and utilizing community content marketing.

## 【Specialty Topic】 Red Tour Guides

As part of the company's initiatives around red tourism, CEO of Trip.com Group, Jane Sun, has developed an alternative persona as a "Red Tour Guide" and led teams to visit the red sites of several destinations such as Shanghai, Jinggangshan, Zunyi, Chishui, Yan'an, Beijing and Tianjin. Her tours have then been turned into a short documentary of red tourism, thereby modeling how interesting content can be used as the "glue" of travel and attract more young people to visit the more of China's red sites.



Search "Touring Red China" on Ctrip's official website or app, or scan the QR code to watch Jane Sun's Red Travel Vlog <<<<<<

“Trip.com Group is willing to work with all sectors of society to continuously improve the popularity of red tourism through high-quality tourism products and select red tourism content.”

— Jane Sun, CEO of Trip.com Group



## Empowering Cultural Tourism

In order to increase the popularity of China's cultural resources and help more tourists understand their richness and variety, Trip.com Group is empowering this process with tourism. A major part of this work is strengthening the public's understanding of Chinese civilization via the mining of cultural resources, tourism product R&D, route optimization and supplying related services, so as to promote enhanced cultural dissemination in tourism areas.

### Disseminating and Popularizing Intangible Cultural Heritage

In recent years, the feeling of the need to protect China's intangible cultural heritage has been deeply rooted in the hearts of the people. Facing rare development opportunities, the product R&D, route optimization and service supply of "intangible cultural heritage + tourism" model is in urgent need of innovation. Trip.com Group attaches great importance to this work and has customized a series of tourism products and routes containing intangible cultural heritage elements in order to promote their protection, while also developing an integration of culture and tourism that highlights excellent Chinese traditional culture in the global tourism industry.

In 2020, Trip.com Group released the tourism industry's first integrated "scenic area smart cloud platform". This system covers the entire process of scenic area management, comprehensively providing technical solutions for ticket purchases, site admissions, sightseeing and after-sales. These technical solutions also supports scenic spots to realize real-name reservation for "all channels, all scenarios and all formats". By combining the "intangible cultural heritage + tourism" model with the "scenic area smart cloud platform", Trip.com Group is helping create intangible cultural heritage travel routes and products with more characteristics of the Internet era.



## Highlighted

### Case Buy a ferry ticket and enjoy "intangible cultural heritage"

Since 2019, Trip.com Group has cooperated with Chongqing Ferry Co., Ltd. to condense Chongqing City's famous "Hongyadong Night Scene" and the intangible cultural heritage of "Chuanjiang Haozi", labor folk songs sung by boatmen from this area, into a one-hour entertainment journey. The result has been tourists



« Trip.com Group Double River Cruise: 65-year-old white-haired men perform the intangible cultural heritage performance of "Chuanjiang Haozi"

from all over the country coming to buy tickets to see the intangible cultural heritage. With Trip.com Group as the title sponsor of the Double River Cruise, travelers are invited to watch a 24-minute show displaying the local culture of experienced boatman reenacting the traditional practices of boat trackers setting sail and beaching on shore. The show is named after the labor folks songs these people sung with the subtitle of "Sailing Again Along the Great Sichuan River". Through other performances, including "Setting Sail Towards the Gate of Heavenly Palace", "Songs and Dances of the Great River" and "Scars of Boat Towing's Fallen Souls", tourists can quickly come to gain a deep sense of Sichuan's river history and culture.

### Constructing a Smart Platform for Museums

Utilizing its platform advantages and rich experience in ticket services, Trip.com Group is cooperating with several museums to bring more high-quality services to museum visitors and thereby promote their high-quality development as tourism sites. Visitors can log in to the Ctrip or Trip.com app, enter the "Amusement/Entertainment Tickets" section, search their preferred museum, and then make a free reservation for visiting the museum and its touring services via the app. At present, several well-known museums such as the Kaifeng Museum, Luoyang Museum, Jingzhou Museum and Chengdu Museum have carried out in-depth online and offline cooperation with Trip.com Group, meanwhile for hundreds of other domestic museums, visitors can directly book tickets through Ctrip or Trip.com app.

## Highlighted

### Case Trip.com Group and Henan Museum achieve strategic cooperation to inject new energy into cultural tourism

On January 18, 2021, Trip.com Group and the Henan Museum announced a strategic cooperation agreement and would jointly launch the online "Ctrip Flagship Store of Henan Museum". Previously the museum had implemented an online reservation system that allowed users to freely visit the museum via real-name based reservations on the museum's official WeChat account. This agreement with Trip.com Group has opened up the reservation channel between Ctrip's ticketing platform and the Henan Museum, allowing tourists to now make free ticket reservations via Trip.com Group's Ctrip platform. In addition, in the new "Ctrip Flagship Store" tourists can make online orders for the diverse array of cultural and creative products of the Henan Museum and surrounding resort hotels. This includes "Archaeological Mystery Boxes" and other popular products of the museum, where online orders and offline pickup are convenient for consumers to make while visiting the museum.



### Using Tourism for National Culture Dissemination

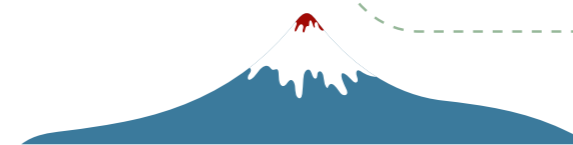
As a global tourism platform, Trip.com Group's Ctrip and Trip.com platforms both provide a platform for Chinese tourists to experience sites overseas, but also as a platform for foreigners to explore China. Since 2016, Trip.com Group has reached strategic cooperation agreements with more than 300 global destinations around the world. As part of this process, it strives to export Chinese cultural values and display the beauty of Chinese civilization to the world, attracting users from Japan, South Korea, the United States, Singapore, the United Kingdom and many other countries.

2018

Trip.com Group and the Chengdu Municipal Bureau of Culture and Tourism jointly held an activity entitled "Global Buyers Come See Chengdu", where foreign tourists were invited to enjoy a 144-hour visa-free transit through Chengdu, and experience seeing pandas, eat a Chengdu cuisine banquet, stay in the local Panda Hotel and buy Sichuan-styled embroidery.



The Provincial Government of Sichuan also cooperates with Trip.com to increase foreign tourism by actively recommending the area's surrounding hot springs, famous scenic sites and delicious food to targeted tourist groups, comprehensively enriching the international impression of province's tourism offerings matching the motto "Sichuan, More than Pandas".

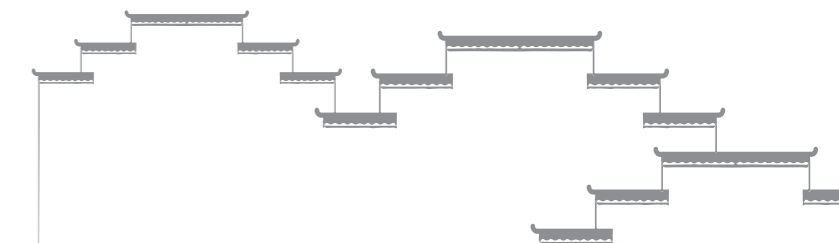


Trip.com Group and the Xi'an Tourism Development Committee came to Tokyo to open the tourism promotion "Xi'an Year · The Most Chinese City". In October of the same year, relying on its resource integration capabilities, Trip.com Group introduced the high-quality tourism resources of Gifu, Japan to Xi'an at the 2nd World Cultural and Tourism Forum.

February 2019

Trip.com Group cooperated with public agencies and enterprises of the Huangshan Municipal People's Government to promote the development of foreign tourism to Huangshan and register the English routes of the sites famous Xidi Hong village and Tunxi Old Street onto Trip.com.

April 2019



# Environmentally-friendly Tourism

Following its philosophy of responsibility, Trip.com Group is steadfast in its commitments to implement China's national green development concept, all while helping users explore and experience the beauty of nature, and making continuous efforts to create a sustainable tourism environment. Trip.com Group advocates for responsible travel and is committed to using green initiatives to encourage both users and partners to carry out green actions beneficial to environmental protection. In addition, Trip.com Group is also helping reduce carbon emissions and negative environmental impacts by planting a Trip.com Group forest.

## Calling on Travelers to Go Green

Similar to many cities across China, Shanghai's 2019 municipal regulations on the management of domestic waste began requiring waste be sorted in order to improve its processing in a more environmental manner. Headquartered in Shanghai, Trip.com Group took the lead in this area by carrying out an activity of "waste classification and worry-free tourism" in both its independent and group travel businesses. For example, when booking relevant tourism products in Shanghai, such as group tours or semi-independent tours, tourists will see waste classification on all product pages, and participating hotels will have special notices informing guests that they do not automatically provide typical single-use products such as combs and toothbrushes, thereby helping remind tourists to pay attention to abide by Shanghai's domestic waste management regulations. Tourists will also be guided and assisted by Trip.com Group tour guides when they dispose of waste during their trips. According to the current conditions of waste disposal in relevant tourist areas, Trip.com Group is also actively adding dry and wet waste points on the tourist bus in order to help tourists solve the "hidden danger of garbage".



## Highlighted

**Case** Take the Trip.com Group tour bus and the tour guide will teach you a "waste sorting tongue twister"

A video of Ctrip tour guide Wang Yuqin leading her whole bus of Shanghai tourists in reciting a series of tongue-twister-like questions based on Shanghai's waste sorting policies went on to become a viral Internet sensation. Her "epicness", "textbook-style" and "magic brainwashing" won the video more than 300,000 "likes" and more than 3,000 messages of praise on social media, while related search terms ranked second in the top search requests on China's Sina Weibo microblogging site.



## Highlighted

### Case "Travel More, Impact Less"

The theme of World Cleanup Day on September 21 was "Waste Reduction Plan for the Earth". Coinciding with this international day of action, Trip.com Group launched its "Travel More, Impact Less" campaign in Beijing, and worked with 73 scenic destinations across the country to introduce their sites as targeted locations for World Cleanup Day. From September 21 to October 7, Trip.com Group worked with the public welfare organization "Pick up China" to set up pop-up sites in relevant scenic areas that encouraged tourists to participate in a variety of environmental protection actions, including picking up their garbage, removing any waste out of the scenic area and carrying out waste sorting. Users were also invited to log in to the special "Travel More, Impact Less" themed area on the Trip.com Group app to participate in a trivia challenge game about waste and waste practices. The "Travel More, Impact Less" campaign was the first national joint action aimed at reducing waste in scenic spots, successfully attracting approximately 1 million tourists and reducing 1,000 tons of travel-related waste.

