百果园®

環境、社會及管治報告

Environmental, Social and Governance Report

2024

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關於本報告
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報告概況

深圳百果園實業(集團)股份有限公司(以下簡稱「百果園」「公司」)及附屬公司(統稱「集團」「本集團」或「我們」)欣然發佈的第三份《環境、社會及管治報告》(以下簡稱ESG報告),系統闡述集團在ESG管理、產品與服務質量、環境保護、員工權益與發展、供應鏈管理、社會公益等方面的實踐情況及相關績效,幫助利益相關方更加清晰、直觀及透明地了解集團的ESG表現。

REPORT OVERVIEW

This report is the third Environmental, Social and Governance Report (the ESG report) pleasantly issued by Shenzhen Pagoda Industrial (Group) Corporation Limited ("Pagoda" or the "Company") and its subsidiaries (collectively, the "Group", "the Group" or "We"), which systematically describes the Company's practices and performance in ESG management, product and service quality, environmental protection, employee rights and interests and development, supply chain management, social welfare, etc., and helps stakeholders understand the Group's ESG performance more clearly, intuitively and transparently.

編製依據

本報告編製採用香港聯合交易所有限公司(以下簡稱「香港聯交所」)《上市規則》附錄C2《環境、社會及管治報告守則》(以下簡稱「《ESG報告守則》」)。

BASIS FOR PREPARATION

This report has been prepared in accordance with Appendix C2 Environmental, Social and Governance Reporting Code (the "ESG Reporting Code") to the Listing Rules of The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

報告原則

ESG報告的編製遵守以下匯報原則:

- 重要性:本報告在編製過程中識別重要利益相關方,以確保利益相關方關注的事件和信息均有披露。
- 量化:本報告採用量化數據的方式展現環境與社會層面的關鍵績效指標,並附帶說明,以闡述其目的和影響。
- 平衡:本報告遵循平衡原則,全面地呈報本公司的ESG表現,避免造成利益相關方解讀或判斷的偏差。
- 一致性:本報告中已披露統計方法,後續年度將採用與本報告保持一致的統計方法。

REPORTING PRINCIPLES

The ESG report is prepared in accordance with the following reporting principles:

- Materiality: This report has been prepared by the identification of material stakeholders to ensure that stakeholder concerns and information are disclosed.
- Quantitative: This report presents environmental and social KPIs using quantitative data, along with descriptions to illustrate their purposes and impacts.
- Balance: This report follows the principle of balance in presenting the Company's ESG performance in a comprehensive manner that avoids bias in the interpretation or judgment of stakeholders.
- Consistency: The statistical methods have been disclosed in this report and will be used in subsequent years in a manner consistent with this report.

關於本報告
ABOUT THIS REPORT

報告範圍

本報告時間跨度為二零二四年一月一日至二零二四年十二月三十一日，部分內容往前後年度適度延伸。本報告覆蓋本集團主營業務。

數據來源

本報告所引用財務數據來源於經過審計的深圳百果園實業(集團)股份有限公司年報，其他數據來源於集團的公開信息、內部正式文件和相關統計。如無特殊説明，報告中涉及的貨幣金額均以人民幣為計量單位。

報告獲取方式

本報告以繁體中文、英文兩種文字發佈，在文本理解發生歧義時，請以繁體中文文本為準。您可在公司網站查閱下載本報告的電子文檔，網址為www.pagoda.com.cn，若需獲取紙質版報告，或對本報告有任何疑惑、建議和意見，您可以直接聯繫我們。

REPORTING SCOPE

This report covers the period from January 1, 2024, to December 31, 2024, with some modest extensions to prior and subsequent years. This report covers the Group's primary business.

DATA SOURCE

The financial data quoted in this report are obtained from the audited annual report of Shenzhen Pagoda Industrial (Group) Corporation Limited. Other data is sourced from the Group's public discourse, internal official documents and relevant statistics. Unless otherwise specified, all monetary amounts reported are measured in RMB.

REPORT ACCESS

This report is published in both traditional Chinese and English. In the event of any discrepancy between the two languages, the traditional Chinese version shall prevail. You may view and download this report electronically from the website of the Company (www.pagoda.com.cn). If you need a paper copy of this report, or have any questions, suggestions and comments on this report, you can feel free to contact us directly.

董事長寄語
CHAIRMAN'S STATEMENT

百果園董事長
Chairman of Pagoda
余惠勇
Yu Huiyong

各位股東、合作夥伴、同仁、員工及顧客們：

二零二四年，百果園以破繭之姿在變革的浪潮中勇毅篤行，以堅韌意志和創新思維直面挑戰。面對全球經濟環境的不確定性、消費趨勢的快速演變與行業競爭的加劇，我們升級「高品質與高性價比水果專家與領導者」戰略，全力打響「高品質高性價比口碑戰役」，始終肩負一肩挑兩民的重任。一肩心系農者，深入產地與農民攜手，幫農民種好果，提升農民收入；一肩情牽市民，恪守初心，與民同行，嚴

Dear shareholders, partners, colleagues, employees and customers,

In 2024, Pagoda, with the posture of breaking free from the cocoon, courageously forged ahead amidst the waves of transformation, confronting challenges with tenacious willpower and innovative thinking. In response to the uncertain economy environment worldwide, rapid evolution of consumer trends and intensified competition in the industry, we upgraded our strategy of "Expert and Leader in High-quality and Cost-effective Fruit Industry", and are fully committed to fighting for the "high-quality and cost-effective word-of-mouth campaign". We steadfastly bearing the responsibility of serving the farmers and citizens. On one shoulder, we cared deeply about farmers. We delved into the production areas, joined hands with farmers, helped them grow high-quality fruits, and increased their income. On the other

董事長寄語
CHAIRMAN'S STATEMENT

格把控產品品質，守護國民健康，持續為消費者提供高品質、高性價比的水果。我們深知，唯有以「刀刃向內」的勇氣推進轉型升級，以「長期主義」的定力深耕產業生態，才能穿越週期，在新時代的浪潮中實現可持續發展，為經濟、社會創造更大價值。

shoulder, we are closely connected to citizens with affection. We adhered to our original aspiration, walked side by side with the people, strictly controlled the quality of products, safeguarded the health of the people, and continue to provide consumers with high-quality and cost-effective fruits. We are profoundly aware that only by driving transformation and upgrades with the "self-imposed" courage, and committing to the industrial ecosystem through "long-termism" persistence, can we weather the economic cycle, achieve sustainable development in the wave of the new era, and create greater value for economy and society.

治理革新：築牢可持續公司治理根基

在治理層面，我們重塑治理結構，將ESG理念深植公司發展戰略決策，持續完善ESG管治架構與目標管理閉環。同時，我們構建了廉潔合規的生態護城河，開展廉潔自律教育宣導，供應商《反商業賄賂協議》簽署率達100%。我們堅信，唯有以透明治理築牢責任底線，方能夯實企業穩健運營根基，為企業長遠發展保駕護航。

GOVERNANCE REFORMATION: BUILDING A FOUNDATION FOR SUSTAINABLE CORPORATE GOVERNANCE

In terms of governance, we have reshaped the governance structure with the ESG deeply rooted in the decision-making of our corporate development strategy and continued to improve our ESG governance structure and target management loop. Meanwhile, we have built an ecological moat of integrity and compliance, and carried out education and publicity on integrity and self-discipline, achieving a 100% signing rate for the Anti-Commercial Bribery Agreement (《反商業賄賂協議》) with suppliers. We're convinced that only by reinforcing the baseline of responsibility through transparent governance can we solidify the foundation for stable operations and safeguard the Company's long-term development.

董事長寄語
CHAIRMAN'S STATEMENT

戰略迭代：升級高質價比水果體驗

我們始終如一堅守對高品質的執着追求，建立「四度一味一安全」水果分級體系，構建全生命週期品控體系，從水果採摘、包裝、倉儲、物流到門店銷售終端的每一個環節進行嚴密質量把關；持續升級門店形象和服務標準，啟動「好果報恩」戰略行動，努力提升客戶滿意度。二零二四年，我們發佈行業首個《鮮切水果用原料果》企標，啟動「明廚亮灶」工程，通過果切直播向消費者提供「看得見的安心」，目前已試點推廣至43家門店，以期逐步向全國門店推廣實行；NPS調研結果穩中有升，客戶服務滿意度達98.04%。我們堅信，唯有堅守高品質與高性價比的雙重承諾，才能贏得消費者的長久信賴。

STRATEGY ITERATION: UPGRADING FRUIT EXPERIENCE WITH HIGH-QUALITY AND COST-EFFECTIVE

We have always adhered to the persistent pursuit of high quality, established the fruit grading standard based on the "sweetness and sourness, freshness, crispness, softness, flavor and safety", and constructed a quality control system covering the whole life cycle, to carry out rigorous quality control in every link from fruit picking, packaging, warehousing, logistics, to the end of the sales in stores; we have continued to upgrade the image of stores and service standards and initiated the "best fruit for you" strategic actions, to enhance customer satisfaction. In 2024, we published the industry's first Raw Materials for Fresh-cut Fruits enterprise standard, and launched "transparent kitchen (明廚亮灶)" project, offering consumers "visible security" through fresh-cut fruit live broadcast. Currently, the project has been piloted in 43 stores, with the aim of gradually rolling it out to all stores nationwide; in conjunction with the steady improvement in the NPS survey results, the customer service satisfaction rate reached 98.04%. We're convinced that only by unwaveringly upholding the dual commitment to both premium quality and exceptional cost-effectiveness can we earn consumers' enduring trust.

生態共贏：共建利益共享互贏生態

我們秉持利他文化精神，通過深化供應商管理、創新加盟商賦能機制、拓展行業資源協同，推動產業鏈價值共創。二零二四年，我們持續健全供應商全生命週期管理，開展5,380次國內供應商履約評估；執行門店「秘密顧客」明訪暗訪17,664次，監督檢查門店標準落實情況；全力為加盟商提供開業支持，催生海外市場破土，在印度尼西亞落地2家門店。我們堅信，產業鏈價值共生的道理，只有構建責任共擔、價值共享的生態圈，才能實現產業鏈的可持續發展。

ECOLOGICAL ALL-WIN: BUILD A WIN-WIN ECOSYSTEM WITH SHARED BENEFITS

We uphold the essence of the altruistic culture, to drive value co-creation across the industrial chain through deepening supplier management, innovating franchisee empowerment mechanisms, and expanding cross-industry resource collaboration. In 2024, we enhanced full life cycle management for suppliers, conducting 5,380 Chinese supplier compliance evaluations; executed 17,664 "undercover shopper" visits to oversee the implementation of standards in stores; and made every effort to provide pre-opening support for franchisees, which has spurred the development of overseas markets with two stores opened in Indonesia. We believe in the principle of symbiotic value within the industrial chain. Only by building a responsibility-sharing and value-sharing ecosystem can we achieve sustainable development throughout the industrial chain.

董事長寄語
CHAIRMAN'S STATEMENT

綠色發展：繪就綠水青山生態畫卷

我們積極響應生態文明建設號召，將綠色發展深度融入企業運營，以技術創新驅動低碳轉型，努力應對氣候變化挑戰。二零二四年，我們通過優化倉儲冷庫和照明能效、迭代物流車輛及智能化運輸系統，實現物流環節年減少溫室氣體排放約60噸；持續推進各類環保、可回收類物料使用，全國90%門店使用電子標籤，從源頭減少資源消耗；積極推廣BLOF生態和諧型種植技術，助力農業可持續發展。我們堅信，守護綠水青山是企業與自然和諧共生的永恒課題，將努力通過生態友好實踐與技術創新，踐行每一環節的綠色發展承諾。

GREEN DEVELOPMENT: PAINTING AN ECOLOGICAL PICTURE WITH LUCID WATERS AND LUSH MOUNTAINS

We actively responded to the advocation for ecological civilization construction, integrating green development deeply into our operations, driving low-carbon transformation through technological innovation, and striving to address the challenges of climate change. In 2024, we reduced greenhouse gas emissions by approximately 60 tons annually in the logistics sector through optimizing the energy efficiency of warehousing, cold storage and lighting, upgrading logistics vehicles and intelligent transport management systems. In addition, we continued to apply more environmentally friendly and recyclable materials, such as the use of electronic tags in 90% of our stores across China, to reduce resource consumption at the source; and actively promoted the BLOF ecological harmony planting technology, to help the sustainable development of the agricultural industry. We remain steadfast in our conviction that preserving lucid waters and lush mountains constitutes the eternal mission of corporate-nature symbiosis, and we will be committed to fulfilling green development commitments in each link through eco-conscious practice and technological breakthroughs.

