

1.3 Stakeholder Communication

We have identified six major groups of stakeholders by referring to global peers' experience and practice. The six major groups of stakeholders are shareholders and investors, users, regulators and non-governmental organizations (NGOs), employees, partners, and communities. We collected stakeholders' expectations and concerns via various channels and take their common concerns into consideration when making ESG strategic decisions and operating the ESG management system. We have set up unblocked and efficient channels to communicate with stakeholders. Through these channels, we listen to their opinions and provide real-time feedback.

Stakeholder	Shareholders and investors	Users	Regulators and NGOs	Employees	Partners	Communities
Expectations	<ul style="list-style-type: none"> · Continuous and stable growth · Product and Service quality · Compliance · Risk management 	<ul style="list-style-type: none"> · User experience improvement · Product quality and safety · Potential health risk and minor protection · Data and privacy protection 	<ul style="list-style-type: none"> · Potential health risk and minor protection · Product quality and safety Compliance · Data and privacy protection 	<ul style="list-style-type: none"> · Protection of rights and interests · Training and development · Health and benefits 	<ul style="list-style-type: none"> · Integrity · Mutual benefit · Empowering suppliers and distributors 	<ul style="list-style-type: none"> · Charity projects · Community investment · Volunteer activities
Major Communication Channels	<ul style="list-style-type: none"> · Non-deal roadshows · Online and offline conferences · News releases / announcements · Annual reports / quarterly result announcements 	<ul style="list-style-type: none"> · Official website and social media · User service hotline · Press conferences · User surveys 	<ul style="list-style-type: none"> · Information disclosure · Routine communication and reporting · Supervision and inspection · On-site visits 	<ul style="list-style-type: none"> · Internal meetings · Regular communications and surveys · Online and offline training 	<ul style="list-style-type: none"> · Request for proposal · Regular communications and assessment · Contracts and agreements · Supplier conferences · Distributor and franchisee conferences 	<ul style="list-style-type: none"> · Official website and social media · Interactions with charity organizations and communities