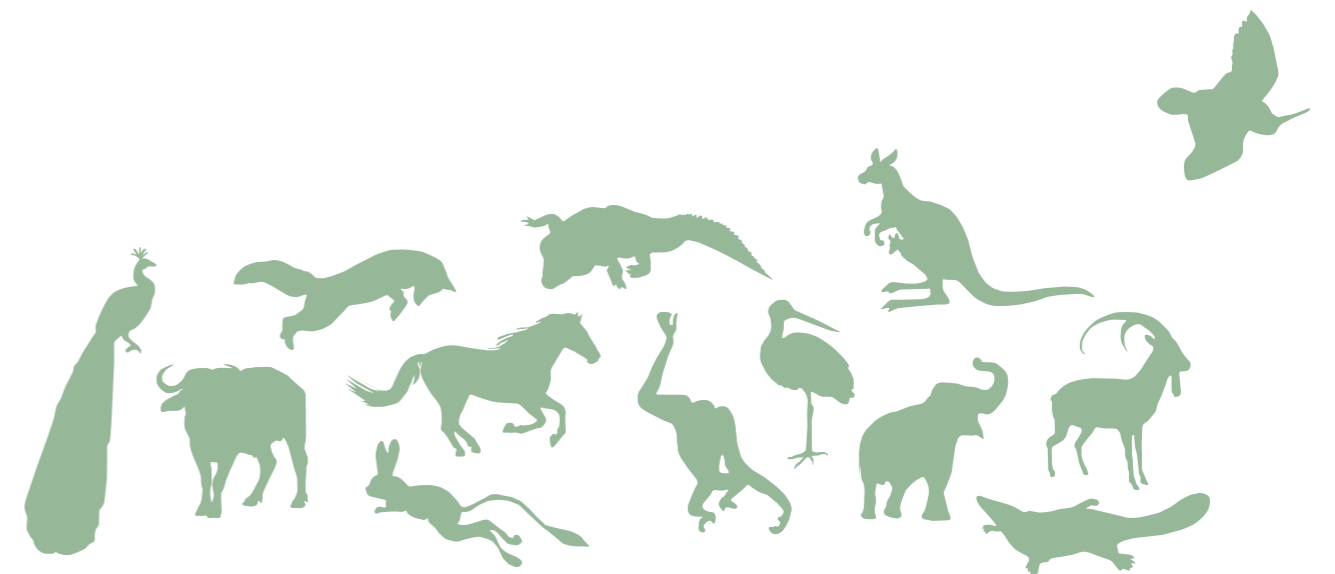


## Answering the Call for Sustainability and Environmental Initiatives

In response to the national call for China to reach peak carbon emissions by 2030 and strive to achieve carbon neutrality by 2060, Ctrip is fully utilizing its platform advantages, cooperating with environmental protection agencies such as the World Wildlife Fund (WWF) and China Green Foundation, and actively promoting biodiversity and low-carbon initiatives. This work is in turn promoting sustainable travel and reducing the impact of tourism on the environment.

### Appealing for Biodiversity

Leveraging its platform advantages, Ctrip has been able to make strategic cooperation agreements with groups like the WWF and actively take advocacy initiatives for protecting the planet's biodiversity. The company is also working on wildlife protection initiatives with the World Tourism Alliance (WTA), China Wildlife Conservation Association (CWCA), the international wildlife trade monitoring network TRAFFIC, and WildAid and among other groups and institutions.



● **May 22, 2019**

On the International Biodiversity Day, Trip.com Group and WWF jointly launched the "Exploring Fantastic Creatures" charity photo shooting project.



**During China's 2019 National Day**

Trip.com Group joined hands with WWF to host activities aimed at promoting the #Travel Ivory Free# campaign which sent messages to thousands of travelers about the harm and illegality of purchasing and transporting many ivory products.



● **2020**

Trip.com Group and WWF launched an online live course on sustainable tourism which explores how tourists and tourism businesses can better protect biodiversity, and thereby share in the experience of caring for the earth and promoting sustainable travel.

**2020**

During China's public interest event "99 Giving Days", Trip.com Group's Philanthropy Platform called on all of its employees to contribute donations to a public interest project that helped protect snow leopards and their snow mountain ecosystems.



● **March 23, 2021**

Trip.com Group joined in the signing of China's first domestic Self-Discipline Convention of the Tourism Industry Against Illegal Trade in Wildlife, which was initiated by the WTA, CWCA, TRAFFIC and WildAid. The initiative is committed to reducing the damage to wildlife caused by tourism, and strives to build a harmonious and beautiful natural environment for all living things.



● **April 22, 2020**

During the 50th anniversary of the World Earth Day, Trip.com Group and WWF jointly launched the "Care for the Earth" initiative and advocates for environmental protection within the hotel industry. In addition, Trip.com Group and WWF jointly carried out a study of more than 500 high-starred hotels across China, and subsequently released a report that analyzed this set of hotels' environmental impacts and sustainable development.



The report indicated that hotels could have a substantial improvement in these areas if they made efforts towards the "three small things" of ensuring healthy environments, epidemic prevention, and reducing food and plastic waste.

## Going Global with Sustainable Travel Initiatives

On September 3, 2019, as a representative of the global tourism industry, Trip.com Group was invited to join the launching ceremony of the global sustainable travel initiative Travalyst led by Prince Harry, Duke of Sussex. Matching the spirit of this initiative, Trip.com Group is committed to encouraging sustainable tourism practices throughout the tourism industry, including through improving traveler awareness, protecting destination environments and promoting the economic development of local communities. Working with other leading global tourism industry partners through Travalyst, Trip.com Group is encouraging the sustainable development of the tourism industry and is providing more sustainable tourism choices to travelers around the world.



Prince Harry, Duke of Sussex, and Jane Sun, CEO of Trip.com Group, jointly attending the launching ceremony of Travalyst

## Putting Environmental Protection Activities into Practice

The Tengger Desert, located in Inner Mongolia's inhabited Alxa region, was once known as the "desert of great lake", with mobile sand dunes covering upwards of 66% of its mass. As such, Alxa has become one of the regions in China with the highest degrees of desertification. In an effort to help halt and reverse desertification, as well as offset the company's carbon footprint, Trip.com Group launched the Trip.com Group Forests project in September 2008. Every year, the program converts user-supported virtual saplings into physical saplings for planting. Over the past 12 years, with the support of the company's public welfare partner, China Green Foundation, Trip.com Group has planted approximately 50,000 haloxylon ammodendron trees in Alxa every year, helping combat desertification and secure its green border.



Current Status of Alxa Trip.com Group forest

During China's 2021's National Tree Planting Day, Trip.com Group's Philanthropy Platform teamed up with several scenic sites to jointly create a series of online and offline tree planting activities. These partners included the Safari Park Shenzhen, Chengdu's South Lake Dream Island, Wuhan Flower Garden, Chongqing's Baidi Town and the WFC Huixianlou Sightseeing

Platform, Kaifeng Hometown of Zhuxian Town, Zhengzhou City's Jiangnan Hot Spring, and Hubei Province's Tourism Investment Mianyang Small Town. With a theme of traveling into nature to plant trees, the events encouraged tourists to participate by planting real and virtual trees with the shared goal of greenifying the dry desert. Visitors of the participating scenic sights were joined in on-site activities and received DIY potted plants as gifts. Meanwhile, they were also invited to scan QR codes to participate in the online H5 donation and receive points on the platform which could be in turn contributed to tree planting project. After the point donations reached a certain goal, the China Green Foundation would be responsible for completing the planting of the allotted trees in Alxa.

### 可持续生态旅行倡议

携程和世界自然基金会（瑞士）北京代表处共同提醒您：

生态出游，保护自然。

大家在进行自然摄影或观赏野生动物，以及参加徒步、登山、滑雪等户外活动时，有没有想过，我们在享受自然美景所带来的快乐和感动的同时，应该意识到自然的脆弱。只有做一个负责任的旅行者，才能让自然永续，让更多人感受自然魅力。

携程联合世界自然基金会（瑞士）北京代表处及生态旅行合作伙伴，共同发起《可持续生态旅行倡议》，倡议各位旅行者遵守以下可持续生态出行的行为准则：

1. 不携带任何未经检验检疫的动植物制品来到别国旅行。
2. 旅行时随身携带垃圾袋，做到除了回忆，什么都不要留下。
3. 减少使用不必要的一次性（塑料）用品，比如自带牙刷，水杯等。
4. 不随意采摘、捡拾野生植物，做到除了照片，什么都不要带走。
5. 不投喂、触碰野生动物。
6. 不制造噪音和闪光灯干扰野生动物，将对动物的影响降到最低。
7. 拒绝消费，携带、运输野生动物及其制品。
8. 严格遵守自然向导的指示，不走未经探索的路，不在未经许可的野外露营，避免遭遇意外。
9. 禁止在石头或者建筑物上涂刻任何信息。
10. 节约当地资源使用，杜绝浪费水资源，食物资源。
11. 不抛弃团友，齐心协力度难关。
12. 不袖手旁观，阻止他人破坏环境。

希望大家可以遵循以上《可持续的生态旅行倡议》，注意旅行安全、保护生态环境。为了自己和子孙后代，让我们在旅途中为自然出一份力，让地球更美丽！

携程主题游

2019.5.16



# Making the Tourism Industry More Caring




“Trip.com Group has always taken social responsibility, enthusiastic volunteerism and dedication to public welfare as important missions of the enterprise, and is devoted to helping build a harmonious tourism industry that has a heightened sense of social responsibility. The company believes that as an important body of society, it is our social duty to pay close attention to the development of social environments we function in. As such, we are continuously motivated by several philanthropic goals, including aiding disadvantaged populations complete their travel dreams through the Trip.com Group's Philanthropy Platform, and assisting hundreds of families reunite during the Spring Festival. Similarly, we do not shy away from facing major disasters and carry out public welfare activities in areas affected by epidemics and natural disasters. Looking to our extended overseas communities, we make charitable donate to Middle East refugees and look for ways to help the world community of overcome collective crises. Trip.com Group is helping shrink the travel gap through public welfare projects, removes travel obstacles, and use our mission of "making travel happier" to help aid all persons in need.



- 2019-2021**    **The "Bring Love Home" public welfare project**  
 Helped 56 families be reunited, and provided 2,121 people with access to a fund worth over 1 million RMB
- 2019-2021**    **"The Belt and Road Initiative – Spreading our Wings Together" project**  
 Provided critical aid to 46 children requiring prosthetics and medical services
- 2020-2021**    **Private tour groups for children with rare diseases**  
 Funded the travel dreams of more than 50 families of children with rare diseases
- 2020**    **Spring Festival "Travel Relief Stations"**  
 Covered 329 stores in 34 cities across 7 provinces
- 2020**    **Fighting the pandemic together**  
 Provided 2,700 vehicles for public welfare use
- 2020**    **"Angel Wings Project"**  
 Gave away 400,000 super members and 100,000 diamond memberships to medical care staff for free, worth 500 million RMB
- 2020**    **Global mask donation**  
 Donated three million medical masks to 25 countries and regions
- 2021**    **Oxygen generator donation to India**  
 Donated 400 oxygen generators, worth 1.5 million RMB
- 2021**    **Henan rainstorm support**  
 Activated the Major Disasters Security Fund

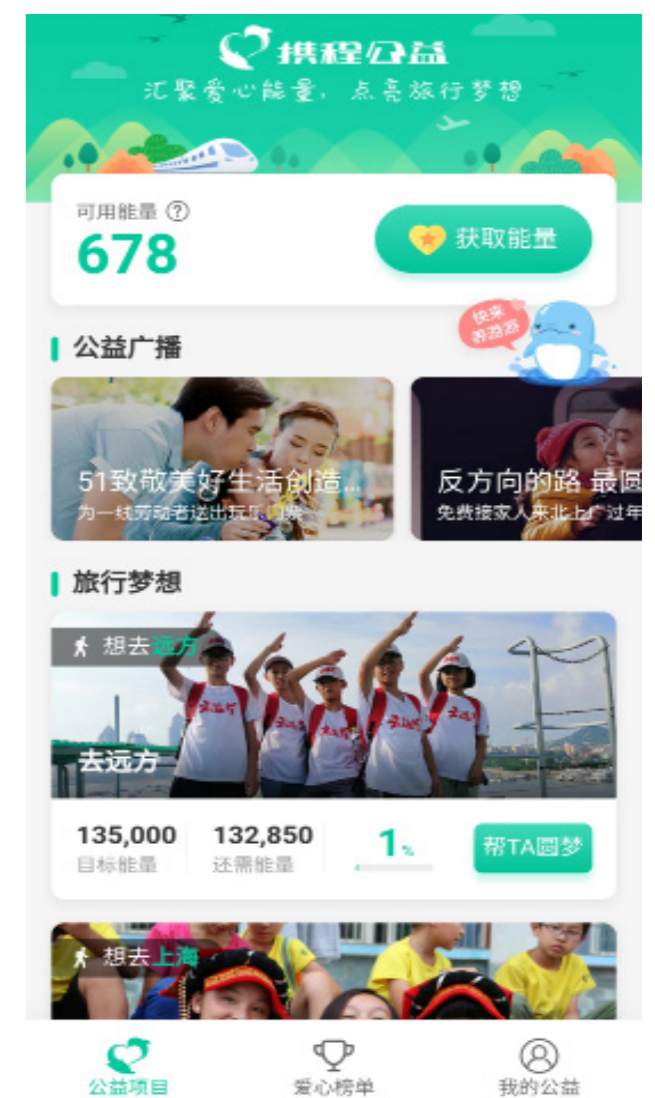
## Making Travel Dreams Come True

Trip.com Group is committed to giving every person the opportunity to realize their travel dreams and experience happier travel. Poor and low-income groups, families with members who have disabilities and other special groups are often hindered by the long distances and high costs of travel and forced to forgo any travel interests or dreams. In order to realize their travel dreams, Trip.com Group is working to "reduce the travel gap" as a part of its social responsibility strategy "STAR". With the platform, we are supporting disadvantaged groups to cross over the travel gap and join in the world of enjoying travel.