人才沃土：共創員工成長美好未來

我們始終堅信，企業發展的「源頭活水」在每一位員工，我們努力打造安全、舒適的工作環境，為員工提供有競爭力的薪酬福利和公平晉升機會，支持員工成長，實現個人與企業同頻發展。2024年，我們持續完善培訓體系建設；開展幹部人才盤點，優化人才梯隊建設；開展368,001次安全巡查；樂業度得分提升至4.32分。我們堅信，唯有尊重個體價值、賦能職業成長，方能匯聚向心力，成就長青基業。

TALENT FERTILE GROUND: JOINING HANDS TO CREATE A BETTER FUTURE FOR EMPLOYEES

We have always firmly believed that the source of vitality for our development lies in every single employee. We strive to create a safe and comfortable working environment and provide competitive remuneration and welfare and fair promotion opportunities for our employees. We support the growth of employees and achieve the shared development of employees and the Company. In 2024, we continued to improve our training system; we implemented a cadre and talent record and optimized the construction of the talent team; we conducted 368,001 safety inspections, and raised the score of pleasure survey to 4.32 points. We're convinced that only by respecting the value of an employee and enabling professional growth can we pool centripetal force and achieve the lasting greatness.

董事長寄語
CHAIRMAN'S STATEMENT

大愛無疆：堅守大愛初心回饋社會

我們始終踐行企業社會責任，深度參與鄉村振興，通過產業幫扶、教育助學和志願服務等積極回饋社會。2024年，我們在四川、寧夏、甘肅、雲南等26個國家級鄉村振興與重點幫扶縣開展產銷合作，累計採購金額超7,000萬元，實現「農民增收、消費者受益」的良性循環；開展72個志願服務項目，參與達1,182人次，年內志願服務時長達5,426小時。我們堅信，唯有以行動傳遞責任與溫度，才能激發向善力量，與社會共築美好未來。

道阻且長，行則將至。面對新時代的機遇與挑戰，百果園將繼續以「高品質與高性價比水果專家與領導者」戰略為錨點，與諸君攜手，以水果為媒介傳遞健康生活理念，以產業為紐帶促進共同富裕，共同書寫中國果業高質量發展的新篇章。

深圳百果園實業(集團)股份有限公司
董事長
余惠勇

BOUNDLESS LOVE: ADHERING TO THE ORIGINAL SPIRIT OF LOVE AND CONTRIBUTING TO SOCIETY

We always fulfill our corporate social responsibility, deeply participate in the rural revitalization program, and actively contribute to the society through industrial assistance, education assistance and volunteer services. In 2024, we launched production-marketing cooperation with 26 supported counties under the national rural revitalization strategy in Sichuan, Ningxia, Gansu, Yunnan and other places, and recorded a total purchasing amount of over RMB70 million, realizing a virtuous cycle of "higher farmers' income and greater consumers' benefit"; we carried out 72 volunteer service projects with 1,182 participations, and our volunteer service reached 5,426 hours. It is our firm conviction that only by taking action to convey responsibility and warmth can we inspire the power of goodness and build a bright future with the wider civil society.

The road ahead is long and arduous, but perseverance will lead us to the destination. Embracing opportunities and challenges in the new era, Pagoda will continue to align with the strategic positioning of "expert and leader in high-quality and cost-effective fruit industry". We will collaborate with all of you to promote healthy lifestyles through fruit consumption, leverage industrial development as a bond to foster shared prosperity, and jointly compose a new chapter of high-quality development for China's fruit industry.

Shenzhen Pagoda Industrial (Group) Corporation Limited
Yu Huiyong
Chairman

關於百果園
ABOUT PAGODA

集團簡介

深圳百果園實業(集團)股份有限公司2001年成立於深圳，是一家集水果源頭採購、採後保鮮、物流倉儲、品質分級、種植技術支持、營銷拓展、品牌運營、門店零售、信息科技、科研教育為一體的大型連鎖企業，也是中國最大的水果零售經銷商，於2023年1月在香港交易所主板市場上市(股票代碼：2411.HK)。

百果園深耕水果行業，專注於好果研發，成立24年以來，百果園已擁有超200人專業採購團隊，遍佈新西蘭、智利、秘魯等26國，合作超800個水果基地，直採近1,000種好水果。集團深度參與育種與研發，目前已擁有46個獨家水果品牌，如獼宗品牌獼猴桃、大芭品牌貓山王、紅芭蕾品牌草莓、良枝品牌蘋果等。

我們重視果品全流程的質量管控，在全球首創「四度一味一安全」果品分級體系與「不好吃三無退貨」服務標準，通過引進全球領先的BLOF種植技術、應用科學採摘與保鮮技術、智能化倉儲物流配送系統、八大環節質量驗收、四重食品安全監測，實現從種植端到門店端的全鏈路食品質量安全把關。集團四大主體和東莞倉、廣州倉兩大初加工倉已通過ISO 22000：2018食品安全管理體系認證證書。截至2024年底，百果園門店數量為5,127家，進駐城市超180個，會員數量超9,000萬，構建了全鏈路、全場景、線上線下一體化及店倉一體化的水果專營零售網絡，此外，我們已通過京東、美团、抖音等多元化線上渠道觸達客戶，為客戶提供便捷高效的多元化線上購物選擇。

GROUP PROFILE

Shenzhen Pagoda Industrial (Group) Corporation Limited, established in Shenzhen in 2001, is a large chain enterprise integrating fruit sourcing, post-harvest preservation, logistics and warehousing, quality grading, planting technology support, marketing development, brand operation, store retail, information technology and research and education. The Group is also the largest fruit retail operator in China. We were listed on the Main Board of the Hong Kong Stock Exchange in the PRC in January 2023 (stock code: 2411.HK).

Remaining committed to the fruit industry, Pagoda has been focusing on the research and development of quality fruits. In the 24 years since its establishment, Pagoda now has a professional purchasing team of more than 200 people, spreading over 26 countries such as New Zealand, Chile, Peru, etc., cooperating with more than 800 fruit bases, and sourcing close to 1,000 kinds of quality fruits directly. The Group is deeply engaged in breeding and research and development, and now owns 46 exclusive fruit brands, such as Mizhong kiwi fruit, Daba (大芭) musang king (貓山王) durian, Hongselei (紅芭蕾) strawberries, and Liangzhi apples.

We attach importance to the quality control of the whole process of fruit products, and are the first company in the world to create the fruit grading system based on the "sweetness and sourness, freshness, crispness, softness, flavor and safety" and the service standard of "instant refund to consumers if our products do not taste good". We realize the whole chain of food quality and safety control from the planting to the store through the introduction of the world's leading BLOF planting technology, the application of scientific picking and preservation technology, intelligent warehousing, logistics and distribution system, eight stages of quality acceptance, and four-level food safety monitoring. The Group's four major entities and two primary processing warehouses, including the Dongguan warehouse and the Guangzhou warehouse, have been certificated with ISO 22000:2018 food safety management system. As of the end of 2024, Pagoda had 5,127 stores, covering more than 180 cities and municipalities, and over 90 million members. We constructed an all-chain, all-scene, online and offline fruit retail network with integrated stores and warehouses. In addition, we have reached our customers through diversified online channels, such as JD.com, Meituan, and Douyin, and have provided customers with convenient and efficient online shopping options.

關於百果園
ABOUT PAGODA

企業文化 CORPORATE CULTURE

戰略 Strategy

升級為「**高品質與高性價比水果專家與領導者**」
Upgrade to "**expert and leader in high-quality and cost-effective fruit industry**"
並啟動「**高品質高性價比口碑戰役**」
and launch the "**high-quality and cost-effective word-of-mouth campaign**"

「讓天下人享受**水果好生活**」
"Offer **delicious fruits and enjoyable lifestyle** to people"

使命 Mission

- 為顧客提供好吃不貴的愉悅體驗
- Provide customers with a pleasant experience that is delicious and affordable

- 創造更大發展平台，助力員工實現三好人生
- Create a broader development platform to help employees realize three good things (walk well, speak well, do good) in life

- 與合作夥伴共同進步，促進水果產業健康發展
- Join hands with partners to make progress together and promote the healthy development of the fruit industry

- 永續經營，為股東帶來合理回報
- Sustainable operation to bring reasonable returns to shareholders

- 以好吃水果為載體，為人類文明進步做出貢獻
- Contribute to the progress of human civilization with delicious fruits as the carrier

關於百果園
ABOUT PAGODA

願景 Vision

「成為全球領先的**果業生態科技型公司**」
"To become a world-leading **fruit eco-technology company**"

核心價值觀 Core values

「**根**、**莖**、**葉**、**花**、**果**」
"**Root**, **stem**, **leave**, **flower** and **fruit**"

- **根 – 良知**：良知就是良心，在百果園做任何事都要以良知為根基
- **Root-Conscience:** Conscience comes first, and everything we do in Pagoda should be based on conscience

- **莖 – 信任**：無信不立，沒有信任文化，就不會有百果園
- **Stem-Trust:** Trust is the coin of the realm. Without a culture of trust, Pagoda wouldn't be here

- **葉 – 利他**：利他，是百果園最重要的行動指南
- **Leaf-Altruism:** Altruism, serves as the most important action guide of Pagoda

- **花 – 創新**：百果園因創新而誕生、生存和發展
- **Flower-Innovation:** Pagoda was born, survives and develops with innovation

- **果 – 成果**：在百果園，凡事都要講成果
- **Fruit-Results:** In Pagoda, everything is about results

年度亮點
HIGHLIGHTS IN 2024

銷售業績
全國水果連鎖銷售額、
全國水果連鎖門店數
第一
Sales performance
Sales of fruit chain stores nationwide
Number of fruit chain stores nationwide
No. 1

品牌規模
5,127家門店
進駐城市180+
會員數超9,000萬
Brand size
5,127 stores
Covering 180+ cities and municipalities
More than 90 million members

產品創新
與10家企業和機構達成深度合作關係，並擁有12個新品種的孵化資格
Product innovation
Deep cooperation with 10 companies and organizations, and 12 new variety incubation qualifications

農殘抽檢
內部抽檢3,654批
外部抽檢3,851例
Pesticide residue sampling inspection
Internal sampling inspection of 3,654 batches
External sampling inspection of 3,851 cases

食品安全
食品安全相關培訓
超30,000人次
3次食品安全審核，其中聯合內審2次、外部審核1次
Food safety
Over 30,000 attendances of food safety training
3 food safety audits, including 2 joint internal audits and 1 external audit

服務滿意
門店服務標準抽檢
22,320家次
客服服務滿意度98.04%
Service satisfaction
22,320 inspections of store service standards
Customer service satisfaction of 98.04%

員工人數
2,581
Number of employees
2,581

管理層女性員工比例
28.12%
Proportion of female executives
28.12%

女性員工比例
42.35%
Proportion of female employees
42.35%

溫室氣體排放(範圍一+範圍二)
31,626.67噸二氧化碳當量
Greenhouse gas emission (Scope 1+Scope 2)
31,626.67tCO_2e

紙質價格標籤使用
較上年減少超8,200千克
The use of paper price labels
Reduced by more than 8,200 kilograms compared to the previous year

用水量
219,694.40立方米
Water consumption
219,694.40m^3

鄉村振興地區採購金額
超7,000萬元
Purchasing amount for rural revitalization areas
Over RMB70 million

供應商廉潔協議簽署率
100%
Signing rate of supplier integrity agreements
100%

員工簽署《合規承諾書》
2,100人
Employees signing the Compliance Commitment Agreements (《合規承諾書》)
2,100 people

董事會 ESG 聲明
ESG STATEMENT OF THE BOARD

百果園董事會始終將可持續發展置於戰略高度，嚴格遵循香港聯交所ESG報告守則要求，負責集團ESG風險的評估、管理與監督，並設立全面且行之有效的ESG管治架構，搭建ESG領導小組並定期向董事會匯報進展，完善並落實環境、社會及管治架構中各層級的職責權限，持續加強董事會在集團環境、社會及管治事務中的監督和參與力度，確保執行落地和監督管理有效性。本集團將ESG理念全方位融入在日常經營活動，力求在提供高品質性價比水的同時，實現經濟效益與環境、社會效益的和諧統一。

The Board of Directors of Pagoda has consistently positioned sustainable development as a strategic priority and strictly complied with the requirements of the ESG Reporting Code of the Hong Kong Stock Exchange. The Board is responsible for the assessment, management and supervision of the Group's ESG risks, and establishes a comprehensive and effective ESG governance framework. We forms an ESG leadership team and it reports the progress to the Board on a regular basis, and optimizes and implements the responsibilities and authorities of employees at each level in the ESG framework. In this way, the Board constantly strengthens its supervision and participation in the Group's ESG affairs, and ensures the implementation of the ESG concepts and the effectiveness of its supervision management. The Group comprehensively integrates ESG concepts into our daily business activities and strives to provide high-quality and cost-effective fruits while achieving harmony between economic benefits and environmental and social benefits.

