



# 3.3 Corporate Citizenship



Total public welfare  
investment:  
approximately

**41** million  
RMB



At the beginning of 2021, we launched the RELX Care Community Service Program to carry out standardized, systematic, and long-term community service activities. We invest in environmental protection, social welfare, care for senior citizens, and rural revitalization to fulfill RELX's corporate social responsibility. In 2021, we invested approximately 41 million RMB in community benefit initiatives.



Community service

## RELX 2021 Major Community Benefit Initiatives

Initiatives	Description
Used Pods Recycling Program	RELX recycled used pods at the stores in many Chinese cities.
Rural Revitalization	The cement resource produced from the recycled used pods are donated to villages for the construction of roads, bridges, sanitary toilets and other infrastructure projects to improve rural production and living infrastructure.
Let Siberian Tigers and Amur Leopards Return to Northeast China Program (东北虎豹回东北项目)	RELX cooperated with China Green Foundation (中国绿化基金会) to cultivate ecological farmlands, form a RELX Patrol Team, and fund the establishment of a monitoring network for the purpose to conserve Siberian tigers' and Amur leopards' habitats.
Donations to disaster-hit areas	RELX donated 3 million RMB to disaster-hit areas in Henan and provided assistance funds of 20 million RMB for franchisees.
Bridging the digital divide	RELX provided older users over the age of 60 with intelligent speakers.

### ★ CASE

## RELX carrying out a nationwide Used Pods Recycling Program (空弹回收计划)



Recycled pods are used in the construction of rural roads

In September 2021, RELX launched the Used Pods Recycling Program. We cooperated with China Siyuan Foundation for Poverty Alleviation (中华思源工程扶贫基金会) to process waste pods into cement clinker through the cement kiln co-processing technology and used it in rural infrastructure construction. In this way, used pods are recycled and reused harmlessly and support rural revitalization. The Used Pods Recycling Program is the first full-lifecycle used pods recycling solution in the e-vapor industry. By April 20, 2022, the Used Pods Recycling Program has covered 81 cities in China and has recycled approximately 1.23 million used pods. We will continue to open recycling outlets in stores in more cities across China to increase recycling efficiency, letting every user can easily recycle used pods. Moreover, we will continue to explore more economic value of used pods in the recycling field.



A used pod recycling bin



Used pods are put into recycling bags for recycling



# ★ CASE

## RELX's Let Siberian Tigers and Amur Leopards Return to Northeast China Program (东北虎豹回东北项目)

In 2020, RELX launched the Let Siberian Tigers and Amur Leopards Return to North-East China program, donating 1 million RMB to the China Green Foundation's Happy Home for Tigers and Leopards program (幸福家园·与虎豹同行) every year. RELX's program takes Hunchun's Anling Village, a community near the Northeast China Tiger and Leopard National Park, as a pilot to protect the individual safety of tigers and leopards around the village and promote sustainability in villagers' livelihood. We set up a patrol team of 20 people. We purchased 20 sets of testing equipment to observe wild animals' behaviors and the law of crop damages. Meanwhile, we cooperated with the National Park Administration to regularly patrol the mountains to prevent poaching and remove traps and nets. We have planted 4 hectares of farmland in the local area to attract Siberian tigers' prey, such as wild sika deer and boars, to feed. We also provided subsidies to villagers to compensate for the loss of cash crops due to wild animals. In addition to subsidies, we give the villagers beehives to make extra income through bee farming and other methods.

In 2021, we observed Siberian tigers' footprints near the RELX ecological field, which proved there are more and more Siberian tigers in the conservation area. The RELX-funded monitoring network is tracking wild animals' traces in real-time. Moreover, we have built an ecological science education center in the local area. Programs related to ecotourism and natural research will soon be available. In the future, RELX will work with the foundation to further stabilize the ecosystem, promote integrated conservation and restoration, and build high-quality ecological protective shields.



Members of the RELX patrol team



The RELX ecological field in Jilin Province, Northeast China



RELX's ecology science popularization and education center