### Using a Public Welfare Platform to Fund Travel Dreams

In 2019, we released the first travel-based public welfare platform in China, the Trip.com Group Philanthropy Platform. Adopting a novel discount model of "Internet + public welfare + travel", the platform integrates upstream and downstream partners of the tourism ecosystem, as well as the user points and donation channel, to create the first such platform that can realize the travel dreams of disadvantaged groups. Making full use of Trip.com Group's industry advantages to carry out social responsibility work, the platform has since supported 12 public welfare travel projects for disadvantaged and low-income groups, including those for as migrant workers and 10 projects for their so-called "left-behind children".

The mission of the Trip.com Group Philanthropy Platform is to support all people realize their perfect journey. In 2019, the platform worked with national scenic sites across the country to jointly launch the of "5-1 Day Salute to the Creators of a Better Life" activity which sent free tickets to society's workers on China's May Day Holiday which lands on May 1st. During the height of the pandemic, the platform assisted the families of those medical workers working on the frontline of the fight against COVID-19 reunite, including supporting 8 parent-child journeys of such



families in Wuhan. In 2020, the Trip.com Group Public Welfare Platform assisted 10 families of migrant workers and their left-behind children whose parents worked in Guangzhou, Beijing, Shanghai and Shenzhen and couldn't return home by helping them reunite in reverse – with the children being escorted to their parents' locations. Additionally, for several years, we have been helping children stuck in remote parts of Sichuan, Guizhou and Gansu provinces temporarily leave their villages to feel the beauty of travel and see the larger world.

## Highlighted

### Case 5-1 Day salute to the creators of a better life

In 2019, to celebrate China's May Day and show our appreciation to society's workers and cheer on their hard work, Trip.com Group cooperated with dozens of scenic sites and tourism destinations across the country to carry out a public welfare activity dubbed "5-1 Day Salute to the Creators



of a Better Life". Under the activity, migrant workers received free tickets from the sites so that they could enjoy local tourist attractions following the busy May Day holiday, during which many continued to work, and make up for their own "Four Days of May Day Fun".

During the registration process for the public welfare activity, the company received thousands of messages from front line workers across the country discussing their personal struggles with work:

"My main job is a paint salesman, but I am also an amateur painter. At nights and on the weekends, I spend my time teaching children to draw, and share with them the happiness of painting. I work almost all year round..."

"I am a bank employee. During our annual accounting work, my colleagues and I must struggle late into the night! May Day now becomes another 'Overtime Holiday'."

.....

## Contributing Charity to Private Care Group for Rare Disease

For two consecutive years, on the Children's Day in 2020 and 2021, the Trip.com Group Philanthropy Platform worked with the Chinese Organization for Rare Disorders (CORD) to jointly launch the "Private Family Group for Children with Rare Diseases" public welfare activity. Children with rare diseases are a special group that Trip.com Group pays special attention to, and the



frequent subject of the platform's initiatives, most notably through the "Lighting up Travel Dreams" Project. Most children with rare diseases need round-the-clock care and attention, including receiving frequent infusions, and the need for wheelchairs or other mobility aids. This is even more the case in order to ensure their safe travel. In order to help such children reach the seemingly impossible dream of traveling to far off places, Trip.com Group specially designs special June 1st travel gift for these children. By coordinating multiple internal resources such as group tours, tickets and car rentals, they and their families are able to complete their own travel journeys.

“China's Children's Day on June 1st, is a festival for all children, and the travel needs of disadvantaged children should be given more attention. We will our professional capabilities to provide more barrier-free travel services to these groups and help realize the perfect journey for all.”

— Jane Sun, CEO of Trip.com Group

## Highlighted

### Case A different kind of "Children's Day" gift



Group photo of Trip.com Group's Private Family Group for Children with Rare Diseases at Disneyland Shanghai

During the 2020 Children's Day, Trip.com Group customized and arranged a special barrier-free travel route to Disneyland Shanghai for 17 children with rare diseases to enjoy the park across 3 days and 2 nights. Professionals from Trip.com Group's set of domestic self-operated travel groups specially helped these families set up private and independent tours, special car guides and adjustable itineraries. From staying in hotels to visiting scenic sites, as "private butler-style" nursing care service, the 17 families got to enjoy the experience of truly "barrier-free" tourism.

Going to Disneyland has always been the dream of the child Xiaojie who has the rare genetic disorder known as Hunter syndrome. However, he has almost no chance to leave his hometown of Yunnan to see the outside world, except for Beijing to receive medical treatment. Following his journey with Trip.com Group to Disneyland Shanghai, the typically introverted Xiaojie, has now made many new friends and looks forward to sharing his experiences with his partners upon returning to his hometown.

## Highlighted

### Case Special night tour of the Huangpu River



Children boarding the "Happy Captain" Cruise

During the 2021 Children's Day, Trip.com Group Philanthropy Platform worked with CORD, to escort 22 families of children with rare diseases on a family night tour of Shanghai's Huangpu River on the Shanghai Happy Captain Cruise. In order to provide high-quality services for the families and children, as well as formulate an emergency response plan, the cruise company's General Manager, Huang Qing, organized the procurement department, culinary department and other departments to carry out preparatory work for the activity, including basic training on emergency medical knowledge. In the end, the 22 children boarded the cruise ship and happily celebrated their special holiday.

Adhering to the mission of "achieving perfect travel", the Trip.com Group Philanthropy Platform strives to help every child, big and small, enjoy a caring travel experience.

# Escorting Families to Reunite

Through 2020 and 2021, as the global pandemic raged on, people yearned for the warmth of home more than ever. However, due to the pandemic's effects on travel, "reunion" and "going home" have become impossible goals for many people. During this difficult period, Trip.com Group helped society better face these challenges through a series of "Bringing Love Home" public welfare campaigns in order to help one family after another find ways to come back together.

## Safeguarding Family Reunions

As of 2021, four rounds of the "Bringing Love Home" campaign have been successfully completed. During these campaigns, Trip.com Group has cooperated with several media outlets to jointly launch five differently-themed public welfare activities. Through the activities, various groups of migrant workers who through their work keep the urban cities running, including security guards, couriers and bus drivers, received funding to help them return home and reunite with their families around the Spring Festival.

### January 2, 2019, Trip.com Group x Beijing Youth Daily, Morning News-ZhouDao, and Guangzhou Daily

Teaming up with authoritative media outlets in Beijing, Shanghai and Guangzhou, we launched a public welfare activity with the theme of "the road back home · the most perfect home" which gifted 10 migrant worker families in each city with free round-trip air tickets for 2-3 family members and 6 nights at a high-star hotel during the Spring Festival. In order to ensure that the migrant workers could easily pick up their families in the big cities and have a happy New Year's reunion, we integrated the resources of our caring partners, including air ticket vendors and hotels, and utilized a series of technological innovations, including AI.



### January 7, 2019 Trip.com Group x People's Daily APP

Actively responding to the call to fight poverty, Trip.com Group and the People's Daily APP jointly launched the "One Kilometer Poverty Alleviation" public welfare activity which helped reduce the burdens of ticket purchases for migrant workers from more

than 600 poverty-stricken counties and ensured their smooth return home during the Spring Festival. Under the program, these workers can enter their ID number, and the system will automatically identify their hometown and issue a 300 RMB "Return Home Fund" per person.



### January 14, 2019 Trip.com Group x Xinhua News Agency APP, Metropolis Times

During the 2019 Spring Festival travel period, we also launched a large-scale public welfare activity called "Let Left-behind Children Wait Less, Trip.com Group Helps You Return Home for Reunion", where the wishes of migrant worker parents and their left-behind children were we collected via the Xinhua News Agency APP and official WeChat account. Jointly we sifted through the large number of messages to select 100 fathers and mothers whose messages touched us, and proceeded to provide them each with a 200 RMB "Return Home Fund" for buying return tickets home.

## Highlighted Case

**Missing her baby's babbling stage, she didn't want to miss her calls for "Mama"**

### A message from a migrant mother based in Kunming:

"We sadly missed so many moments of her early life, learning to crawl, walk and babble. We envy other families that get to have proper family reunions, enjoy each other's company and have parents that get to live with their children. Even if the transportation home is convenient and telecommunications are highly developed, we will eventually still lose the warmth of touching and hugging her. This year's new year, we want to bring her to us. We won't miss another precious moment, especially her calls for 'mama'".

### A message from a migrant father based in Yiwu, Zhejiang Province:

"After a long separation from my little daughter, she is now unwilling to call me or video call me. This year, with her grandfather's guidance, she finally agreed to video me. Her first sentence is 'Dad, when will you come back?' I can't help crying when I heard this. What father wouldn't want his children by his side? But in order to live well, we are forced to be separate from our flesh and blood. This kind of pain can only be known through personal experience..."

## January 10, 2020 Trip.com Group x Travel Channel of the People's Daily APP

On January 10, 2020, Trip.com Group once again joined hands with People's Daily APP to launch a new public welfare activity that helped the family members of migrant worker who couldn't come home for Spring Festival go to them instead, which was called "Family Reunion". Starting at the end of 2019, we began to visit and survey urban migrant workers and other members of disadvantaged groups who needed assistance in order to help them see their families during the 2020 Spring Festival. Trip.com Group train ticketing division then proceeded donate 269,000 RMB in funds to support the "reverse reunion" of 46 selected families.



## Highlighted

### Case A proud suitcase

Xiangrui Wang lives in Henan and is in the third grade of primary school, while her parents work in Beijing selling vegetables for a living. Knowing how her parents start work early and end late every day, Wang Xiangrui understands the value of her education and studies very hard. For many months now, she has been looking forward to having a family reunion with her parents during Spring Festival and letting her hard-working parents see the three Good Student Awards she has been awarded this year.



««« Xiangrui Wang (first from left) shows off her Good Student Award with her classmates

Unfortunately this year, Xiangrui's parents could not return home during Spring Festival, so the "Family Reunion" public welfare activity funded Xiangrui and her grandparents to go to Beijing instead. When Xiangrui was preparing her luggage, she took down her awards off the wall one by one, carefully folded them and then put them in her suitcase and proudly said, "This is a New Year's gift for mom and dad."