本集團已針對食品安全與質量、客戶溝通與服務、可持續供應鏈、員工發展、應對氣候變化（溫室氣體排放）、社會公益等議題設定關鍵ESG目標，並由董事會於報告期內就相關目標的實現進展進行審閱和討論。同時，董事會亦於報告期內就ESG管理方針及策略進行討論，包括對ESG相關事宜及潛在風險和機遇進行評估、優次排序，以及本集團有關事宜的管理情況。

The Group has set key ESG targets on food safety and quality, customer communication and service, sustainable supply chain, employee development, climate change (greenhouse gas emissions) and social welfare, etc. The Board reviewed and discussed the progress of these targets during the Reporting Period. In addition, the Board discussed the ESG management approach and strategy during the Reporting Period, including the assessment and ranking of ESG-related issues and potential risks and opportunities, as well as the management of such issues by the Group.

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

本集團結合聯合國可持續發展目標(SDGs)，聚焦治理、食品安全、產業鏈升級、員工發展、環境保護和社會責任等關鍵領域，積極應對內外部挑戰，滿足利益相關方的期望，以下是本集團到2025年的ESG目標與2024年度重點表現：

In conjunction with the SDGs issued by the UN, the Group focuses on key areas such as governance, food safety, industrial chain upgrading, employee development, environmental protection and social responsibility, to proactively address internal and external challenges and meet the expectations of stakeholders. The following are the Group's ESG targets through 2025 and performance highlights for 2024:

築牢可持續公司治理根基
BUILDING A FOUNDATION FOR SUSTAINABLE CORPORATE GOVERNANCE

到2025年的商業道德目標 **Business Ethic Targets by 2025**	**本集團2024年度行動** **Group Actions for 2024**
員工廉潔培訓教育與宣貫100%全覆蓋 100% coverage of training, education and publicity on employee integrity 廉政舉報問題核查率100% 100% verification of integrity reports	• 開展廉潔自律教育宣導，累計宣導學習達2,382人次，宣傳目標達成率100%。 • Conducted education and publicity on integrity and self-discipline, with a total of 2,382 attendees and a 100% achievement rate of the publicity target. • 開展「清污除垢」項目，持續推進門店反貪污稽核工作。 • Conducted "Cleaning and Dirt Removal" activities, constantly promoting store anti-corruption audits. • 供應商《反商業賄賂協議》簽署率為100%。 • 100% signing rate of the Anti-Commercial Bribery Agreement (《反商業賄賂協議》) by suppliers.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

打造高質價比水果體驗
UPGRADING FRUIT EXPERIENCE WITH HIGH-QUALITY AND COST-EFFECTIVENESS

到2025年食品安全與質量目標 Food Safety and Quality Targets by 2025	本集團2024年度行動 Group Actions for 2024
產品可溯源比率達80% 80% of the product traceability rate 對重點區域的加盟店進行食品安全與質量飛行抽查，2023年為基準，至2025年抽查店數每年增長30% Unannounced food safety and quality inspections at franchise stores in strategic regions, with the stores inspected increasing by 30% annually through 2025 (2023 baseline)	• 開展農殘內部抽檢3,654批，開展農殘外部抽檢3,851例。 • Internal sampling inspection of pesticide residues reaching 3,654 batches, and external sampling inspection of pesticide residues reaching 3,851 cases. • 完成3次食品安全審核，其中聯合內審2次、外部審核1次。 • Completed 3 food safety audits, including 2 joint internal audits and 1 external audit. • 向所有供應商發佈《百果園農殘檢測項目更新通知》，明確將鮮果農殘檢測項目由200+擴充至300項。 • Issued the Notice of Pagoda on Updating Pesticide Residue Inspection Items (《百果園農殘檢測項目更新通知》) to all suppliers, confirming that the pesticide residue inspection items for fresh fruits would be expanded from 200+ to 300. • 成立集團監控中心，針對門店服務標準開展專項抽檢，共計抽檢門店22,320家次，抽檢合格率逐月提升。 • Established the Group Monitoring Center, to launch special sampling inspections targeting the service standards of stores, totaling 22,320 inspections, with the passing rate of sampling inspections increasing month by month.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

打造高質價比水果體驗
UPGRADING FRUIT EXPERIENCE WITH HIGH-QUALITY AND COST-EFFECTIVE

到2025年的營養與健康目標 Nutrition and Health Targets by 2025	本集團2024年度行動 Group Actions for 2024
以2023年為基準，到2025年，營養健康方面宣貫觸達人數年均增長10% 10% increase in the number of people receiving nutrition and health publicity by 2025 (2023 baseline)	• 對不同類型的消費者人群，結合各類水果營養價值及特性，積極開展紅果參、香蕉、秋月梨等果品的推廣宣貫活動。 • Actively launched promotional activities for Red Guoseng, banana, pyrus pyrifolia "Qiu Yue" and other fruits for different types of consumers in combination with the nutritional value and characteristics of various types of fruits. • 江西王品的王品山地橙獲得綠色食品A級認證，從源頭把控品質，為消費者提供無污染、安全、優質、營養的優質水果選擇。 • Wangpin Mountain Orange from Jiangxi Wangpin was certified as Green Food Grade A, controlling the quality at the source to provide consumers with the choices for pollution-free, safe, high-quality and nutritious quality fruits.
回應SDGs SDGs addressed 	
到2025年的客戶服務目標 Customer Service Targets by 2025	**本集團2024年度行動 Group Actions for 2024**
客戶投訴24H響應率100%；72H結案率達95% 100% of 24H response rate for customer complaints 95% of; 72H handling rate 每年NPS調研結果穩中有升 A stable and improving annual NPS survey results	• 共受理17,706件投訴，已解決17,120件投訴，投訴處理率為96.69%。 • Accepted a total of 17,706 complaints, and resolved 17,120 complaints, with a complaint handling rate of 96.69%. • 對15個區域開展全面的NPS調研工作，覆蓋品質、價格、服務等32個指標，其中，深圳市NPS為36%，廣州市NPS為41%。 • Conducted comprehensive NPS surveys in 15 regions focusing on 32 indicators concerning quality, price, service, etc., of which Shenzhen's NPS was 36% and Guangzhou's NPS was 41%.
回應SDGs SDGs addressed 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

打造高質價比水果體驗
UPGRADING FRUIT EXPERIENCE WITH HIGH-QUALITY AND COST-EFFECTIVE

到2025年的信息與數據安全目標 Information and Data Security Targets by 2025	本集團2024年度行動 Group Actions for 2024
持續推進數字化工作，賦能業務發展 continuous promotion of digitalization to empower business development 面向員工開展的數據安全及隱私保護培訓覆蓋率達100% 100% of the coverage rate of data security and privacy protection training for employees	• 啟動「明廚亮灶」行動，已在北京和深圳等多個區域的43家門店自營平台上線果切直播功能。 • Launched the “transparent kitchen (明廚亮灶)” activity, and published the “transparent kitchen (明廚亮灶)”, a fresh-cut fruit live broadcast, on 43 self-operated store platforms in the cities such as Beijing and Shenzhen. • 開展數據安全意識培訓，覆蓋2,026人，學習完成率達100%。 • Launched data security awareness training, covering 2,026 people with a 100% completion rate.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

共建利益共享互贏生態
BUILD A WIN-WIN ECOSYSTEM WITH SHARED BENEFITS

到2025年的可持續供應鏈目標 Sustainable Supply Chain Targets by 2025	本集團2024年度行動 Group Actions for 2024
對供應商食品安全及廉潔培訓覆蓋率達100% 100% of the coverage rate of food safety and integrity training for suppliers	• 供應商《反商業賄賂協議》簽署率100%，廉潔宣貫覆蓋率達100%。 • 100% signing rate of the Anti-Commercial Bribery Agreement (《反商業賄賂協議》) by suppliers, with coverage rate of integrity promotion reaching 100%.
加盟商培訓參會率、內／外部加盟商培養率、專項培訓率90% 90% of Franchisee training participation rate, internal/external franchisee cultivation rate and special training rate	• 門店總數達5,127家，並在印度尼西亞設立2家門店。 • 5,127 franchised stores in total, and 2 stores opened in Indonesia.
對加盟商的食品安全培訓覆蓋率達100% 100% of the coverage rate of food safety training for franchisees	• 加盟商開業支持比例達100%。 • 100% pre-opening support for franchisees.
回應SDGs **SDGs addressed** 	• 年內面向供應商、加盟商和員工開展14次食品安全培訓，共計參與超30,000人次。 • Carried out 14 food safety training sessions for suppliers, franchisees and employees during the year, with a total of over 30,000 attendances.

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

繪就綠水青山生態畫卷
PAINTING AN ECOLOGICAL PICTURE WITH LUCID WATERS AND LUSH MOUNTAINS

到2025年的綠色環保目標 Green Environmental Protection Targets by 2025	本集團2024年度行動 Group Actions for 2024
以2023年為基準年，到2025年，百果農資、百果園果製品、海陽津成泰、海南王品將實現5%的減碳目標 5% of carbon reduction in Baiguo Agricultural Means, Pagoda Fruit Products, Haiyang Jinchengtai and Hainan Wangpin by 2025 (2023 baseline)	• 能源消耗密度較上年下降約12%。 • Energy consumption intensity decreased by approximately 12% compared with the previous year.
所有面向顧客的包裝實現100%可回收利用 100% recyclable for all the packaging for customers	• 深圳、廣州和粵西(中山)配送中心開展照明升級，年節約電量達6.1萬kWh，減排近40噸。 • Lighting was upgraded in the Shenzhen distribution center, Guangzhou distribution center and Western Guangdong (Zhongshan) distribution center, saving 61,000kWh annually and reducing the emission of nearly 40 tons.
到2026年，配送中心合作新能源車輛佔總城配車輛比例達30%，2027年達40% 30% of new energy vehicles cooperated with distribution centers out of total city distribution vehicles by 2026, and 40% by 2027	• 海南配送中心展開冷庫節能優化，能源使用量節約達30%以上，預計每年節約用電量達2萬kWh，減排超10噸。 • Energy-saving optimization of cold storage was launched in the Hainan distribution center, saving energy consumption by more than 30%, with estimated annual electricity savings of 20,000kWh and emission reductions of more than 10 tons.
回應SDGs **SDGs addressed** 	• 配送中心合作車輛中新能源車輛數量達到207台，同比增長6%；優化TMS智能化系統，實現節省運輸里程超20,000公里，減少溫室氣體排放約12.4噸。 • The number of new energy vehicles cooperated with the distribution centers reached 207, representing a year-on-year increase of 6%. The TMS intelligent system was refined, saving the transportation mileage of more than 20,000 kilometers and reducing greenhouse gas emissions of about 12.4 tons.
	• 水資源使用量較上年度下降7%。 • Water consumption declined by 7% compared with the previous year.
	• 使用環保類物料合計8,181萬個。 • A total of 81.81 million environmentally friendly materials were used.

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

繪就綠水青山生態畫卷
PAINTING AN ECOLOGICAL PICTURE WITH LUCID WATERS AND LUSH MOUNTAINS

到2025年的生態目標 Ecology Targets by 2025	本集團2024年度行動 Group Actions for 2024
較2024年，新增5,000畝水果生態種植技術賦能面積，其中35%使用有機肥和採用草生栽培模式 An increase of 333 hectares in Fruit ecological cultivation technology – enabled area compared with 2024, of which 35% will use organic fertilizers and adopt grass cultivation model	• 水果生態種植技術賦能面積達22,683畝，同比增加5.5%。 • Fruit ecological cultivation technology-enabled area amounted to 1,512 hectares, an increase of 5.5% year-on-year. • 蔬菜業務BLOF生態和諧型種植技術相關種植面積達20,000餘畝。 • BLOF ecological harmony planting technology related planting area for vegetable business reached more than 1,333 hectares.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

共創員工成長美好未來
JOINING HANDS TO CREATE A BETTER FUTURE FOR EMPLOYEES

到2025年的員工僱傭目標 Employee Employment Targets by 2025	本集團2024年度行動 Group Actions for 2024
持續開展人才多元化培養項目 On-going diversified cultivation projects of talents 加盟門店為大學生提供不低於2,500個就業機會 Not less than 2,500 jobs provided for undergraduates in the franchised stores 持續為殘疾人提供就業崗位 Continuous provision of jobs for the disabled	• 女性員工佔比為42.35%，管理層女性員工佔比為28.12%；STEM（科學、技術、工程和數學）相關崗位中女性員工佔比達84.43%。 • The proportion of female employees reached 42.35%, and the proportion of female executives reached 28.12%; the proportion of female employees in STEM (Science, Technology, Engineering and Mathematics) related positions reached 84.43%. • 開展幹部人才盤點，識別優秀幹部，評估各部門人才梯隊健康度，並根據盤點結果制定相應改善計劃，加強幹部人才隊伍建設。 • Cadres and talents were recorded to identify outstanding cadres, assessed the soundness of the talent team in each department, and prepared improvement plans based on the record results, so as to strengthen the building of cadre and talent team. • 提供大學生就業崗位2,555個。 • Offered 2,555 jobs for undergraduates. • 提供殘疾人就業崗位10個。 • Offered 10 jobs for the disabled.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