## Highlighted

### Case "I want to bring everything I can to him and help him grow taller"

Ms. Pumyangjin is 56 years old and lives in Tibet's Zada County, 4700 meters above sea level, while her son, Zaxi, is studying in high school in Lhasa, 1700 kilometers away. Her family is not well-off, and there is little money left after paying her son's annual tuition. Similarly, due to the high cost of travel, Zaxi has stayed in Lhasa for the past three years, never returning home.



««« The Pumyangkins family walking together in Lhasa

In 2020, with the help of Trip.com Group, Ms. Pumyangjin finally had the chance to leave her snowy mountain village and visit to Lhasa to reunite with her son. On the day she was to depart, she awoke very early in the morning to prepare the best tsamba (Tibetan barely bread) and yak jerky to bring to her son. "I always feel that there is not enough food. I want to bring everything I can to him to help him grow taller. Only when the child is in good health can he have the spirit to study well".

When Zaxi received the news that his parents were coming to Lhasa to visit him, he was excitedly looking forward to having a reunion dinner with his parents. "During this New Year, I hope everyone can be happy and be reunited with their families." He added, "I also wish everyone can achieve good results in the 2020 college entrance exams."

## On January 26, 2021, Trip.com Group x People's Video on people.com.cn and Daoyitong APP

During the 2021 Spring Festival travel period, Trip.com Group sent out of "peace-of-mind gift bags" to migrant workers with a value totaling more than 1,000,000 RMB through the most recent iteration of the "Bringing Love Home" campaign, "Spending Spring Festival at Ease". The gift bag includes a return home fund worth 200 RMB, a free nucleic acid test and a medical gift bag worth 288 RMB. During the event, many participants left messages at the registration desks to share their unforgettable stories in 2020 and offer their good wishes for 2021.

## Make the Spring Festival Travel Rush Smarter and Worry-free

Every year, Trip.com Group continues to pay close attention to the groups that have difficulties returning home during China's Spring Festival travel rush, and makes full use of its advantages in the tourism industry to help countless families reunite. In addition to cooperating with media outlets to provide subsidies on return travel costs, Trip.com Group's offline stores also support additional public welfare activities that aim to simplify the complex and often chaotic process of booking return tickets during the Spring Festival, and thereby help the majority of travelers secure their return home tickets more easily. During the 2019 Spring Festival, Trip.com Group specially published the Spring Festival Ticket Purchasing Instruction Manual, which was then placed across dozens of stores in Beijing, Shanghai, Guangzhou and Shenzhen which had dense number of migrant workers. Trip.com Group store staff also made special visits to construction sites in these cities to teach migrant workers how to effectively buy their return home tickets online.



During the 2020 Spring Festival, 329 Trip.com Group stores in 34 regions across 7 provinces and cities including Beijing, Shanghai, Guangdong, Tianjin, Fujian, Hunan and Zhejiang were temporary rebranded as "Spring Festival Worry-free Transportation Booking Stations" and collectively helped launch the "Smart Return Home Public Welfare Guidance Program". Subsequently, nearly 1,000 CNY store staff took on temporary roles as "Spring Festival Worry-free Transportation Guides" to provide 1-to-1 professional guidance services for those needing assistance in booking their return home trips. Meanwhile, the homepage of Trip.com Group's train ticket purchasing page launched its own online version of the "Spring Festival Worry-free Transportation Booking Stations", which used smart, AI-based technology to help travelers quickly clarify the best routes for their return travel during the Spring Festival.



## Highlighted

### Case Auntie Wu's road home



« A group of migrant workers visiting a Trip.com Group store to "attend class" on making online ticket bookings for the Spring Festival



« Trip.com Group staff members teaching Auntie Wu and her colleagues how to buy train tickets during the Spring Festival travel rush

With the rise of the mobile Internet, purchasing transportation tickets via mobile devices is becoming increasingly popular and ubiquitous. However, most elderly people still don't use mobile phones to buy train tickets. Leading up to the 2020 Spring Festival, a 57-year old Auntie Wu, decided to visit a Trip.com Group "Spring Festival Worry-free Transportation Booking Station". A Trip.com Group staff member patiently received and worked with Auntie Wu on her queries, while her colleagues did the same with other customers. They jointly taught the group of customers how to buy tickets with their mobile phones, and then demonstrated the process step-by-step with each of them one by one. With the support of the store staff, Auntie Wu was able to successfully buy a direct train ticket from Beijing to her hometown in Qiqihar City, Heilongjiang Province the night before Chinese New Year's.

# Being a Warm Guardian in Times of Need

As a social responsible enterprise, Trip.com Group has always adhered to the belief that "when disaster strikes one group, help comes from all sides". As such, whenever a major disaster occurs the company is often on the front line providing relief. This includes Trip.com Group's Service Department immediately activating the "Major Disaster Security Fund" to protect the rights and interests of Trip.com Group customers, as well as initiating other public welfare activities that offer support to areas affected by epidemics or other disaster. Trip.com Group employees also voluntarily participate in major disaster relief teams. With this work, we are able to act as a warm guardian of every destination when disasters strike and fulfill our mission of "making travel happier".

## Supporting the Fight Against COVID-19

As the global travel business continues to suffer severe setbacks caused by COVID-19, Trip.com Group remains full of love and empathy for the front line heroes fighting the pandemic. Following the initial outbreak of COVID-19, Trip.com Group immediately launched a number of public welfare programs to help support the fight in several ways. In the first phase, we rapidly activated the "Major Disaster Security Fund", carried out a series of public welfare activities such as "retrograde with love", "public welfare vehicle rentals" and "Angel Wings", donated medical materials to locations across the world, and launched a number of initiatives to provide care and pay respect to medical staff.

### Donating Materials

During the pandemic, Trip.com Group store staff and local guides working all over the country voluntarily sprang into action to donate materials and transport medical materials across vast distances borders. One such hero was the manager of a Trip.com Group store in Wuhan who raised more than 400,000 RMB to provide medical materials to many hospitals in Wuhan. Another was a Trip.com Group overseas travel team who took their own initiative to purchase medical materials and transport them personally back to China. Meanwhile, the Trip.com Group Channel Department worked tirelessly to contact domestic hospitals in advance and guide them through a full set of procedures such as donation letters and donation agreements, thereby alleviating the load-bearing pressure of flights. Finally, more than 100 cases of masks were transported to China by Trip.com Group leaders from all over the world.



Trip.com Group tourists packing 26 boxes of medical masks for donation at an overseas airport



Trip.com Group donated masks successfully arriving at Shanghai's Pudong Airport and set to be delivered to major hospitals

### "Fighting the Pandemic Hand in Hand"

On February 6, 2020, Trip.com Group's car rental platform and related high-quality suppliers jointly launched the public welfare program entitled "Fighting the Pandemic Hand in Hand" which provided free car rental services for workers and volunteers fighting on the front line of the pandemic. The program not only allowed such personnel to use vehicles free of charge, but also improved the cleanliness standards of the vehicles. In key areas affected by the pandemic, it also provided users with point-to-point, door-to-door delivery for distribution of gloves and masks. Trip.com Group also provided the nation's professional drivers involved in the program with free public welfare-based health insurance, with coverage up to 200,000 RMB per person in case of health issues or death caused by COVID-19. The program was successfully carried out in 115 cities across 31 provinces, and covered a total of more than 2,700 vehicles.



A Hainan doctor involved in the fight against the pandemic receives free car rental service at the Haikou Airport



## Highlighted

### Case Getting a reporter's urgent anti-epidemic task on the road

On February 13, 2020, Mr. Shi, a reporter with Zhejiang Satellite TV, received an urgent task. He was to embed himself with and provide coverage of a medical team of more than 400 medical staff from Zhejiang that were going to help support Wuhan in the city's fight against the pandemic. However, due to the pandemic conditions at the time, he was unable to reserve a rental car in Wuhan. Upon hearing about his case, Trip.com Group staff contacted their local resources in Wuhan and was able to immediately allocate a vehicle for Mr. Shi, as well as disinfected it in advance and fill it with oil, so that he could use it for free and successfully complete his task.



Mr. Shi (right) and the Trip.com Group Car Rental staff member (left)

At noon the next day, the medical team's chartered plane from Zhejiang Province arrived at Wuhan's Tianhe Airport. As Mr. Shi got off the plane, he took no moment of rest and immediately went to board the car, rapidly following the bus of the medical team to their destination to begin his reporting work for the following month.

## Highlighted

### Case Valentine's Day for a post-90s pregnant doctor

On February 13, 2020, Trip.com Group received a message from a Mr. Chen in Jiangsu Province which explained that his wife was a young doctor working in a Nanjing hospital designated for helping handle COVID-19 cases, the Nanjing Drum Tower Hospital, and although she was pregnant, she still insisted on continuing to work. At that time, public transport in Nanjing was largely suspended, which made it very inconvenient for this post-90s pregnant doctor to commute to work.

On the very same day, Trip.com Group provided a free vehicle to Mr. Chen by coordinating with local supplier partners in Nanjing. On February 14, 2020, Valentine's Day, Mr. Chen was able to start picking up his lover to and from work every day, and left a thank-you message to the Trip.com Group staff.

## "Angel Wings Project"

On March 18, 2020, Trip.com Group announced the launch of the "Angel Wings Project", where the company would donate 400,000 exclusive Trip.com Group super memberships to members of Hubei Province's medical staff and medical staff of the National Hubei Assistance Teams, which included a thoughtful gift of a free one-night stay at

a the hotel. In addition, Trip.com Group also gave away 100,000 diamond memberships to other medical staff working across the country, which included free hotel breakfast worth more than 1,000 RMB, free room upgrades, access to high-speed railway VIP lounges, etc. In the future, Trip.com Group hopes to provide such workers even nicer and more exclusive services to make their post-pandemic travel better and help make up for any missed trips.



## Rushing to Assist in Local Disaster Relief

In July 2021, torrential rainstorms in Zhengzhou, Henan and several other locations set records for their severity, resulting in widespread waterlogging, mountain flash flooding and other disasters. In response Trip.com Group immediately activated the Major Disaster Security Fund, as well as a free cancellation and refund policy for Henan travelers affected by the rainstorms, while the company assumed all the associated economic losses. While protecting the rights and interests of customers, Trip.com Group also quickly extended its helping hand and jointly launched an assistance plan with surrounding hotel vendors. By using updated real time checking of the hotel information of various districts across Zhengzhou and Luoyang on several platforms, the team was able to help provide victims of the flood with valuable temporary shelter options.

In October 2021, severe floods occurred in Shaanxi and Shanxi provinces, and the state launched level IV disaster relief emergency response. Trip.com Group close followed the development of the situation, and proceeded to actively coordinate with its resources of hotels, suppliers, travel agencies and other parties, to provide affected users with solutions for refunding and rerouting related railway tickets or flights according to the corresponding regulations of the train and airline companies. At the same time, Trip.com Group actively worked to integrate its hotel resources, so that victims of the floods could be providing free hot water and places for rest.

# Being a Responsible International Citizen

As the world's leading one-stop tourism platform and a responsible international corporate citizen, Trip.com Group upholds a humanitarian philosophy. That's why from 2019 to 2021, the company sent medical supplies to support people suffering from wars and disasters overseas. We firmly believe that the barriers to travel created by war and the pandemic are temporary, and we look forward to building healthy and peaceful environments with our travelers at home and abroad.