共創員工成長美好未來
JOINING HANDS TO CREATE A BETTER FUTURE FOR EMPLOYEES

到2025年的員工培訓目標 Employee Training Targets by 2025	本集團2024年度行動 Group Actions for 2024
文化培訓覆蓋率達98%，每月文化培訓不少於1場，全年不少於12場 98% of cultural training coverage rate; at least one cultural training per month, 12 cultural training a year	• 文化培訓覆蓋率98%，開展文化培訓12場。 • Coverage rate of cultural training reached 98% and 12 cultural training sessions were offered. • 新增線上微課608條，線上課程培訓時長達77.86萬小時。 • 608 new online micro-courses were added, and online course training reached 778,600 hours.
回應SDGs **SDGs addressed** 	

到2025年的員工安全與滿意目標 Employee Safety and Satisfaction Targets by 2025	本集團2024年度行動 Group Actions for 2024
安全責任書簽訂率為100% 100% of the signing rate of letters of safety responsibility 持續開展員工滿意度和樂業度調查，調查結果保持高水平並呈上升趨勢 On-going employee satisfaction and pleasure surveys, with a high level and an upward trend	• 簽訂安全責任書7,076份，簽訂率達100%。 • 7,076 letters of safety responsibility were signed, and the signing rate reached 100%. • 開展368,001店次／倉次的安全巡查，涵蓋門店安全日自查及安全員抽查等多種方式，潛在隱患問題解決率達100%。 • 368,001 safety inspections against stores and warehouses were organized, which covered the self-inspection of the stores on the safety day and the selective inspection by the safety specialist, and resolved 100% of potential hazards. • 開展三次全面的員工滿意度調研，年內末次調研實際參與人數超11,000人，其中表示正向或中性滿意的員工佔比達九成。 • Three comprehensive employee satisfaction surveys were conducted, with more than 11,000 actual participants at the last survey during the year, of which 90% were positively or normally satisfied. • 開展一次總部整體樂業度調研，得分4.32分，同比提升6.25%。 • One survey on the overall pleasure of headquarters was conducted and the score was 4.32, an increase of 6.25% year-on-year.
回應SDGs **SDGs addressed** 	

ESG 目標及亮點績效
ESG TARGETS AND PERFORMANCE HIGHLIGHTS

堅守大愛初心回饋社會
ADHERING TO THE ORIGINAL SPIRIT OF LOVE AND CONTRIBUTING TO SOCIETY

到2025年的社會公益目標 Social Welfare Targets by 2025	本集團2024年度行動 Group Actions for 2024
以2023年為基準，到2025年，員工社會公益活動貢獻時數增加50%，參與人數增加100% 50% increase in the hours contributed by employees to social welfare activities and 100% increase in the number of participants by 2025 (2023 baseline)	• 與四川、寧夏、甘肅、雲南等26個國家級鄉村振興與重點幫扶縣開展產銷合作，累計採購金額超7,000萬元。 • Production and marketing cooperation with a total of 26 national key counties for rural revitalization in provinces such as Sichuan, Ningxia, Gansu and Yunnan, with a purchase amount totaling over RMB70 million.
回應SDGs **SDGs addressed** 	• 志願服務時長達5,426小時，參與達1,182人次，成功開展72個志願服務項目。 • Volunteer service hours reached 5,426, with 1,182 participations, and 72 volunteer projects were successfully launched.

ESG 治理體系
ESG GOVERNANCE SYSTEM

百果園不斷深化可持續發展管理，搭建三級ESG管治架構，制定《董事會環境、社會及管治委員會職權範圍》以明確各層級構成和職責，構建覆蓋全流程、全場景的ESG管理體系，從決策、溝通、執行、匯報和考核等多環節加強ESG治理水平，逐步優化ESG管理實踐。

Pagoda has continued to deepen our sustainability management by establishing a three-tier ESG governance structure, formulating the Terms of Reference of the Environmental, Social and Governance Committee of the Board (《董事會環境、社會及管治委員會職權範圍》) to clarify the composition and responsibilities of employees at each level, constructing an all-chain and all-scene ESG management system. In this way, we strengthened its ESG governance in various aspects such as decision-making, communication, execution, reporting and assessment, and gradually optimized its ESG management.

董事會是集團ESG治理事宜的最高責任及決策機構，對ESG戰略、管理及表現承擔最終責任；由董事會下設環境、社會及管治(ESG)委員會定期檢視、評估並指導可持續發展相關工作，並負責審批ESG信息披露內容。ESG委員會由三名董事組成，成員由董事長、半數以上獨立(非執行)董事或者三分之一以上全體董事提名，並由董事會選舉產生，每年至少召開一次會議，定期審閱集團在ESG目標方面的進展與成果。ESG委員會下設ESG領導小組作為管理層，負責指導日常ESG工作及具體事項決策，集團各事業群、職能部門及下屬公司負責落實ESG相關具體工作事宜。

The Board is the highest responsible and decision-making body for ESG governance matters of the Group, and bears the ultimate responsibility for ESG strategies, management and performance. The Board has set up an Environmental, Social and Governance Committee (ESG Committee), which regularly reviews, evaluates and guides the work related to sustainability, and is responsible for approving the content of the disclosure of ESG information. The ESG Committee consists of three directors, nominated by the Chairman, more than half of the independent (non-executive) directors or more than one-third of all directors, and elected by the Board, and meets at least once a year, to regularly review the Group's progress and results with respect to its ESG targets. Under the ESG Committee, the ESG leadership team as the management is responsible for guiding the daily ESG work and decision-making on specific issues, while the Group's business groups, functional departments and subsidiaries are responsible for implementing specific ESG-related work and affairs.

ESG 治理體系
ESG GOVERNANCE SYSTEM

決策層 Decision-making level	董事會 環境、社會及管治(ESG)委員會 Board of Directors Environmental, Social and Governance (ESG) Committee	• 指導並審閱公司ESG願景及策略 • Guide and review the Company's ESG vision and strategy • 評估、管理與監督ESG相關風險 • Assess, manage and monitor ESG-related risks • 制定ESG目標並定時監督目標進度 • Set ESG targets and regularly monitor progress toward them • 審閱對外披露的ESG相關報告 • Review ESG-related reports for external disclosure
管理層 Management level	ESG領導小組 （集團高級管理層） ESG leadership team (Group senior management)	• ESG日常管理工作機構 • ESG daily management organization • 全面監督和指導ESG工作 • Oversee and guide ESG efforts as a whole • 落實具體事項決策 • Implement specific decisions
執行層 Executive level	集團事業群、職能部門及附屬公司 Business groups, functional departments and subsidiaries of the Group	• 具體ESG相關議題策略落實 • Implement strategies for ESG-related issues • 開展ESG相關活動 • Carry out ESG-related activities

百果園ESG治理架構
Pagoda ESG GOVERNANCE STRUCTURE

此外，為確保ESG目標有效落實，本集團將ESG指標細化並納入各業務部門的年度考核體系，同時將管理層薪酬與ESG績效緊密掛鈎，充分調動管理層及員工的積極性，推動ESG工作高效開展，提升全體員工的ESG意識，為集團的長期可持續發展奠定紮實基礎。

In addition, in order to ensure the effective implementation of ESG targets, the Group has refined and incorporated ESG indicators into the annual appraisal system of each business unit, and at the same time closely linked the remuneration of the management to ESG performance, so as to fully mobilize the motivation of the management and employees, push forward the efficient implementation of ESG work, enhance the ESG awareness of all employees, and lay a solid foundation for the Group's long-term sustainable development.

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

利益相關方溝通

本集團建立多元化的溝通渠道，並制定相應的溝通與識別管理機制，不斷完善利益相關方溝通機制。集團通過與利益相關方進行深入交流，及時掌握各利益相關方的需求和期望，評估對業務有顯著影響的議題，並據此設定可持續發展目標，制定改善計劃和針對性措施，進而推動可持續發展實踐落地。根據業務特點、發展階段和行業動態，集團識別出包括顧客、員工、加盟商、股東和投資人、供應商、政府和監管部門以及社區在內的7類主要利益相關方，相關溝通情況如下：

STAKEHOLDER COMMUNICATION

The Group has established diversified communication channels and formulated corresponding communication and identification management mechanisms to continuously improve the stakeholder communication mechanism. With deep communication with stakeholders, the Group grasps their needs and expectations in a timely manner, and assesses issues with a major significance for the business. Correspondingly, it sets sustainable development goals, formulates improvement plans and takes targeted measures, so as to further promote the implementation of sustainable development practices. Based on the business characteristics, development stage and the industrial dynamics, the Group has identified seven categories of key stakeholders, including customers, employees, franchisees, shareholders and investors, suppliers, government and regulatory authorities and the community. The communication details are as follows:

利益相關方 Stakeholders	對本集團的意義 Significance to the Group	關注議題 Concerns	溝通方式 Communication channels	回應章節 Responding chapters
顧客 Customers	關注百果園的產品質量與客戶服務，注重百果園之營運、食品安全的主要利益相關方 Major stakeholders focusing on the product quality and customer service of Pagoda, and attaching importance to the operations and food safety of Pagoda	• 高品質安全的產品 • High quality and safe products • 優質的客戶服務 • Excellent customer service • 暢通的溝通渠道 • Smooth communication channel • 多元化的產品選擇 • Diversified product selection	• 門店直接溝通 • Direct communication in stores • 消費者服務熱線 • Consumer service hotline • 消費者滿意度調查 • Consumer satisfaction survey • 社交媒體 • Social media • 線上服務 • Online services	第2章打造高質價比水果體驗 Chapter 2 Upgrading Fruit Experience with High-quality and Cost-effectiveness

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

利益相關方 Stakeholders	對本集團的意義 Significance to the Group	關注議題 Concerns	溝通方式 Communication channels	回應章節 Responding chapters
員工 Employees	作為百果園重要的人力資本，員工是百果園不斷繁榮發展的重要相關方 As the important human capital of Pagoda, employees serve as an important stakeholder in the continued prosperity of Pagoda	• 健康與安全 • Health and safety • 工資與福利保障 • Salary and benefit security • 職業發展機會 • Career development opportunities • 公平的職場環境 • Fair workplace environment • 彈性的工作時間 • Flexible working hours	• 員工溝通平台 • Employee communication platform • 員工滿意度調查 • Employee satisfaction survey • 員工大會 • Employee meeting • 員工培訓交流 • Employee training and communication	第5章共創員工成長美好未來 Chapter 5 Joining Hands to Create a Better Future for Employees
政府和監管部門 Government and regulatory authorities	監督百果園對食品安全、營運與各項法律法規遵循的情況，及政策推動及影響行業發展的主要利益相關方 Major stakeholders overseeing the food safety, operations and compliance with laws and regulations by Pagoda, as well as driving the policies and influencing the development of the industry	• 食品安全與質量 • Food safety and quality • 環境合規 • Environmental compliance • 合規運營 • Compliant operations • 依法納稅 • Tax paying according to the law • 行業發展帶動 • Industry development drive	• 監管考核 • Regulatory assessment • 主動納稅 • Proactive taxation • 定期工作會議 • Regular working meetings • 研討會 • Seminar • 公眾問詢回覆 • Public inquiries and replies	參考各章節法律法規遵循披露 Refer to the disclosure of compliance with laws and regulations in each section
加盟商 Franchisee	把百果園高品質產品帶到中國各個社區的重要利益相關方 Key stakeholders in bringing high-quality products of Pagoda to communities across China	• 專業發展支持 • Professional development support • 品牌建設 • Branding	• 加盟商委員會 • Franchisee Committee • 加盟商說明會 • Franchisee briefing • 加盟商滿意度調查 • Franchisee satisfaction survey • 加盟商溝通平台 • Franchisee communication platform	第3章共建利益共享互贏生態 Chapter 3 Build a Win-Win Ecosystem with Shared Benefits

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

利益相關方 Stakeholders	對本集團的意義 Significance to the Group	關注議題 Concerns	溝通方式 Communication channels	回應章節 Responding chapters
股東／投資人 Shareholders/ Investors	作為百果園的投資人，同時也最關注百果園的營運績效和發展的重要利益相關方 Key stakeholders who are investors in Pagoda and who are most concerned about the operational performance and development of Pagoda	• 投資回報 • Return on investment • 信息披露 • Information disclosure • ESG管理和績效 • ESG management and performance	• 年度股東會 • Annual general meeting of shareholders • 年度和半年度報告 • Annual and semi-annual reports • 公告及通函 • Announcements and circulars • 投資者關係網站 • Investor relations website • 業績發佈會 • Results conferences	請參考年報 Please refer to the annual report
供應商 Suppliers	為百果園種植並供應高品質產品的主要利益相關方 Key stakeholders who grow and supply high-quality products to Pagoda	• 踐行責任採購 • Fulfilling responsible purchasing • 帶動業務發展 • Driving business development • 助推供應鏈發展 • to facilitate supply chain development	• 供應商大會 • Supplier conference • 供應商拜訪 • Supplier visits • 供應商幫扶 • Supplier support • 供應商培訓 • Supplier training	第3章共建利益共享互贏生態 Chapter 3 Build a Win-Win Ecosystem with Shared Benefits
社區 Community	受百果園營運影響或受社會關注的弱勢群體，也是百果園作為一家重視企業社會責任最為關切的利益相關方 Vulnerable groups that are affected by Pagoda's operations or are of social concern also serve as the stakeholders that Pagoda, as a company that values corporate social responsibility, is most concerned about	• 促進社區就業 • Promoting community employment • 帶動地方經濟發展 • Driving local economic development • 助力鄉村振興 • Supporting rural revitalization • 社區發展與福祉 • Community development and well-being	• 提供就業崗位 • Providing employment opportunities • 推動地方產業發展 • Promoting the development of local industries • 完善基礎設施建設 • Improving infrastructure construction • 公益慈善 • Philanthropy	第5章共創員工成長美好未來 Chapter 5 Joining Hands to Create a Better Future for Employees