## Aiding Amputee Children in War-torn Areas

Hundreds of children in the Middle East have become permanently disabled due to amputated limbs as a result of violence such as air strikes and suicide attacks. Because of the economic and healthcare conditions, these children can usually never get proper medical treatment, let alone the funding support to install prosthetic limbs. The "Belt and Road Initiative – Spreading our Wings Together" project was jointly launched by the China Social Welfare Foundation and other agencies. In April 24, 2019, Trip.com Group formally joined the public welfare project, and helped donate the first batch of prosthetic limbs and related



Trip.com Group being awarded a Donation Certificate by the Public Welfare Project Management Team

medical services to the children who had been devastated by war in Syria, bringing a rapid and obvious improvement to these children's lives. Trip.com Group is deeply involved in the social development of "Belt and Road" countries through platform empowerment, as well as promoting the well-being of local communities through public welfare projects. At present, Wings project has continued for more than two years, assistance to a total of 46 Syrian children.



“As an important travel service platform for the 'Belt and Road' initiative, Trip.com Group not only provides important services for facility connectivity, unimpeded trade, and financial integration, but also helps people to share sentiments and connect heart-to-heart.”

—Jane Sun, CEO of Trip.com Group

## Supporting the Fight Against the Pandemic Overseas



1 Million medical standard masks purchased and donated by Trip.com Group

In March 2020, Trip.com Group purchased 1 million medical standard masks and donated them to 10 countries, including Japan, South Korea, Italy, Germany, France, Spain, the United Kingdom, the United States, Canada and Australia. With our modest efforts, we hope to help return the favor to those areas who offered support to China during the early pandemic period, and help their local fights against the pandemic. As of June 2021, Trip.com Group has donated a total of 3 million medical masks to 25 countries and regions around the world. Although masks are a small gift, it expresses people's determination to face the virus together and our hopes for a healthy future and a peaceful international order.

In September 2021, in order to support Thailand's COVID-19 preventative measures and control work, alleviate front line material shortages and generally help boost the morale of medical staff and patients, Trip.com Group's Thailand team donated 12,000 bottles of water to the Sansai Hospital in Chiang Mai and 1,121 lunches to the Lerdsin Hospital in Bangkok.

## Highlighted

### Case "Paying it Forward" in Singapore

On December 1, 2020, Trip.com launched the "Pay It Forward" campaign to help encourage Singaporeans to donate unused "Singapore Rediscovered Vouchers (SRV)" to local beneficiary groups for the purchase of tourism products, including tickets to scenic attractions, hotel bookings, and tour tickets, while also supporting local tourism.



Some main attractions involved in the "Pay It Forward" program include the Singapore Zoo, Madame Tussauds Wax Museum and Singapore Flyer Ferris Wheel, among many others, as well as other staycation related products. Based on the requests and conditions of the participating social service agencies and direct beneficiaries, Trip.com also makes every effort to ensure that users get to have an unforgettable experience on the day of their visits or event.

In this activity, Trip.com works closely with local social service agencies who support children and adolescents in Singapore, as well as those focusing on the rights of the elderly and women. Some of these groups are AWWA, Boys' Town, CARE Singapore, Filos Community Services and Life Community Services Society.

As of October 26, 2021, Trip.com had launched 26 "Pay It Forward" programs. The total value of products purchased and donated reached nearly S\$95,000, of which about 95% has been realized through the SRV program.

*There are many paths to join one journey.*

*Many origins, to reach one destiny.*

*Many friends, to form one family.*

*Many endeavors, to win one victory.*

*众途同道，众源同归，众友同堂，众力同捷。*

*—A Message from James Liang,  
Co-founder and Chairman of Trip.com Group*

## Highlighted

### Case Donating oxygen generator

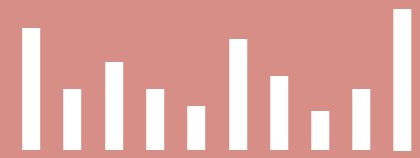
On May 2021, a new outbreak of COVID-19 began to devastate many medical systems of India, and the production of oxygen generators was critically insufficient. Trip.com Group decided



to take action based on its concern for the world and its further concern about the safety and health of its overseas employees and partners. As the largest shareholder of the Indian online travel company MakeMyTrip, Trip.com Group worked to rapidly launch a medical supplies deployment plan, quickly organized and carried out an assistance plan to its Indian-based employees and their families. Relying on its global sourcing capabilities, the company completed the procurement and deployment of the first batch of 125 medical oxygen generators to India in three days, and proceeded to donate a total of 400 of the machines, worth a total of 1.5 million RMB, supporting the local Red Cross Society, government agencies, the Chamber of Commerce and other institutions. Specifically, Trip.com Group donated the oxygen generators to local hospitals through the Indian Red Cross Society, to local communities through the government of Tamil Nadu, and to local Chinese funded institutions through the Indian Chinese Chamber of Commerce, so as to provide further support for the local people to fight the pandemic.

Trip.com Group has been closely following the global pandemic situation and has successively purchased 280 medical oxygen generators with a total value of 750,000 RMB to assist Sri Lanka and Indonesia. This is a new round of international pandemic rescue initiatives launched by Trip.com Group following the global medical mask donations in 2020.

# Pursuing Excellence in Operations and Development



Trip.com Group deeply integrates the concept of responsibility into all elements of its operations and development, and insists on using sustainable practices towards. Subsequently, we have established a standardized corporate governance system, and continuously seek to evolve our corporate responsibility practices and further solidify the foundation of our social responsibility management. We are also committed to creating a diverse, fair and inclusive workplace environment, building a systematized talent development program and providing employees with broad career development opportunities. Additionally, we are integrating the concept of green development throughout the company's daily operations, taking multiple measures to promote energy conservation and reduction, thereby reducing our environmental impacts.



## Protecting Shareholders' Rights and Interests

Relying on its stable operations and business, Trip.com Group has always able to return steady gains to the majority of its shareholders and investors, while it simultaneously has worked to regularly enhance its corporate responsibility practices and systems. In strict accordance with the Company Law of the People's Republic of China, as well as domestic and foreign listing rules, the company has formulated various sets of its own internal rules and regulations that also meet the company's development requirements. The general meeting of shareholders, the board of directors and senior management properly exercise their powers and perform their duties in strict accordance with the respective responsibilities entrusted to them by the company's Articles of Association to ensure the sustainable and healthy development of the company.

## Improving Corporate Governance

While abiding by the relevant laws and regulations of China, as well as the NASDAQ listing rules, Trip.com Group is continuously improving its governance structures and compliancy systems as the company develops, and ensure company-wide integrity by requiring a high-level of business ethics among its employees and business units. Being a responsible corporation also extends to using our strengthening influence to several other areas, including empowering the industry ecosystem, helping our partners improve their own energy efficiency and performance, creating a warm and inclusive working atmosphere full of career development opportunities for our employees, and providing funds, resources and professional skill support for social public welfare initiatives. With these efforts, we hope that all of the company's stakeholders can benefit from our continued growth and development, while achieving shared progress with the whole industry.

### Upholding Business Ethics

As a trusted travel and tourism enterprise, operating with integrity is of the utmost importance for us. As such, Trip.com Group is committed to standardizing all its business activities based on the highest standards of business ethics, while adopting a "zero-tolerance" principle towards any unethical behaviors. To make related requirements and responsibilities clear and widely disseminated, the company has formulated its Code of Business Conduct and Ethics and Code of Integrity, which specify the types of behaviors that are strictly prohibited based on the relevant guidelines.

### Anti-Fraud Measures

In 2018, Trip.com Group joined China's Trust and Integrity Enterprise Alliance (TIEA) and

integrated its HR system with other member enterprises. Using the shared information of the alliance has become important reference for new employee recruitment and employee background checks. In 2019, Trip.com Group also joined the China Enterprise Anti-fraud Alliance (CEAA). For all personnel or suppliers verified to be involved in committing fraud or related violations, the Group will submit the cases to TIEA and CEAA and register them into shared blacklist.

At the internal management level, Trip.com Group has always emphasized that "integrity is the basic principle of professional ethics for employees". We strive to create and maintain a culture of integrity and prohibit any forms of bribery or corruption. The company requires all employees to maintain a high level of integrity and professional ethics in their various interactions at work, especially when they find that there may be a potential conflict of interest between their personal interests and company interests. The company requires all employees to complete anti-fraud and compliance training on an annual basis and pass the related examination with 100%, including foreign employees.

### Reporting Mechanisms

The company's Anti-fraud Management Regulations detail the company's anti-corruption principles and the investigation procedures for any suspected cases of corruption. They also include guidelines for employees of all levels on how to use a reporting channel to suspected violations. In order to encourage and assist whistleblowers to report such cases, all disclosed information can be submitted anonymously and is treated confidentially as it is directly sent to the Group's Internal Audit Department for further investigation. The department is responsible for identifying and reviewing reported violations, investigating suspected corruption cases and reporting to the board of directors and Audit Committee any of their confirmed findings. The Group's Audit Department has set up an independent reporting mailbox and telephone number, and assigns a specialized position to do follow-up work.

## Ensuring Stable and Healthy Operations

In 2019, Trip.com Group's annual gross merchandise volume (GMV) reached 865 billion RMB, representing a year-on-year increase of 19%, and helping the Group maintain its leading position in the global tourism industry for two consecutive years. Meanwhile, the Group's annual operating profit increased by 94% year-on-year



to reach 5 billion RMB, totaling more than the sum of the operating profit of the previous five years combined. Finally, the annual net operating income was 35.7 billion RMB, representing a year-on-year increase of 15%, and the operating profit margin was 19% excluding stock-based compensation costs.

In 2020, under the challenges imposed by the COVID-19 pandemic, Trip.com Group's total revenue and GMB respectively reached RMB 18.3 billion and 395 billion RMB. The operating profit margin of the Group for the fourth quarter of 2020 was 10% excluding stock-based compensation costs, indicating a recovery strength that was in a leading position compared with its global peers.

## Improving the Quality of Information Disclosures

Trip.com Group attaches great importance to its investors and maintaining active communications with them. As such, it has established a set of stable and long-term investor communication and information disclosure practices and mechanisms. Investors are invited to communicate via e-mail, telephone, on-site visits and other forms, so that they rapidly and conveniently understand the company's business developments and strategic philosophy. In turn, the company can timely receive investors' opinions and feedback on these or other topics.

The company regularly publishes quarterly and annual financial reports to disclose its key performance indicators, and maintains consistency and traceability in this process. In addition to reporting financial data, starting in 2019 the Group also publishes an annual ESG (Environmental, Social and Governance) reports every year, which covers the Group's related philosophies and achievements. Following their publication, all information disclosure documents are immediately accessible via our public investor relations website.



Scan the QR code to view the Trip.com Group 2020 ESG Report



## Creating a Happy Workplace

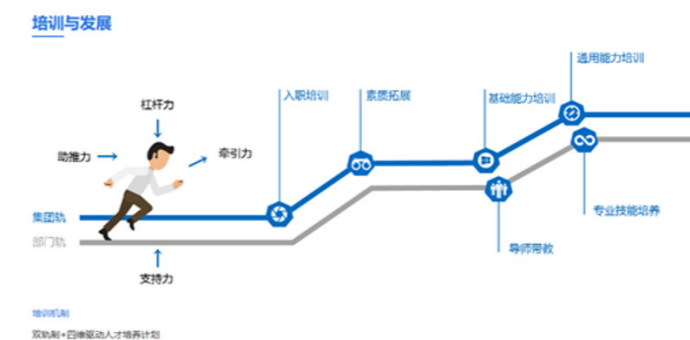
While Trip.com Group continues to rapidly develop, the company always makes a point to pay close attention to the development of its employees and the protection of their rights and interests. Dedicated to help our total workforce of 30,000 employees feel supported and motivated, we have strived to create a fair and diversified working environment. By building a systematized talent development program and a harmonious and warm employee care system, we encourage employees to walk hand in hand with the company and jointly invest in our mission of "making travel happier".