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

重要性議題評估

為了解不同ESG議題對於集團業務營運、長遠發展以及對不同利益相關方的影響範疇及深遠程度，以持續改善集團可持續發展管理及相關信息披露，集團將業務發展情況、行業特點及國家政策環境等與利益相關方的期望相結合，通過與利益相關方的密切溝通、意見反饋以及行業分析等方式對2024年重要性議題進行綜合評定及排序。

本集團2024年的重要性評估主要採取以下七個步驟：

MATERIAL ISSUES ASSESSMENT

In order to continuously improve the Group's sustainable development management and related information disclosure through the understanding of the scope and extent of the impact of different ESG issues on business operations and long-term development as well as on different stakeholders of the Group, the Group has combined the business development situation, industrial characteristics and national policy environment with the expectations of stakeholders, and conducted comprehensive assessment and ranking of material issues for 2024 by means of close communication with stakeholders, feedbacks and industry analysis.

The Group's 2024 materiality assessment took the following seven main steps:

步驟1－ 搜集ESG議題
Step 1 – Collecting ESG issues

以香港聯交所ESG報告守則、聯合國可持續發展目標、行業相關特定議題及ESG評級機構關注指標作為此次ESG議題的搜集基礎。
The ESG issues were collected based on the ESG Reporting Code of the Hong Kong Stock Exchange, the UN Sustainable Development Goals, industry-specific issues and indicators of interest to ESG rating agencies.

步驟2－ 匯總ESG議題
Step 2 – Aggregating ESG issues

由ESG領導小組成員分析並匯總各類ESG議題。
Analysis and summary of ESG issues by ESG leadership team members.

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

步驟3 – ESG問卷調查
Step 3 – ESG questionnaire survey

透過問卷調查方式，了解利益相關方對ESG議題的關注程度，讓利益相關方挑選其希望了解的ESG信息的需求。
A questionnaire was used to understand the interest in ESG issues by stakeholders and to allow stakeholders to select their needs for ESG information they would like to know.

步驟4 – 分析反饋回來的問卷調查數據
Step 4 – Analyzing survey results

透過ESG領導小組收集的數據，分析對公司ESG的影響程度，影響程度的考量包括商譽、認可、環境衝擊、社會衝擊、治理等方面，並篩選出重要性議題。
ESG leadership team members collected the feedback to analyze the impact on the Company's ESG. Impact degree assessment shall take into account the reputation, recognition, environmental shock, social impact, governance, etc., and identify material issues.

步驟5 – 重要性議題排序
Step 5 – Prioritizing material issues

基於利益相關方對每個議題的關注程度，結合議題對公司ESG及對運營影響的程度，把兩者分數做相乘的總分，排序每個議題的優先次序。
Each issue was prioritized by multiplying the score of each issue in terms of its concern to stakeholders and its impact on the Company's ESG and operations.

步驟6 – 董事會審查
Step 6 – Review by the Board

ESG領導小組將排序出來的ESG重要性議題匯報至董事會ESG委員會。
The ESG leadership team reported the materiality issues to the ESG Committee of the Board of Directors.

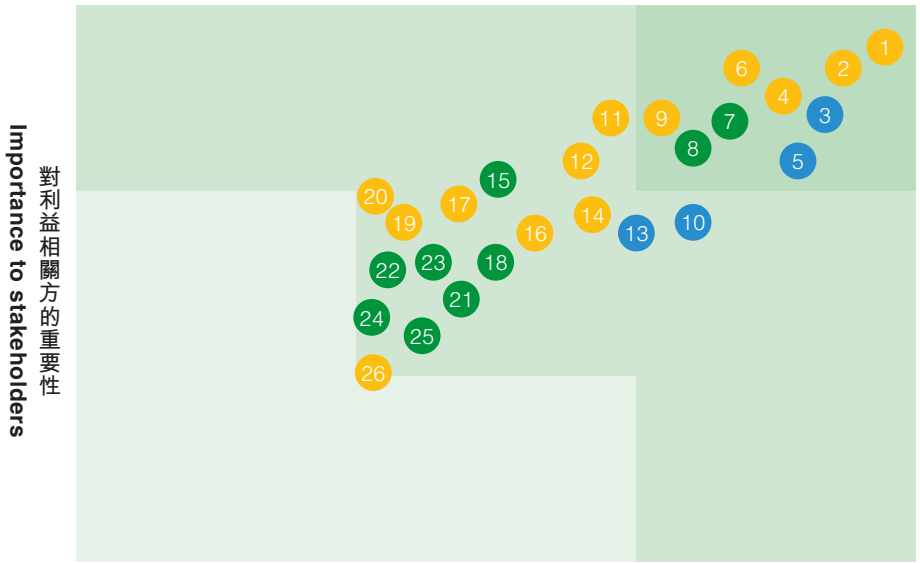
步驟7 – 針對議題推出相應的提升措施
Step 7 – Introducing enhancements to the issues

針對每個重大的ESG議題制定管理舉措，設立中長期的管理目標，並每年進行進度檢討。
Develop management initiatives and set medium-term and long-term management targets for each material ESG issue, and review the progress annually.

利益相關方溝通與重要性議題評估
COMMUNICATION WITH STAKEHOLDERS AND MATERIALITY ISSUE ASSESSMENT

經上述流程，2024年度重要性議題排序如下：

In view of the above process, materiality issues for 2024 are ranked as follows:



百果園2024年度ESG重要性議題矩陣
ESG Materiality Issue Matrix of Pagoda for 2024

1 食品安全與質量 Food safety and quality
2 營養與健康 Nutrition and health
3 反貪污 Anti-corruption
4 負責任營銷 Responsible marketing
5 商業道德 Business ethics
6 客戶溝通與服務 Customer communication and service
7 應對氣候變化 Response to climate change
8 水果／蔬菜包裝管理 Fruit/vegetable packaging management
9 可持續供應鏈 Sustainable supply chain
10 數字化賦能 Digital empowerment
11 員工權益保障 Employee rights protection
12 數據安全與隱私保護 Data security and privacy protection
13 知識產權管理 Intellectual property management
14 職業健康與安全 Occupational health and safety
15 零農藥、零化肥、零激素 Zero pesticides, zero fertilizers and zero hormones
16 加盟商管理與賦能 Communication and empowerment for franchisees
17 鄉村振興 Rural revitalization
18 食物損耗及廢棄物管理 Food consumption and waste management
19 平等、包容與多元 Equality, inclusion and diversity
20 員工發展與培訓 Employee training and development
21 循環經濟 Circular economy
22 綠色門店 Green stores
23 水資源管理 Water management
24 能源管理 Energy management
25 生物多樣性 Biodiversity
26 社區公益 Community welfare

第 1 章
CHAPTER 1

本章節回應的SDGs
SDGs addressed in this chapter

築牢可持續公司治理根基
Building a Foundation of Sustainable Corporate Governance

本集團致力於構建科學穩健的治理體系，通過實施嚴格的風險與內控管理體系精準識別並應對風險以保障穩健運營；同時，秉持誠信經營原則，維護公平透明的商業環境，着力打造共生共榮的良性生態，推動企業與社會共同進步。

The Group is committed to building a scientific and sound governance system, and to identifying and handling risks accurately through the implementation of a stringent risk and internal control management system in order to safeguard its stable operations. Meanwhile, the Group adheres to the principle of operating in good faith, maintains a fair and transparent business environment, and endeavors to build up a benign ecosystem of coexistence and co-prosperity so as to promote the mutual advancement of the enterprise and the society.

第 1 章 CHAPTER 1

2024年度亮點績效：
2024 Performance Highlights:

- 完成8個部門的合規風險識別、評價和風險應對。
- Compliance risk identification, assessment and risk solution were completed for eight units.
- 集團分別於春節、中秋國慶期間開展廉潔自律教育宣導，累計宣導學習達2,000餘人，宣傳目標達成率100%。
- Education and publicity on integrity and self-discipline was carried out in Spring Festival, Mid-Autumn and National Day by the Group, with a total of over 2,000 attendances and a 100% achievement rate of the publicity target.
- 供應商《反商業賄賂協議》簽署率為100%。
- 100% signing rate of the Anti-Commercial Bribery Agreement (《反商業賄賂協議》) by suppliers.

1.1 內部控制與風險管理

本集團高度重視內部合規控制與風險管理體系建設，努力確保業務運營的合規性與穩定性。集團嚴格遵循相關法律法規，制定並完善內部合規清單與合規手冊，為員工提供明確的行為準則，規範內部管理流程，強化合規意識。

本集團建立健全風險管理體系，定期識別、評估和控制各類風險，及時發現並採取措施緩解潛在風險。同時，每年通過集團獨立的內部審計對關鍵領域開展內部控制有效性檢視，並對產品安全、供應鏈管理、廣告營銷和反貪腐等重點領域開展專項監察，針對違規違紀案件開展跟蹤調查，並對發現的問題及漏洞進行及時監督整改。

1.1 INTERNAL CONTROL AND RISK MANAGEMENT

The Group attaches great importance to the establishment of internal compliance control and risk management systems, and strives to ensure the compliance and stability of its business operations. The Group strictly complies with relevant laws and regulations, formulates and improves internal compliance lists and compliance manuals, provides employees with clear standards of conduct, standardizes internal management processes and strengthens the awareness of compliance.

The Group has established a sound risk management system to regularly identify, assess and control various types of risks, and to identify risks and take measures to mitigate potential risks in a timely manner. In addition, the Group conducts annual internal control effectiveness reviews in key areas through independent internal audits, and carries out special monitoring in key areas such as product safety, supply chain management, advertising and marketing, anti-corruption, etc. Meanwhile, it conducts follow-up investigations into cases of non-compliance and disciplinary violations, and monitors and rectifies problems and loopholes identified in a timely manner.

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本年度，集團對營銷宣傳(廣告)合規體系進行建設，針對各部門制定業務風險流程自查標準模板，涵蓋相關法律法規及業務流程風險點，以協助各部門識別風險點，明確相應責任人並進行風險評估與拆分，從而有效管控營銷相關合規風險。截至2024年末，本集團已完成8個部門的合規風險識別、評價和風險應對工作，梳理出廣告合規風險點70個、營銷宣傳合規風險點226個，將合規要求嵌入到制度、流程、崗位，將合規點融入日常運營管理節點，確保運營流程規範，有效規避風險。同時，為提升員工合規意識，集團面向全體員工開展合規管理體系培訓，並將違規行為作為考核減分項，形成合規價值觀的常態化建設。此外，本年度，集團發佈《誠信合規手冊》，並組織集團員工2,100餘人簽署《合規承諾書》，進一步強化企業合規文化建設。

During the year, the Group built a compliance system for marketing and publicity (advertising), and formulated a standard self-inspection template for business risk process of each unit, covering relevant laws and regulations and business process risk points, to assist each unit in identifying the risk points, specifying the corresponding responsible persons, assessing risks and conducting risk segregation, so as to effectively control and manage the marketing-related compliance risks. As of the end of 2024, the Group had identified, assessed and handled compliance risks for 8 units, sorted out 70 advertising compliance risk points and 226 marketing and promotion compliance risk points, embedded compliance requirements into regulations, processes and positions, and integrated compliance points into daily operation and management, to ensure a standard operation process and effective avoidance of risks. Meanwhile, in order to enhance employees' awareness of compliance, the Group launched compliance management system training for all employees and incorporated violations into performance assessment deductions. In this way, it formed a normalized construction of compliance values. In addition, the Group published the Integrity Compliance Manual (《誠信合規手冊》) and organized over 2,100 employees to sign the Compliance Commitment Agreements (《合規承諾書》) during the year, to further strengthen the work on a corporate compliance culture.

關於內部控制與風險管理的更多信息請見《百果園二零二四年度報告》企業管治報告部分。

For more information on internal control and risk management, please refer to the Corporate Governance Report section of the 2024 Annual Report of Pagoda (《百果園二零二四年度報告》).