## Promoting Talent Development

As we believe talents are the core competitiveness of enterprises, Trip.com Group attaches great importance to the development and training our talents. Based on the needs of the organization's business strategy and ensure the company has sufficient talent reserves, the company has established a systematized talent development program, and a rationally-based talent level system through mechanisms and processes including talent identification and selection, training and incentives, appointments and evaluations.

### Systematized Talent Development

In terms of employee career development, the group takes our competency model as the cornerstone and primary standard, while for key talents, we carry out a comprehensive talent inventory every year and generate multi-dimensional talent portraits. The Group encourages employees to reach their full potential by freely moving between roles within their departments in an orderly manner and making use of the Group's position rotation policy. Managers are also encouraged to use these policies to help rapidly identify and promote high-potential employees and cultivates all-round, interdisciplinary talents. The Group implements its whole talent development and performance management processes by being goal- and results-oriented. Employees are given guidance and feedback throughout the process, which in turn enhances the management abilities of supervisors and empowers the performance management process.



## Internal Training Mechanisms

In order to meet the differentiated needs of employees in different business units, the Group established the "Trip.com Group University" in 2007 to train employees in various work skills. Relying on this employee training platform, the company continues to provide employees with high-quality learning resources. From study modules on the company's latest strategies to full courses on developing specific professional skills, including improving personal abilities and team management practices, the Trip.com Group University provides industry-leading study contents and curriculum resources. In 2018, based on its already established offline course offerings, Trip.com Group University launched its own mobile application, which by 2020 offered more than 2,800 diverse courses. With lighter studying-loads, and practical and interesting contents, the mobile version of Trip.com Group University has improved the convenience and participation of employees broadly.

### Trip.com Group Academy

Trip.com Group University creates a "cradle" platform that meets the needs of the Group's key talents with precisely designed curriculums. In response to the differentiated competency needs of employees at different levels, Trip.com Group University has strived to create a superior curriculum development system that includes a wide variety of courses, including a TMBA study module for mid- and senior-level managers, training camps for both newly onboarded and newly appointed managers, an introduction to the T-star project for campus recruiters, product manager and management training camps, and the 6-Sigma project. With these diverse and differentiated offerings, the Trip.com Group University empowers employees at home and abroad.

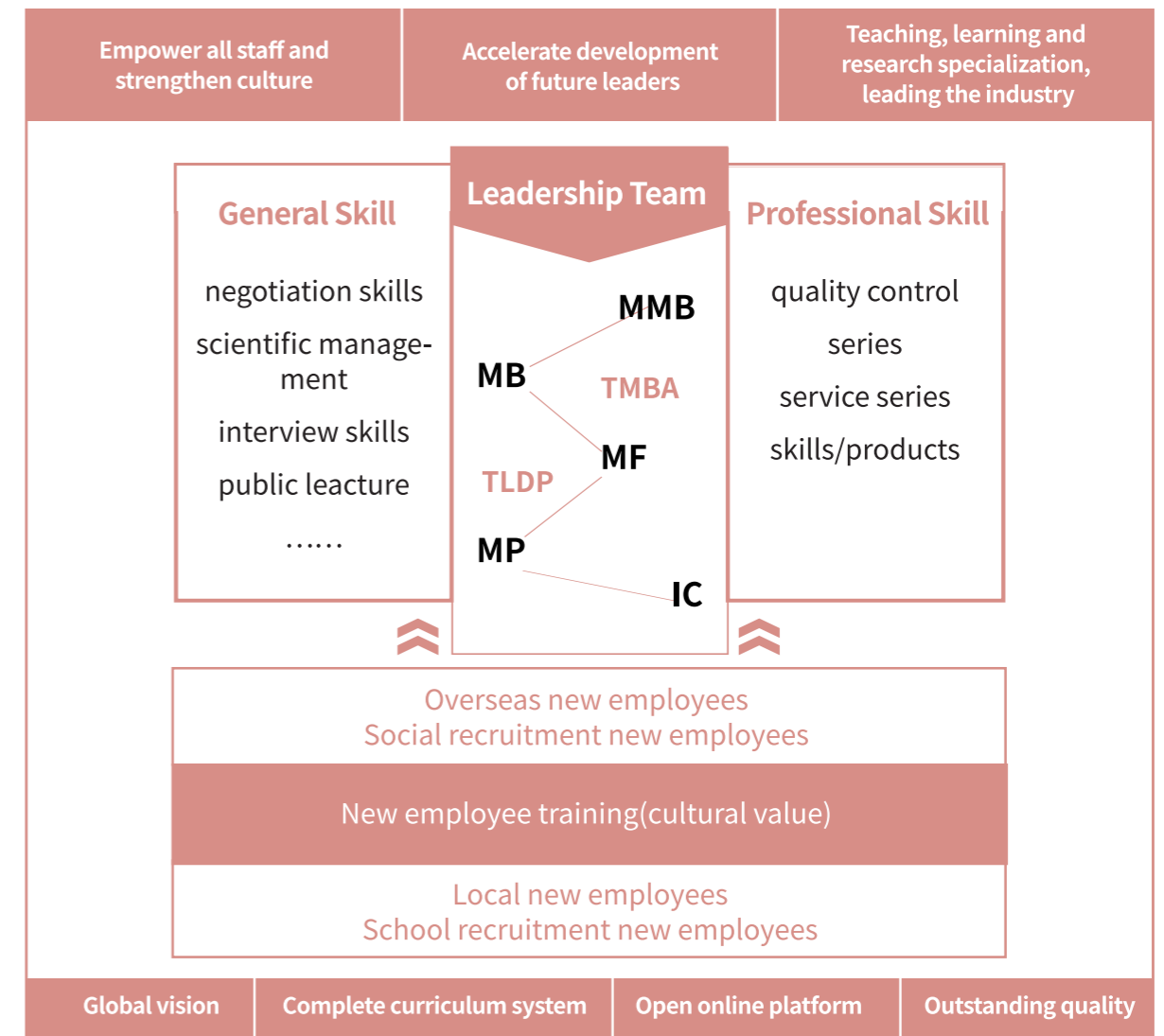
In July 2021, Trip.com University officially changed its name to the Trip.com Group Academy. At the same time, the Group launched its inaugural "Chengzhang Day" event. Through rich and colorful activities, such as a Chengzhang Market and Chengzhang Energy Station, the event created a learning and growth atmosphere that attracted the enthusiastic participation of employees.

In the future, the Trip.com Group Academy, based on its goals of "professionalism, enthusiasm and interest" and understanding of the company's current and future competency requirements, will plan Trip.Group talent growth map, and look to provide targeted training courses for employees at different

levels and sequences and empower the growth of employees company-wide. It will also customize personalized training plans for employees according to their talent evaluations, and thereby create a more magnificent and beautiful "Trip.com Group Academy".

<b>Great Quality</b> concept basic knowledge core tools application supportive abilities	<b>Globalization</b> strategy overseas bussiness core managemengt tools cross culture softskill leadship	<b>Scientific Management</b> conception tools & methods service products & big data	<b>Core Position Skills and Professional Ability</b> interviewer product manager quality control position	<b>Leadership</b> self-management new manager training middle management leadership practice	<b>Professional Knowledge</b> air ticket hotel ground transportation travel finance business trip
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### Trip.com Group Academy: Overview of the main curriculum framework



## Creating a Harmonious Atmosphere

“ Trip.com Group believes that a free and open environment helps stimulate everyone's creativity. In our company, everyone's sincere voices deserve to be heard and respected, regardless of rank or position. Simple and direct communications and close cooperation not only can make employees better at uniting into stronger forces, but also help employees gain precious friendships and outstanding achievements.

”

—Trip.com Group Recruitment Dept.

### Protecting Employees' Rights and Interests

Trip.com Group's employment system and practices strictly abide by the requirements of China's Labor Law and Labor Contract Law, while we also actively work to improve employee benefits. The Group's employee benefit system aims to meet the core benefit needs of our employees while also highlighting the special characteristics of the company. As such, the Group actively fulfills its statutory social insurance obligations and provides a perfect set of medical insurance plans for every employee. In addition, to further help relieve employee worries, the company supplements these benefits with commercial health insurance (including for employee children) and provides competitive self-financed insurance plans for other family members to choose from, including life insurance, critical illness insurance, accident insurance and medical insurance.

Trip.com Group cares deeply about the health and life of its employee and offers a number of corresponding policies. For all regular employees who have continuously worked at the company for one year or more, the company pays for their annual physical examination. Pregnant female employees who commute to work can be reimbursed for all their round-trip transportation expenses. If a female employee or male employee's spouse gives birth, both can enjoy maternity/paternity gifts and related medical subsidies. In addition to providing employees with public holidays, marriage leave, maternity leave and other statutory paid leave, the company also provides 3-15 days of paid annual leave for employees with more than one year of work experience. In order to encourage employees to continue to study and improve themselves, the company also gives each employee paid examination leave. In order to further enrich employee's lives Trip.com Group also issues several funds and subsidies, including vacation vouchers to help subsidize employees' individual vacation travel, as well as special activity funds to all departments for department-related social activities and to carry out travel-based development activities as department units. In 2021, Trip.com Group launched

the employee benefits project "Enjoyment Tour", where employees can access to exclusively low prices on travel products. With these initiatives, we hope and encourage all employees to become "travelers" in their free time.

### Trip.com Group Employee Benefits System

**Insurance:** Supplementary commercial medical insurance, employer liability insurance, mutual fund for travel insurance, preferential self-financed plans for several other insurance types.

**Employee Care:** Annual physical examination, 8th Anniversary incentive program, attendance bonus, subsidies for telecommunication fees and working off-site, foreign-related employee benefits.

**Leave and Vacation:** Travel benefits, 2% off travel gift cards, annual holiday discount gift cards, incentive programs for employee feedback on travel products.

**Maternity/Paternity and childcare:** Interest-free loans for social maintenance fees, subsidies for transportation expenses during pregnancy, maternity/paternity gifts, maternity-related medical subsidies, special leave policies, and additional maternity benefits for female employees.

### Rich Staff Activities

#### 1. Year-end Celebration

Through both online and offline channels, the annual Year-end Celebration in January brings together more than 30,000 of Trip.com Group employees, family members, friends and partners.





## Rich Staff Activities

### 2. Company's Anniversary Celebrations & Birthday Parties

Every year on October 28, Trip.com Group celebrates its "Company Birthday", with nearly 30,000 employees in branches all over the world participating by wearing colorful clothes to show off their individual personalities and joining public welfare-based activities and charity sales.



### 3. Sports Day

The Group headquarters and regional branches hold spring or autumn sports days every year to demonstrate the passion and hard-working team spirit of our employees on the field. Meanwhile, we also invite employee family members to participate in the sports days and set up parent-child / family sports events to join in the happy atmosphere.



### 4. Customer Service Day

Trip.com Group has more than 10,000 customer service partners all over the world. The June 16th, Customer Service Day festival was created in honor of their work.



## Travel Mutual Fund

In order to cultivate the spirit of mutual aid, and to support employees and their families who suffer major difficulties Trip.com Group has set up a mutual aid fund. The fund covers issues such as critical diseases, major surgeries, death due to disease or accidents, non-work-related accidents and disabilities. The plan is jointly funded by the company and participating employees, where the company and employees each pay 100 RMB annually to help pay for relevant costs of any employees participating in the plan and their spouses, parents and children.

### Number of Employees Receiving Funding and Amount Recieved under the Mutual Aid Fund

In 2019, **231** people received a total of RMB **3,169,000**

In 2020, **292** people received a total of RMB **4,024,000**

## Employee Engagement and Communications

Open and active communications with employees are essential to maintaining a healthy and harmonious working environment. Recognizing this, Trip.com Group has set up a variety of employee communication channels, including monthly HR open days, suggestion mailboxes, department meetings and bi-annual company-wide satisfaction surveys. Through these channels, we gather feedback from employees on their concerns and areas for which we can improve.

Trip.com Group carries out regular employee satisfaction surveys for each functional department every six months, and randomly selects 5% of the employees from the whole staff to survey. Scoring and commenting on the work of certain functional departments that have major effects on the work and life of employees such as human resources, finance and administration, are collected. According to the survey results and questionnaire analysis, all departments are then directed to carry out corresponding work to improve in specified areas. These results are then compared against the satisfaction results of the next questionnaire, and the process is repeated. The result is employee satisfaction and employee feelings tend to improve over time.

## Cultivating a Diverse and Inclusive Workforce

Trip.com Group is dedicated to building a team of professionals where our employees feel supported and motivated. Considering the importance of equality, diversity and inclusiveness in the workplace, Trip.com Group has formulated related policies applicable to all current and prospective employees. The policy prohibits the discrimination in the recruitment process or at the workplace on the basis of gender, pregnancy, marital status, family status, disability and race. Our employees are awarded with competitive remuneration based on factors such as average salary standards, professional competencies and work performance. In 2020, the number of foreign employees at Trip.com Group worldwide exceeded 800, while the number of disabled employees in China exceeded 90.



### Experimenting with Hybrid Offices

During the era of the pandemic, flexible working arrangements have become particularly important. Following this trend, Trip.com Group launched a "Home Office Trial" in 2020 and launched a "Hybrid Office Trial" in 2021. The employees of the latter group included those from customer service, technology, products, business, marketing and functional positions, with these employees working at home every Wednesday and Friday. The trial will compare a control group against a hybrid office group and look at the effects of the hybrid office from several dimensions, including "the impact of working from home on employee performance and team project progress, the experience and feeling of working from home, and the impact of working from home on the retention and attraction of outstanding talents". The results of these tests will help the company decide whether the hybrid form can be used as one of the company's long-term office forms in the future. The trial period is from August 9, 2021 to January 30, 2022, a total of 6 months. If the feasibility of the hybrid office is verified via the trial, we will consider opening it to more or even all employees in the future with the goal of helping employees, especially working mothers, better balance work and life.



### Female Employee Development

Trip.com Group attaches great importance to gender equality and the development of our female employees. Women make up more than half of the Group's employees, of which women account for 42% and 30% of the middle and senior management respectively. The Group promises to support the principles of empowering women formulated by the United Nations Global Compact and UN Women, which means recruiting without gender restrictions, ensuring equal pay for equal work across all positions, actively recruiting female employees to enrich teams and creating equal career paths for both women and men. In terms of maternity benefits and the rights and interests of female employees, the company provides an additional maternity allowance of 3,000 RMB and full reimbursement for commuting expenses to pregnant employees. In addition, each department has prepared special reclining chairs for pregnant employees and multiple floors of our offices have nursing rooms for female employees.



## Maternity/Paternity Leave Policy

Female employees are entitled up to **98** days of paid maternity leave, and if **15** days before delivery the hospital issues a certificate indicating a difficult birth (dystocia) may occur, **15** days of maternity leave can be added to this total. For multiple births, another **15** days of maternity leave will be added for each additional birth. Maternity leave includes regular rest days and statutory holidays.

If a male employee's spouse gives birth, he will be entitled to **40** hours of paid paternity leave without any limit on the number of births. If such an employee works in a location where local laws or regulations stipulate a paternity leave period exceeding 40 hours, the local laws shall apply.

In case of a miscarriage, female employees shall remain entitled to a reduced period of paid maternity leave as long as the miscarriage is certified by a hospital. If the pregnancy is less than 4 months, **15** days of maternity leave will be granted. If the pregnancy is over 4 months, **42** days of maternity leave will be granted.

Male employees who receive a vasectomy shall be entitled to any associated paid leave according to the standards of their local work location.

Reasonable prenatal check-up time during work hours for female employees shall be regarded as paid working hours. If problems are further diagnosed or treated by prenatal check-ups, subsequent doctor's visits shall generally not be considered as prenatal check-up time. The frequency of prenatal examinations shall be determined by the Human Resources Department in accordance with the law.

For female employees, during the first 12 months after delivery, they shall be entitled to **1** hour of nursing time during working hours every workday. Employees who give birth to multiple babies will be entitled to **1** additional hour of nursing time for each additional baby. Nursing time should be used on a daily basis, not accumulated or transferred for other vacation use.

## Supporting Employees with Disabilities

Trip.com Group has been recruiting people with disabilities since 2001. By the end of 2020, the company employed more than 90 of such employees. According to the person's particular strengths and limitations, the company specially arranges corresponding posts, such as specialists in customer service, cultural tourism and ticketing. Like all of our employees, the company attaches great importance to the training and development of employees with disabilities and ensures they enjoy equal treatment and grow together with Trip.com Group and their colleagues.

## Protecting Employee Health

The physical and mental health of our employees is not only the greatest benefit to us, but also the basic requirement of having a human-centric management. Trip.com Group strives to provide employees with a safe and healthy working environment and the Employee Manual is regularly updated to ensure employees have the best relevant occupational health and safety guidelines to help mitigate health and safety risks. The Group also conducts regular fire drills across its office locations and, according to seasonal changes, takes measures to avoid risks of heatstroke or cold-related health issues. Due to excessively high temperatures in the summer, the company also pays out high-temperature subsidies to employees according to the associated regulations.

## Protecting Employees Health in Case of Epidemic Emergencies

Ensuring the health and safety of our employees is the company's top priority. During the onset of the COVID-19 outbreak, the Group responded immediately to ensure a safe working environment for its vast workforce and designed plans to best help people prepare for returning to the workplace. Through using a complete closed-loop scheme, with clear lines and mechanisms of responsibility,



employees in all regions and departments were able to feel at ease as they returned to work. Through this period the Group initiated and iterated on its internal Crisis Communication and Emergency Response mechanisms, and designed intervention plans for inter-departmental communications in advance. With these steps, the company was able to monitor, warn and manage high-risk points in advance and effectively prevent the spread of the epidemic in the work environment. In addition, the Group intervened in managing public opinion internally and positively guided public opinion to provide employees with a stable, secure and transparent working atmosphere.

## Management Mechanism for an Epidemic Emergency

### 1. Release of relevant internal programs and policies

Timely respond to local government policies and ensure company is in accordance. Formulate and release corresponding company policies so as to protect the rights and interests of the company and employees. During the epidemic period, various government agencies across regions and at all levels frequently update their work resumption policies and conditions. Local HR branches should connect with local policy portals to timely update their information, and declare the resumption of work to the headquarters and branch offices, thereby synchronizing the employees to their respective return to work policies.



### 2. Emergency handling methods and care mechanisms

To ensure the full safety of all onsite staff, all business units and branches should supervise and manage each employee through the dual supervision of their HR department and line managers. Managers must make sure all employees go through critical epidemic-related preventative processes before entering the workspace, namely making a full staff health declaration → personnel testing in key areas → point-to-point communication and home isolation → temperature monitoring before entering the workspace → setting up abnormal temperature isolation area → accompanying testing or notifying the CDC.

### 3. Reporting of epidemic emergencies and public opinion management

Release the reporting and handling mechanism for abnormal situations, and process epidemic-related emergencies in a timely manner. While ensuring the safety of employees, manage internal public opinion and stabilize employees' emotions.

## Mental Health Counseling for Customer Service

In order to reduce the psychological and emotional pressures of front-line customer service staff, the company has assisted their work through developing several technologies, including a smart inquiry distribution system, and automatic speech recognition software. Data shows that in 2020, more than half of users' requests are resolved via a one-time solution provided by the smart customer service technology. The Group has also established a series of measures to service our customer service staff, including the "Customer Service Day" and daily psychological counseling services, to help continuously improve the front-line experience for both users and staff.



“ Customer service staff are the company's last line of defense. We must ensure the feelings and health of the front-line customer service staff. ”

— Jane Sun, CEO of Trip.com Group

## Upholding to Green Operations

As a responsible corporate citizen, Trip.com Group recognizes our role in addressing global climate change. The Group actively practices the philosophy of green development by making good efficient use of resources and energy. We are improving our energy utilization efficiency in multiple ways, including through the construction of a green data center, instilling green environmental protection behaviors in our daily operations, and striving to reduce the associated consumption of resources and energy such as paper, water and electricity, thereby reducing the environmental impact of the company's operations.

### Practicing the Philosophy of Green Development

The Trip.com Group's headquarters at Shanghai's Sky SOHO is a gold-certified building according to the Leadership in Energy and Environmental Design (LEED) green building rating system. It notably utilizes smart energy management and solar energy systems, with heating and air conditioning equipment that uses resource-efficient startup strategies and optimization measures for temperature regulation. The building also utilizes water recycling and solar heat water systems for bathroom and handwashing water, so as to achieve the double effect of energy conservation and emissions reduction. From 2019 to 2020, electricity consumption in the workplace decreased by nearly 2.2 million kWh.

In order to further strengthen our green office culture, the Group puts forward the 3R philosophy, which aims to guide employees to reduce, reuse and recycle as much as possible in their daily office work. In terms of saving paper, the internal office supplies of the Group have been replaced with greener and low-carbon materials, and the printing equipment utilizes conspicuous prompt signs to encourage employees to use double-sided printing whenever possible. Similarly, messages stating "Save Paper and Eliminate Waste" are posted throughout the office washrooms in an effort to save toilet paper.

Since 2017, Trip.com Group has carried out a waste sorting pilot project at its No. 999 Jinzhong Road office. Since the official waste sorting regulations of Shanghai Municipality were implemented in 2019, the company strictly abides by the relevant rules and regulations, carries out multi-staged detailed publicity on the standards, regulations and query channels of waste classification online, sets and labels garbage cans according to the requirements, and organizes meetings with various departments for communication and interpretation. The result is employees are guided to be and have become actively participating in waste sorting practices.

Since January 2020, the Group has carried out a monthly publicity campaign of called the "Green Plan" which focuses on communicating aspects of environmental protection to employees, aiming to gradually cultivate a deeper corporate culture of sustainable development. Related activities focus on saving food, recycling, planting trees, reducing driving, reducing smoking, saving paper and other topics covering many aspects of life, work, clothing, food, housing and transportation.

### Building a Green Data Center



Trip.com Group pays attention to the environmental impact of its data center operations. In order to maximize the energy efficiency of data center facilities, the Group has purchased cooling towers, pumps, chillers and other equipment, and its minimum energy efficiency indicator is a level 2 on China's energy efficiency system. Our data centers use centralized chillers for natural cooling in winter or at appropriate temperatures. In addition, our cold channel containment also adopts energy efficiency characteristics such as adjustable floors. These methods help reduce the large amount of power consumption in the cooling process of our data center.