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1.2 商業道德與廉潔建設

本集團堅守最高商業道德標準，強化全員廉潔意識，提升反賄賂與反貪污能力，營造風清氣正的廉潔文化，確保企業穩健發展。

1.2.1 廉潔從業

本集團嚴格遵循《中華人民共和國公司法》《中華人民共和國反壟斷法》《中華人民共和國反洗錢法》《中華人民共和國反不正當競爭法》及《中華人民共和國勞動合同法》等法律法規，制定《員工手冊》《反舞弊反腐敗制度》《關於防止以權謀私的四項規定》《廉潔自律監察管理規定》《員工廉潔自律管理規定》及《利益衝突管理制度》等內部制度，於官網公開披露《反貪污政策》，明確禁止董事及員工利用職務之便，或通過明示、暗示、默許等方式，為本人、親友或其他利益相關方謀取不正當利益，提供特殊便利、優惠政策、機會及資源。

1.2 BUSINESS ETHICS AND INTEGRITY BUILDING

The Group firmly follows the highest business ethic standards, strengthens the awareness of integrity of all employees, enhances anti-bribery and anti-corruption capabilities, and fosters a clean and upright integrity culture to ensure its sound development.

1.2.1 INTEGRITY IN BUSINESS

The Group strictly complies with laws and regulations such as the Company Law of the People's Republic of China (《中華人民共和國公司法》), the Anti-Monopoly Law of the People's Republic of China (《中華人民共和國反壟斷法》), the Anti-Money Laundering Law of the People's Republic of China (《中華人民共和國反洗錢法》), the Anti-Unfair Competition Law of the People's Republic of China (《中華人民共和國反不正當競爭法》) and the Labor Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》). Meanwhile, it has formulated internal systems such as the Employee Handbook (《員工手冊》), the Anti-Fraud and Anti-Corruption System (《反舞弊反腐敗制度》), the Four Regulations on Prevention of Using Power for Personal Gain (《關於防止以權謀私的四項規定》), the Administrative Regulations on Integrity and Self-Discipline Supervision (《廉潔自律監察管理規定》), the Administrative Regulations on Employee Integrity and Self-Discipline (《員工廉潔自律管理規定》), and the Conflict of Interest Management System (《利益衝突管理制度》). The Group published the Anti-Corruption Policy (《反貪污政策》) on its official website, and prohibits directors and employees from taking advantage of their positions or from expressing, implying, or acquiescing in others to acquire improper benefits or providing special facilitation, preferential policies, opportunities and resources for themselves, their relatives, friends or other stakeholders.

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本集團建立健全廉潔治理架構。廉潔自律委員會是廉潔事項最高領導及決策機構，向董事會負責，負責對廉潔自律工作進行監督和審查並對廉潔自律工作中出現的重大問題作出最終裁決。集團對腐敗行為持零容忍態度，通過規範管理，保障日常業務合法合規開展。集團《員工手冊》中明確員工薪酬與商業道德合規要求執行情況掛鈎，並將商業道德合規作為員工績效評估的考量因素之一，針對具商業道德相關違規行為的員工，視情節嚴重情況採取處罰措施。同時，本集團要求所有員工簽訂《個人廉潔承諾書》，承諾嚴格遵守「防範以權謀私四項規定」及「員工廉潔自律『六禁止一要求』」(即嚴禁索取好處、嚴禁私受饋贈、嚴禁報銷借貸、嚴禁為親友謀利、嚴禁借機收禮、嚴禁接收宴請遊樂等)。

The Group has established a sound integrity governance framework. The Integrity and Self-discipline Committee serves as the highest leadership and decision-making body on integrity matters. It reports to the Board, and is responsible for supervising and reviewing the work on integrity and self-discipline and making final decisions on major issues arising from the work on integrity and self-discipline. The Group holds zero tolerance toward corruption and ensures that its daily business is conducted in a lawful and compliant manner through standardized management. The Group's Employee Handbook (《員工手冊》) clearly links employee remuneration to the implementation of compliance requirements for business ethics, and makes business ethics compliance one of the factors to be considered in the performance assessment of employees, and imposes penalties on employees with violations depending on the seriousness of the case. Meanwhile, the Group requires all employees to sign the Personal Integrity Pledge《(個人廉潔承諾書》), pledging to strictly comply with the "Four Regulations on Prevention of Using Power for Personal Gain" and "six prohibitions and one requirement for employee integrity and self-discipline" (i.e. prohibiting from asking for favors, accepting gifts, making reimbursements and loans, seeking benefits for relatives and friends, accepting gifts on the pretext of opportunity, and receiving banquets and entertainment).

1.2.2 舉報與保護

本集團制定《舉報政策》並在官網披露，建立涵蓋熱線電話、電子郵件和信箱等多元化線上及線下舉報渠道，並通過加盟門店展示牌、官網、微信公眾號等形式向員工及所有與集團有直接或間接經濟往來者進行公示，確保舉報渠道暢通、透明。集團接受來自內外部利益相關方的實名或匿名舉報，嚴格保密舉報人信息，保障其隱私與安全，嚴禁任何形式的打擊報復行為。

1.2.2 REPORTING AND PROTECTION

The Group has formulated the Reporting Policy (《舉報政策》) and published it on its official website. It has established diversified online and offline reporting channels including hotline, email and mailbox and publicized these channels to its employees and all those who have direct or indirect economic exchanges with the Group through the display boards of its franchised stores, official website and WeChat Official Account, to ensure that the reporting channels are clear and transparent. The Group accepts real-name or anonymous reports from internal and external stakeholders, keeps the information of whistleblowers strictly confidential, protects their privacy and safety, and prohibits any form of retaliation.

同時，集團搭建完善的舉報管理流程，鼓勵員工、消費者、加盟商、供應商及公眾等各利益相關方檢舉揭發商業道德相關違規行為，並通過嚴格保密的方式開展檢舉受理、調查等各個環節，切實保障舉報案件得到有效處理。

Meanwhile, the Group has established a comprehensive report management process, encouraging employees, consumers, franchisees, suppliers, the public and other stakeholders to report and disclose the violations related to business ethics, and has initiated the acceptance of reports and investigations in strict confidentiality to ensure the efficient solution of reported cases.

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1.2.3 廉潔文化建設與培訓

本集團着力構建廉潔、誠信、合規的文化氛圍，通過線上廉潔學堂、案例宣導材料、線下宣導大會等多渠道、多層次、多領域的反貪腐培訓，持續強化董事及員工的廉潔自律意識，全面提升全員的商業道德認知，營造風清氣正的工作環境。2024年，集團分別於春節、中秋國慶期間開展廉潔自律教育宣導，累計宣導學習達2,000餘人，宣傳目標達成率100%；開展「清污除垢」項目，持續推進門店反貪污稽核工作，通過舉辦專題直播、開通學習專欄培訓等形式提升門店員工的反貪意識，梳理「不可為行為」清單並要求全員簽訂履約，明確廉潔底線。

1.2.3 INTEGRITY CULTURE DEVELOPMENT AND TRAINING

The Group strives to foster a culture of integrity, honesty and compliance. Through multi-channel, multi-level and multi-disciplinary anti-corruption training, including online integrity classroom, case study advocacy materials, offline advocacy meetings, etc., the Group has continued to strengthen the awareness of our directors and employees on integrity and self-discipline, and has comprehensively enhanced the awareness of business ethics of our employees, so as to create a clean and upright working environment. In 2024, the Group carried out education and publicity on integrity and self-discipline in Spring Festival, Mid-Autumn and National Day, with a total of over 2,000 attendances and a 100% achievement rate of the publicity target. We launched "Cleaning and Dirt Removal" activities, constantly promoting store anti-corruption audits. We raised the anti-corruption awareness of employees in stores by organizing special live broadcasts and opening learning columns for training, summarized the "misconduct list" and required all employees to sign agreements to clarify the bottom line of integrity.

配送中心專項廉潔培訓現場
The Scene of Special Integrity Training for Distribution Centers

新引進人才廉潔宣導資料
Integrity Publicity for New Talents Introduced

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1.2.4 供應商廉潔要求

本集團致力為打造誠信合規的價值鏈生態貢獻自身力量，倡導所有商業合作夥伴共同防範賄賂、勒索、欺詐等違反商業道德的不當行為，要求所有供應商在合作開展前簽訂《反商業賄賂協議》，並在協議中公示供應商投訴舉報電話及郵箱，所有員工和供應商均可舉報潛在或疑似貪污事件。針對存在商業賄賂行為的供應商，集團嚴格予以違約金處罰並將其列入黑名單，致力建設誠信透明的商業生態。2024年，集團供應商《反商業賄賂協議》簽署率為100%。

此外，集團每年面向全體合作供應商開展反貪腐監督，積極供應商開展組織自查自糾行動，建立供應商回訪機制，通過多向宣導、信訪舉報、隨機抽檢等多種方式，將反貪腐體系建設納入供應商履約考核評價中，協助供應商提升廉潔意識和廉潔合規能力。

1.2.4 SUPPLIER INTEGRITY REQUIREMENTS

The Group is committed to contributing to an honest and compliant value chain ecosystem, and advocates all business partners to jointly prevent bribery, extortion, fraud and other misconducts against business ethics. We require all suppliers to conclude the Anti-Commercial Bribery Agreement (《反商業賄賂協議》) before the cooperation, in which the telephone number and mailbox for reporting by suppliers are publicized, so that all employees and suppliers can report potential or suspected cases of corruption. The Group strictly penalizes and blacklists suppliers that engage in commercial bribery, and strives to foster an honest and transparent business ecosystem. In 2024, all of the Group's suppliers have signed the Anti-Commercial Bribery Agreement (《反商業賄賂協議》), achieving a 100% signature rate.

In addition, every year, the Group launches anti-corruption supervision for all cooperative suppliers, actively organizes self-examination and self-correction actions, establishes a mechanism for suppliers to make return visits, and incorporates the construction of anti-corruption systems into the evaluation of suppliers' contract performance through multi-directional publicity, reports through letters and interviews, and random sampling inspections, in order to help enhance suppliers' awareness of integrity and capabilities of integrity and compliance.

2024年度百果園供應商大會廉潔宣導
Integrity advocacy at 2024 Pagoda Supplier Conference

2024年，集團舉辦年度供應商大會並就國家最新反腐相關法律法規、百果園採購廉潔管理要點及合作供應商查處警示案例等進行宣貫培訓。本次大會線上參與共820餘人，線下參會供應商達80家，有力推動了供應鏈廉潔合規知識和實踐經驗的傳播，築牢合作廉潔防線，穩固合作根基，推動健康商業生態的建設。

百果園供應商大會廉潔宣導
Integrity advocacy at Pagoda Supplier Conference

In 2024, the Group held an annual supplier conference and conducted publicity and training in respect of the latest national anti-corruption laws and regulations, key points of Pagoda cleanliness, and warning cases investigated by our suppliers. With more than 820 online participants and 80 suppliers participating offline, the conference further spread knowledge and practical experience on supply chain integrity and compliance, consolidated the defense line of cooperation on integrity, stabilized the cooperation foundation, and promoted the construction of a sound business ecosystem.

第 2 章
CHAPTER 2

本章節回應的SDGs
SDGs addressed to in this chapter

升級高質價比水果體驗

Upgrading Fruit Experience with High-quality and Cost-effectiveness

本集團始終如一堅守對高品質的執着追求，與全球800多個水果基地建立合作關係，從種植源頭的精心選種、科學培育，到終端銷售的溫控配送、貼心售後，在每一個環節均實施嚴苛把控，將安全營養、美味可口以及優質服務的高標準，深度融入水果產業鏈各個細微之處。2024年下半年，集團更是通過供應鏈優化升級、品類結構優化及智慧零售升級等手段，啟動「高品質高性價比口碑戰役」的行動，致力於讓消費者享受到從果園到餐桌，品質與實惠完美融合的美妙水果之旅。

The Group has always adhered to the persistent pursuit of high quality, and has cooperated with more than 800 fruit bases around the world. From careful seed selection and scientific cultivation at the planting source to temperature-controlled distribution and after-sales service at the end of sales, the Group has implemented stringent controls at every step, and has deeply integrated the high standards of safety, nutrition, deliciousness and quality service into details of its fruit industry chain. In the second half of 2024, the Group launched the "high-quality and cost-effective word-of-mouth campaign" through the optimization and upgrading of the supply chain, optimization of the category structure and upgrading of intelligent retailing, etc., striving to enable consumers to enjoy a wonderful fruit journey from the orchard to the dining table with perfect integration of quality and affordability.

第 2 章 CHAPTER 2

2024年度亮點績效：
2024 Performance Highlights:

- 果品標準體系委員會共召開1次會議，重點審議果品標準升級等關鍵議題。
- The fruit standard system committee held one meeting, focusing on strategic topics such as the upgrading of fruit standards.

- 迭代《門店經營四項基本原則》，從品類組合、鮮度管理、乾淨整潔、服務體驗4個維度，全方位規範並提升門店的經營管理水平。
- Upgraded the Four Basic Principles of Store Management (《門店經營四項基本原則》) to standardize and enhance store management in four dimensions, namely, product mix, freshness management, cleanliness and tidiness, and service experience.

- 發佈行業首個《鮮切水果用原料果》企業標準，為選用原料果的質量和安全提供規範保障。
- Published the industry's first Raw Materials for Fresh-cut Fruits enterprise standard to provide standardized protection for the quality and safety of raw materials.

- 向所有供應商發佈《百果園農殘檢測項目更新通知》，明確將鮮果農殘檢測項目由200+擴充至300項。
- Issued the Notice of Pagoda on Updating Pesticide Residue Inspection Items (《百果園農殘檢測項目更新通知》) to all suppliers, confirming that the pesticide residue inspection items for fresh fruits would be expanded from 200+ to 300.

- 共計開展3次食品安全審核工作，進一步夯實集團食品安全管理體系。
- Three food safety audits were conducted to further consolidate the Group's food safety management system.

- 共開展14次食品安全培訓，覆蓋員工、供應商、加盟商，共計參與超30,000人次。
- A total of 14 food safety training sessions were conducted, covering employees, suppliers, and franchisees, with a total of over 30,000 attendances.

第 2 章 CHAPTER 2

2024年度亮點績效：
2024 Performance Highlights:

- 年內推出明廚亮灶行動，在北京和深圳等區域的43家門店自營平台上線果切直播功能。
- During the year, the "Transparent Kitchen" initiative was launched, and the live-streaming function for fruit cutting was launched on the self-operated platforms of 43 stores in the cities such as Beijing and Shenzhen.

- 成立集團監控中心，針對門店服務標準開展專項抽檢，共計抽檢門店22,320家次，抽檢合格率逐月提升。
- Established the Group Monitoring Center to launch special sampling inspections targeting the service standards of stores, totaling 22,320 inspections, with the passing rate of sampling inspections increasing month by month.

- 截至2024年末，百果種業已與10家企業和機構達成深度合作關係，並擁有12個新品種的孵化資格。
- As of the end of 2024, Pagoda Seeds built deep cooperation with 10 companies and organizations, and 12 new variety incubation qualifications.

- 共受理17,706件投訴，響應率達100%；成功解決17,120件投訴，解決率為96.69%。
- Accepted a total of 17,706 complaints, with a response rate of 100%, and successfully resolved 17,120 complaints, with a resolution rate of 96.69%.

- 針對15個區域開展全面的NPS調研工作，NPS指標體系覆蓋品質、價格、服務等32個指標，其中，深圳市NPS為36%，廣州市NPS為41%。
- Conducted comprehensive NPS surveys in 15 regions including 32 NPS indicators concerning quality, price, service, etc., of which Shenzhen's NPS was 36% and Guangzhou's NPS was 41%.

第 2 章 CHAPTER 2

2.1 質量護航，堅守品質初心

本集團堅持「高品質與高性價比水果專家與領導者」戰略，秉持「讓天下人享受水果好生活」的使命，持續以多舉措、高標準、嚴要求全面加強品控體系。食品安全是質量體系的重要內核，食品安全文化已經深度滲透至集團運營各維度。集團始終致力於為客戶提供安全、營養、高品質的農產品，確保每一環節都嚴格把控，讓客戶享受到放心、美味的果品體驗。

2.1.1 全生命週期的品控體系

在水果生鮮行業，食品安全是生命線。本集團致力於打造一套基於水果全生命週期和全鏈路的食品安全管理標準體系，從水果採摘、包裝、倉儲、物流到門店銷售終端的每一個環節進行嚴密的質量把關，確保產品在整個供應鏈中的新鮮度與安全性。

果品全生命週期品控

本集團持續投入資源完善品控標準體系，建立從果品種植到銷售各關鍵環節的全生命週期品質控制標準與管理機制，並不斷優化產品追溯機制，以確保果品鮮度、品質及安全。

2.1 QUALITY GUARANTEE, UPHOLDING THE ORIGINAL SPIRIT OF QUALITY

The Group adheres to the strategy of "expert and leader in high-quality and cost-effective fruit industry", upholds the mission of "offer delicious fruit and enjoyable lifestyle to people", and continues to comprehensively strengthen its quality control system with multiple measures, high standards and stringent requirements. Food safety is the key to the quality system, and the food safety culture has deeply penetrated into all aspects of the Group's operations. The Group is committed to providing safe, nutritious and high-quality agricultural products to its customers, and ensures that every step is under strict control, so that customers can enjoy are assured and tasty fruit experience.

2.1.1 QUALITY CONTROL SYSTEM COVERING THE WHOLE LIFE CYCLE

Food safety is a lifeline in the fruit and fresh products industry. The Group is committed to building a set of food safety management standard systems based on the whole life cycle and the whole chain of fruits, and strictly controls the quality at every step from fruit picking, packaging, warehousing, logistics to the end of sales in stores, so as to ensure the freshness and safety of the products in the whole supply chain.

FRUIT QUALITY CONTROL FOR THE WHOLE LIFE CYCLE

The Group has continuously invested resources in improving the quality control standard system and establishing quality control standards and management mechanisms for the whole life cycle of fruits from planting to sales, and continuously optimizes the product traceability mechanism to ensure the freshness, quality and safety of fruits.

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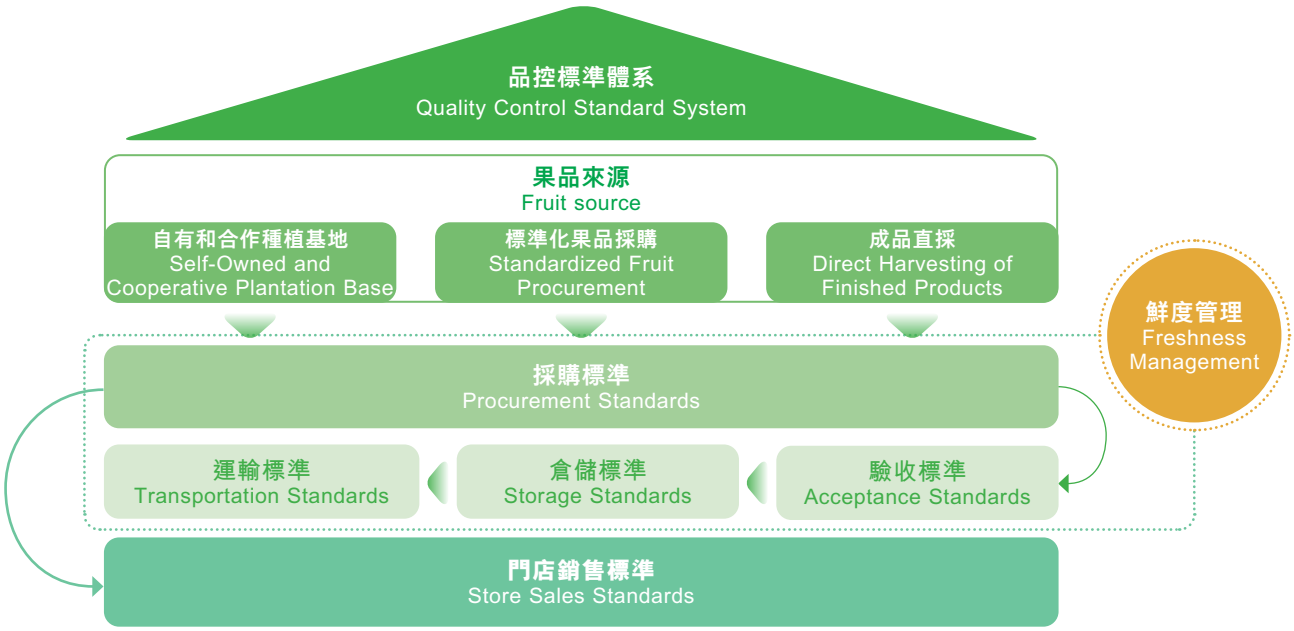

採購與驗收環節
Purchasing and Acceptance

- 實施統一採購標準，確保果品品質驗收標準與採購標準高度一致。採購標準涵蓋果品的外觀、口感、新鮮度、病害情況以及檢驗檢疫指標等關鍵品質與安全要求。此外，將果品的採後分級處理、包裝及運輸等環節作為採購標準的輔助要求，確保從源頭到終端的全方位質量控制。
- Implement uniform purchasing standards, ensuring a high degree of consistency between fruit quality acceptance standards and purchasing standards. The purchasing standards cover key quality and safety requirements for fruits, such as the appearance, taste, freshness, disease and inspection and quarantine indicators. In addition, the post-harvest classification and processing, packaging and transportation of fruits are viewed as a supplementary requirement of the purchasing standards to ensure all-round quality control from the source to the end.
- 對於計劃開發的新產品，通過不定期地舉辦專題選品會議，對評分優異產品進行深入開發，從而篩選適合產品，確保食品高質量、安全可靠，贏得客戶信賴。
- For the new products to be developed as planned, conduct in-depth development for the evaluation of superior products through the occasional thematic selection meetings, so as to select suitable products to ensure the quality, safety and reliability of food products and earn the trust of customers.

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倉儲環節
Storage

- 在全國範圍內的配送中心均設立6個不同的溫控保鮮區域，以滿足不同果品倉儲的具體需求。
- Six different temperature-controlled preservation zones are set up in the distribution centers nationwide to meet the specific needs of different fruit storage.
- 基於《果品入庫儲存溫區及最佳安全期明細表》，將新鮮水果精準存放於對應溫區的冷庫中。嚴格執行「先進先出」和「先熟先出」的政策，確保易腐水果在規定時限內完成出庫。
- The fresh fruits are directly stored in the cold storage of corresponding temperature zones according to the Table of Temperature Zones and Optimal Safety Period for Fruit Storage (《果品入庫儲存溫區及最佳安全期明細表》). Strictly implement the policies of "first-in-first-out" and "first-ripen-first-out" and ensure the perishable fruits are delivered within a specific period of time.
- 強化倉儲物流環節人員衛生健康管理，2024年，集團更新《倉配物流人員衛生健康管理辦法》，進一步明確持證上崗、操作規程等要求。
- Strengthen the hygiene and health management for employees in warehousing and logistics. The Group updated the Measures for the Hygiene and Health Management for Employees in Warehousing and Logistics (《倉配物流人員衛生健康管理辦法》) in 2024, further clarifying the requirements for holding certificates and standard operating procedures.
- 果品入庫後，利用倉儲管理信息系統(WMS)詳細記錄每批果品的品名、重量、入庫時間等關鍵信息，實時追蹤果品在倉庫內的流轉路徑，包括移動位置、分裝作業等各個環節。
- After the fruits are put into storage, the warehouse management system (WMS) is utilized to record in detail key information such as the name, weight and warehouse entry time of each batch of fruits, so as to track in real time the flow path of fruits in the warehouse, including the location movement of fruits, the packing operation and other aspects.

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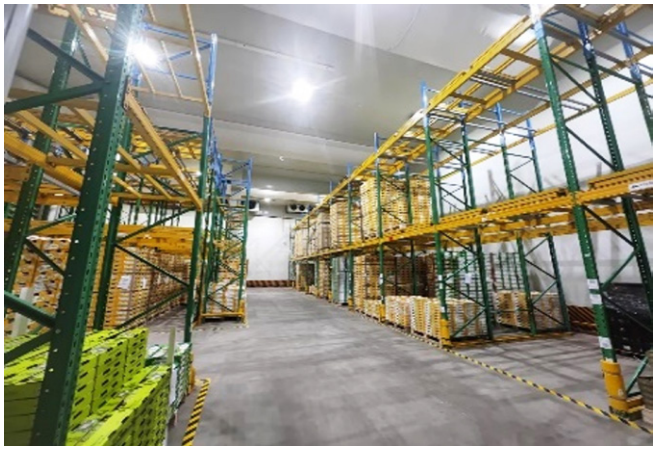
- 持續升級倉儲能力，提升倉儲環節的效率、安全性和鮮度。2024年，集團對上海配送中心冷庫進行升級改造，通過引入先進的環境監測與自動控制技術，實現庫房內的溫度、濕度以及乙烯濃度進行實時採集與智能化自動控制，為奇異果類產品打造更為適宜穩定的存儲環境，最大程度保持果品的新鮮度與品質。
- Constantly upgrade the warehousing capacity to enhance the efficiency, safety and freshness of the warehousing process. In 2024, the Group upgraded the cold storage of the Shanghai distribution center. It introduced advanced environmental monitoring and automatic control technology, achieving the real-time collection and intelligent and automatic control of the temperature, humidity and ethylene concentration in the warehouse, creating a more suitable and stable storage environment for kiwi fruit products and maximizing the freshness and quality of fruits.