# Appendix



## Appendix I: Key Performance Indicators

### Economic Performance

Indicator	Unit	Y2019	Y2020
Annual Transaction Volume	RMB (Billion)	8,650	3,950
Annual Revenue	RMB (Billion)	35,666	18,316
Net Profit	RMB (Billion)	6,998	-3,269

### Social Performance

Indicator	Unit	Y2019	Y2020
Total Workforce	Staff Members	44,300	33,400
Female Employees	%	61	61
Male Employees	%	39	39
Employees with Disabilities (China Region)	Staff Members	95	91
Foreign Employees	Staff Members	905	803
Employees Aged 30 or Younger	%	60	59
Employees Aged 30-50	%	39	40
Employees Aged 50 or Older	%	1	1
General Staff	%	86	83
Middle Management	%	14	17
Senior Management	%	1	1

Indicator	Unit	Y2019	Y2020
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Female Members of Senior Management	%	29	30
Female Members of Middle Management	%	41	42
General Staff Who Have Received Training	%	81	74
Middle Management Who Have Received Training	%	17	25
Senior Management Who Have Received Training	%	2	1
Female Staff Who Have Received Training	%	58	41
Male Staff Who Have Received Training	%	42	59
Average Amount of Training Hours for Senior Managers	Hours	17	8
Average Amount of Training Hours for Middle Managers	Hours	10	21
Average Amount of Training Hours for General Staff	Hours	6	11
Average Amount of Training Hours for Male Employees	Hours	7	21
Average Amount of Training Hours for Female Employees	Hours	6	8

### Environmental Performance

Indicator	Unit	Y2019	Y2020
Natural Gas Consumption	m3	315,107	241,561
Gasoline Consumption	liter (l.)	13,054	9,503
Workplace Electricity Consumption	kWh	12,405,583	10,223,905
Workplace Square Area	m2	91,475	91,475
Workplace Electricity Consumption / Square Unit of Area	kWh / m2	136	112
Water Consumption	Tons	93,460	92,672

# Appendix II: GRI Standard Indicators

Code Number	Page Number and Reasons for Being Omitted
<b>Organizational Profile</b>	
102-1	P8
102-2	P8
102-3	P92-P93
102-4	P8
102-6	P8
102-7	P8
102-8	no significant changes
102-10	no significant changes
102-11	P23-P25
102-12	P51-P54
102-13	P51-P54、 P74
<b>Strategy</b>	
102-14	P6-P7
102-15	P6-P7
<b>Ethics and Integrity</b>	
102-16	P9、 P10
102-17	P74
<b>Governance</b>	
102-21	P14-P16
102-29	P16-P17
<b>Reporting Practices</b>	
102-45	P92-P93
102-46	P92-P93
102-47	P16-P17

Code Number	Page Number and Reasons for Being Omitted
102-48	P92-P93
102-49	no significant changes
102-50	P92-P93
102-51	P92-P93
102-52	P92-P93
102-53	P92-P93
102-54	P92-P93
102-55	P89-P91
<b>Economic</b>	
<b>GRI 201: Economic Performance</b>	
GRI 103	P75
201-1	P87
<b>GRI 202: Market Presence</b>	
GRI 103	P75
<b>GRI 203: Indirect Economic Impacts</b>	
GRI 103	P40-P44
203-1	P40-P44
203-2	P40-P44
<b>GRI 205: Anti-corruption</b>	
GRI 103	P74
<b>Environmental</b>	
<b>GRI 302: Energy</b>	
GRI 103	P85
302-1	P88
302-4	P85
<b>GRI 303: Water</b>	
GRI 103	P85
<b>GRI 304 : Biodiversity</b>	



Code Number	Page Number and Reasons for Being Omitted
GRI 103	P51-P54
<b>Social</b>	
<b>GRI 401: Employment</b>	
GRI 103	P76-P84
401-1	P87-P88
401-2	P78-P80
<b>GRI 402: Labor Relationship</b>	
GRI 103	P76-P84
<b>GRI 403: Occupational Health and Safety</b>	
GRI 103	P83-P84
<b>GRI 404: Training and Education</b>	
GRI 103	P76-P77
404-1	P87-P88
404-2	P76-P77
404-3	P87-P88
<b>GRI 405: Diversity and Equal Opportunity</b>	
GRI 103	P80-P83
405-1	P87-P88
<b>GRI 406: No-discrimination</b>	
GRI 103	P80-P83
<b>GRI 413: Local communities</b>	
GRI 103	Labor/Management Relations
GRI 103	P40-P44
413-1	P40-P44
413-2	P42-P44
<b>GRI 416: Customer Health and Safety</b>	
GRI 103	P20
<b>GRI 418: Customer Privacy</b>	
GRI 103	P36

## Appendix III: About This Report

This report is the eighth Corporate Citizenship Report issued by Trip.com Group to all stakeholders, focusing on the disclosure of information related to the company's social responsibility and efforts to solve social issues in regards to such aspects as the company's economic performance, products and services, industry ecosystem, social welfare, environmental protection, and employee development.

### Report Format

This report is published in Chinese and English, including both printed and online versions.

### Reporting Standards

This report is intended to meet the relevant standards of corporate social responsibility disclosures commonly used in the Chinese and international industries, and is composed based on both the background of the tourism industry and the true conditions of Trip.com Group. The standards referenced in this report include those of the Global Reporting Initiative (GRI)'s GRI Sustainability Reporting Standards and the United Nation's *2030 Agenda for Sustainable Development*.

### Contents and Scope

This report follows the principles of "stakeholder participation, sustainable development background, materiality and integrity". A materiality analysis based on these principles is used to identify material topics and their scopes.

### Time Span

The data and contents disclosed in this report cover the period from January 1, 2019 to December 31, 2020. In order to enhance the comparability and forward-looking characteristics of the report, the time range referenced for some contents has been extended before and after this period.

### Reporting Cycle

The report is published on a biennial basis, with the last report being "Trip.com Group Corporate Citizenship Report (2017-2018)".

## Data and Information Disclosure

The company's internal data collection system and statistical statements

Qualitative and quantitative information Gathering Questionnaires based on the report framework

Surveys and interviews with relevant company representatives and stakeholders

Publicly disclosed information

## Currency

Unless otherwise specified, the amounts listed in this report are listed in RMB.

## Description of References

For convenience, all instances of "company" and "we" used in this report refer to Trip.com Group.

## Reliability Guarantee

The company guarantees that the contents of the report do not contain any false records, misleading statements or major omissions.

## Accessing the Report

To reduce the environmental impact of printing, we recommend that you read the electronic version of this report, which can be download from Trip.com Group's Corporate Citizen website. If you need a hardcopy of the report, please contact Trip.com Group Public Affairs Department.

## Contact Us

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# Appendix IV: Expert Comments

The past year has been a challenging time, especially for the tourism industry. It's gratifying to see Trip.com Group facing these headwinds straight on, and timely publishing their corporate citizenship report for 2019-2020, while embracing the theme of "pursuing the perfect trip and safeguard travel".

This report details how Trip.com Group is able to pursue long-term organizational development while building organizational resilience. It does this all the while facing the various uncertainties, risks and changes, including those brought on by the pandemic and the popularization of new technologies, such as big data, smart devices, Internet of things, mobile Internet and cloud computing, as well as the national campaigns of poverty alleviation and rural revitalization. For example, Trip.com Group launched its Safeguard Cancellation Guarantee policy and a series of "safe travel" activities during the pandemic, which greatly improved the travel security of users. In addition, Trip.com Group continues to actively embrace new technologies which help accelerate and further establish a smart tourism industry, including through their innovative initiatives such as "BOSS Livestream", "smart cultural tourism platform" and "Tourism Revival V Plan". These and related efforts are helping optimize the allocation of tourism resources and promote the transformation and enhancement of the tourism industry as a whole. At the same time, Trip.com Group's responsible travel and consumption initiatives cleverly connect their business strategies with important national strategic objectives such as rural revitalization, promoting China's cultural heritage and innovation, and carbon neutralization, thereby highlighting how government and private firms can jointly build a community with a shared future for tourism.

It is worth mentioning that Trip.com Group's corporate citizenship practices are closely linked to the company's value chain activities. On the one hand, this leverages the company's core resources and advantages, and on the other hand, it also provides other firms in the tourism industry with a model for integrating social responsibility and sustainable development into their corporate strategies. I hope that Trip.com Group will continue to be a leader in the tourism industry, and help usher in a "spring" of well-rounded recovery for the tourism industry as soon as possible, while also bringing sustainable value creation to users and the tourism industry.

—Associate Professor of Management, School of Business, Sun Yat-sen University

Dr. Juelin Yin

Prior to the onset of the pandemic, I had experienced several of Trip.com Group's overseas-based services on trips abroad, including being able to request Chinese taxi drivers to pick me up from the airport, having an automatic electronic guide and explanation of foreign places of interest, convenient taxi services anytime and anywhere, being able to configure a diversified combination of long-distance, short-distance and free travel options, rapid reaction to service issues feedback, etc. I was amazed to see that Trip.com Group could provide such thoughtful services for users abroad and that the company seemed have to have already covered the global high-end fields of the tourism industry.

As the pandemic began to spread around the world, the international political, economic, technological, cultural and security patterns also began changing. Such a rapid set of dramatic changes is presenting the world with great challenges unseen in a century. As a global travel service provider, Trip.com Group in turn must face these challenges head-on.

With the corporate mission of "pursuing the perfect trip and safeguard travel", Trip.com Group should not only seek economic breakthroughs, but also look to actively assume more corresponding social responsibilities associated with this changing environment. The value of an enterprise not only depends on the success of its business model, but also its social responsibility strategy and assumption of a wider social role.

Innovation has brought vitality and vigor to Trip.com Group. Faced with a hindered international tourism industry during this time, Trip.com Group continues to develop new lines of business. Through areas such as livestream-based marketing, information flows and short videos, the company is turning crises into opportunities, and finding new economic growth points domestically.

The outline of China's 14th five-year plan proposes to fully implement the rural revitalization strategy, and Trip.com Group is actively participating in this process by promoting its "Tourism Rural Revitalization" concept to the strategic level of the company. In order to fully utilize the company's advantages in this area, it is combining products, services and marketing, actively participating in rural infrastructure construction and residential environment improvement, creating rural tourism products with more Internet characteristics, and building more public welfare-based Trip.com Group Country Retreats. The huge market potential and positive development opportunities in rural areas also provides a broad space and stage for the development of Trip.com Group's domestic business.

In addition to being responsible to the company's management, shareholders, employees, consumers, industry partners, communities and other relevant stakeholders, Trip.com Group also is integrating its social responsibilities into the strategic national campaign of "the great rejuvenation of the Chinese nation", leveraging the Group's advantages in capital, market, technology and talents, making new contributions to rural revitalization, accurately grasping rural needs, mobilizing resources and improving the efficiency of its service. Trip.com Group's strategy also meets the requirements of the "14th five year plan" to run the new development

concept of innovation, coordination, green, openness and sharing through the whole development process and all fields, build a new development pattern and effectively change its development mode.

Trip.com Group's social responsibility strategy closely integrates macro national policy with the enterprise's own business expertise and the actual needs of the people, and interprets Trip.com Group's feelings of home, country and its responsibility philosophy with practical actions.

— **Director of the Corporate Social Responsibility Department**

**at "China Philanthropy Times"**

**Xu Hui**

# Appendix V: Reader Feedback

Dear readers,

Thank you very much for reading this report. In order to improve the quality of the report and help Trip.com Group continue to improve its corporate social responsibility, we sincerely invite you to provide your valuable feedback and suggestions regarding this report.

Report Preparation Group

September 2021

**For the following questions, please offer your score rating from 1 to 5, with 1 being the lowest/worst and 5 being the highest/best.**

1. What is your overall opinion of this report?
2. How is quality of the social responsibility information disclosed in this report?
3. What is your overall opinion of Trip.com Group stakeholder communications?
4. What do you think of the structure of this report?
5. What do you think of the layout and design of this report?
6. What do you think of the readability of this report?

Please put forward any other feedback and suggestions here:

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Your contact information:

Full name:

Association:

Phone No.:

E-mail:



◀◀◀ **Scan the QR Code**

Let us know your feedback and comments on the report

We will fully consider your opinions and suggestions, and pledge to properly safeguard your above private information from being obtained by any third parties.