上海配送中心冷庫升級改造
Upgrade of the cold storage of the Shanghai distribution center

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運輸環節
Transportation

- 幹線運輸時，冷凍、冷藏與常溫食品按要求分開擺放，司機需按食品要求設置車輛製冷機溫度。貨物到後，區域配送品控部品控員導出隨車溫度記錄數據，檢查運輸全程溫度達標情況。
- During transportation on the trunk line, the frozen food, refrigerated food and room temperature food are placed separately according to requirements, and the driver should set the vehicle chiller to the temperature required for the products. After arrival, the quality controller of the quality control department for regional distribution exports the temperature record data to check whether the temperature of the whole transportation meets the standard.
- 將每年夏季特定時段設定為打冷監控期，借助車載溫濕度記錄儀、手持PDA掃碼設備以及司機APP等軟硬件協同作業，精準捕捉冷藏車在整個運輸途中的溫度變化，科學計算送貨期間的預冷合格率、發車準點率等關鍵指標，全方位保障冷鏈運輸環節的高效與安全。
- A specific period in summer every year is set as the cold monitoring period, work together, with the help of a vehicle temperature and humidity recorder, handheld PDA scanning devices and driver APP and other software and hardware, to accurately confirm the temperature change of the refrigerated truck during the whole transportation, and scientifically calculate the pre-cooling pass rate during the delivery period, on-time rate of the truck and other key indicators, to ensure the efficiency and safety of the cold chain transportation sector in an all-round way.

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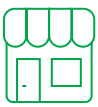

門店銷售環節
Store Sales

- 不可有過期、腐爛、發霉、皺皮、失水、變質、變色及損傷果銷售；通過對果品相關知識的普及，持續提升門店員工對果品的認知。
- Expired, rotten, moldy, wrinkled, dehydrated, deteriorated, discolored or damaged fruits are not allowed to be sold; it continues to enrich the knowledge of employees on fruits through the popularization of the knowledge related to fruits.
- 在果品銷售過程中，對果品的包裝材料、陳列展示方式以及鮮度管理等方面制定嚴格要求。2025年初，迭代《門店經營四項基本原則》，從品類組合、鮮度管理、乾淨整潔、服務體驗4個維度，全方位規範並提升門店的經營管理水平。
- In the process of fruit sales, strict requirements are set for the packaging materials, display methods and freshness management of fruits. In early 2025, we upgraded the Four Basic Principles of Store Management (《門店經營四項基本原則》) to standardize and enhance store management in four dimensions, namely, product mix, freshness management, cleanliness and tidiness, and service experience.
- 實行「神秘顧客」檢查機制，委託第三方作為神秘顧客對門店進行隨機抽樣檢查，以客觀、公正的方式對門店的食品安全和衛生管理進行評分，並將評分結果納入門店績效考核。
- The Group implements a “undercover shopper” inspection mechanism, whereby a third party is entrusted to act as a mystery shopper to conduct random inspections of stores, and score the food safety and hygiene management of the stores in an objective and fair manner, and incorporate the scoring results into the performance assessment of the stores.
- 2024年4月，集團成立監控中心，開展線上全國巡店，及時發現問題，狠抓整改閉環，進一步提升門店標準執行水平，形成線上線下一體的標準閉環管理。
- In April 2024, the Group set up a monitoring center to conduct online store inspections nationwide, identify problems in a timely manner, and make rigorous efforts for rectification loop, in order to further enhance the implementation of store standards and form an integrated online and offline standard closed-loop management.

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- 為確保門店在食品安全把控以及鮮切水果原料採購、處理等環節實現標準化、規範化作業，集團制定並發佈《門店食品安全手冊》《鮮切水果原料標準》手冊，並分發至各區域門店，助力提升門店整體運營水平。
- In order to ensure the standardization of food safety control and the procurement and handling of raw materials for fresh-cut fruits, the Group has formulated and published the Food Safety Manual for Stores (《門店食品安全手冊》) and the Standard for Raw Materials for Fresh-cut Fruits (《鮮切水果原料標準》), which were distributed to stores in all regions to help improve the overall operation of stores.

百果園門店食品安全手冊
Food Safety Manual for Pagoda Stores

- 為確保門店商品的儲存安全與出品質量，維護食品安全的高標準，集團制定並嚴格執行《門店蟲害防治管理辦法》，從蟲鼠害預防、蟲鼠害防治、門店日常清潔消毒以及定期巡店檢查等多個方面，有效減少門店蟲鼠害風險，致力於為消費者營造一個安全、放心的食品消費與購物環境。
- In order to ensure the storage safety and quality of products in stores, and to maintain the strict standard of food safety, the Group has formulated and strictly implemented the Administrative Measures for Pest Control of Stores (《門店蟲害防治管理辦法》), which effectively reduces the risk of pests and rodents in stores through prevention and control over pests and rodents, daily cleaning and disinfection of stores, regular inspections, etc. The Group is committed to creating a safe and secure food consumption and shopping environment for consumers.

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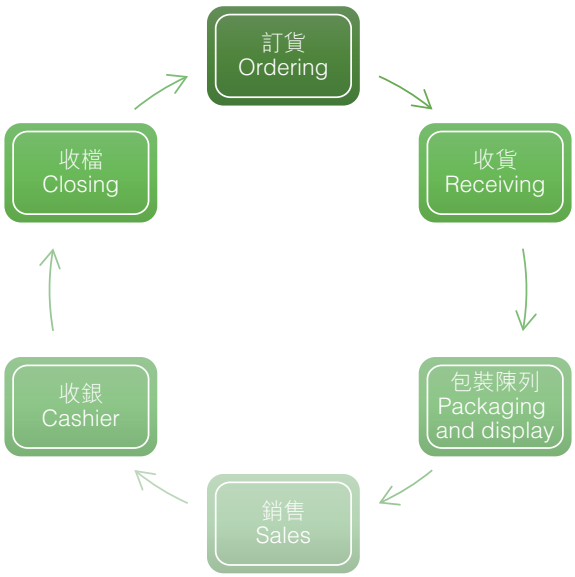
鮮度管理

在果品全生命週期的品控管理中，集團秉持「根據鮮度決定經營，通過經營把控鮮度」核心理念，將鮮度管理視為果品品質管控的關鍵要素。根據果品的獨特屬性，從訂貨、收貨、包裝陳列、銷售、收銀、收檔六大關鍵環節入手，量身定制一套鮮度經營標準，有效提升門店果品的鮮度，最大程度降低損耗，為消費者呈現品質上乘的水果。

FRESHNESS MANAGEMENT

In the fruit quality control management for the whole life cycle, the Group adheres to the core concept of "deciding the operation based on the freshness and controlling the freshness through the operation", and regards the freshness management as a key element in the fruit quality control. Based on the unique attributes of the fruits, the Group has customized a set of freshness management standards in six key aspects, including ordering, receiving, packaging and display, sales, cashier and closing, so as to effectively enhance the freshness of fruits in the stores, minimize wastage, and present consumers with high-quality fruits.



鮮度管理六大環節
Six steps of freshness management

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本集團嚴格執行「分類管理」和「出清管理」要求，依託「鮮度標籤」「日期標貼」「周循環售罄系統」「鮮度助手」等鮮度管理工具，全方位落實門店環節的鮮度管理工作。

- 在分類管理方面，綜合考量果品包裝形式、品種類別、到貨日期等要素，對果品展開細緻分類。針對椰子、藍莓、冰糖梨等有特殊保鮮要求的果品，張貼日期標貼，並監控上架期間的鮮度變化。
- 在出清管理方面，搭建「周循環售罄系統」。門店於每天特定時間形成當天必須售罄果品清單，並設立特惠折扣出清區域，在對應特價水果上張貼「折價標貼」，讓顧客清晰了解水果特惠價格。同時，充分利用社群平台和App等線上渠道，積極開展導購與推廣活動，在保證果品鮮度的同時，以更具性價比的價格惠及更多消費者。

本集團亦積極關注重視鮮切水果食品安全問題，從標準制定、操作規範、衛生意識等方面多措並舉，在鮮切水果領域構築起一道堅實的食品安全防線。

The Group strictly follows the requirements of "classified management" and "sellout management", and comprehensively implements the freshness management in stores by virtue of freshness management tools such as "Freshness Label", "Date Sticker", "Weekly Cyclic Sell-Out System" and "Freshness Assistant".

- In terms of classified management, fruit products are categorized in a detailed manner by taking into account factors such as the form of packaging, the variety and the date of arrival of the fruit. For fruits with special freshness requirements, such as coconuts, blueberries and rock sugar pears, date labels are posted and freshness changes during the shelf life are monitored.
- In terms of sellout management, the Group has set up the "Weekly Cyclic Sell-Out System". Stores form a list of fruits that must be sold out at a specific time every day, and set up a special discount area for clearance, where "discount" labels are posted on the corresponding discount fruits, making customers clearly understand the discount prices of fruits. At the same time, it makes full use of online channels such as social media platforms and Apps to actively launch shopping guides and promotional activities, so as to ensure the freshness of fruits and benefit more consumers with more favorable prices.

The Group is also actively concerned about the food safety of fresh-cut fruits, and has taken various measures in terms of standardization, work standards and hygiene awareness to build up a solid food safety defense line in the field of fresh-cut fruits.

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牽頭發佈行業首個《鮮切水果用原料果》企業標準，安全保障再上新台階
Taking the lead in publishing the industry's first Raw Materials for Fresh-cut Fruits enterprise standard to further enhance safety

2024年6月，本集團聯合中華全國供銷合作總社濟南果品研究所發佈行業首個《鮮切水果用原料果》企業標準Q/SZBGY0009-2024。該標準在《食品安全國家標準即食鮮切果蔬加工衛生規範》和《即食鮮切果蔬製作服務規範》團體標準的基礎之上，首次從整體上細化了原料果分類、篩選、貯存等細則，將鮮切水果用原料果細分為帶核類開切水果、帶瓜瓤類水果、去皮後食用水果、特殊開切水果、整果和直接切分水果五大類，並以成熟度、新鮮度、色澤、氣味到雜質等關鍵指標界定了原料果使用標準。

In June 2024, the Group collaborated with Jinan Fruit Research Institute of All China Federation of Supply and Marketing Cooperatives* (中華全國供銷合作總社濟南果品研究所) to issue the industry's first Raw Materials for Fresh-cut Fruits enterprise standard (Q/SZBGY0009-2024). On the basis of the group standards, the Food Safety National Standard – Ready-to-eat Fresh-cut Fruits and Vegetables Processing Hygiene Norms (《食品安全國家標準即食鮮切果蔬加工衛生規範》) and the Ready-to-eat Fresh-cut Fruits and Vegetables Production Service Norms (《即食鮮切果蔬製作服務規範》), this standard refined the rules for the classification, screening, and storage of raw fruits, categorizing fruits into five main categories including open-cut fruits with pits, fruits with urns, edible fruits after peeling, special open-cut fruits, and whole or directly sliced fruits and formulated the standard for the use of raw fruits based on key indicators such as maturity, freshness, colors, odor and impurities.

此次標準發佈，不僅為消費者提供了更加明確、具體的品質與安全保障依據，亦標誌着集團在水果產業鏈安全管理領域邁出了重要的一步，為行業健康發展作出更多貢獻。

The release of this standard not only provides consumers with a clearer and more specific basis for quality and safety protection, but also signifies that the Group has taken an important step forward in the safety management of the fruit industrial chain, and makes more contributions to the sound development of the industry.

《鮮切水果用原料果》企業標準
Raw Materials for Fresh-cut Fruits enterprise standard

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果品溯源體系

本集團持續搭建並完善果品溯源體系。果品入倉後，借助先進的WMS倉儲管理信息系統，精準錄入果品的名稱、重量、入庫時間等關鍵數據，從而對果品在倉庫內的搬運、分揀、包裝等環節進行實時跟蹤，並通過在產品外包裝箱上黏貼二維碼標籤，實現了對供應商信息、批次號等數據的快速追溯，為供應鏈中的關鍵環節提供透明化的信息。2024年，集團針對百果園實業、百果園供應鏈、鑫陳水果店及百果園農產品初加工4家單位開展產品模擬追溯演練，從採購端正向追溯和門店端反向追溯的方向對追溯有效性進行驗證，為後續進一步優化追溯體系，實現果品全生命週期的質量溯源與跟蹤管理奠定了堅實基礎。

另外，本集團嚴格遵循《缺陷消費品召回管理辦法》等相關法規，制定並執行《食品撤回／召回管理規定》等內部制度，規定產品召回機制，確保在問題產品出現時的高效召回及妥善處理。根據食品安全風險的嚴重性和緊急程度，集團採用三級分級處理方式，嚴格規定召回的啟動與完成時限：

FRUIT TRACEABILITY SYSTEM

The Group has been establishing and improving its fruit traceability system. After the fruits are put into the warehouse, with the help of the advanced WMS, the Group accurately records key data such as the name, weight and time of entry of the fruits into the warehouse, so as to track the handling, sorting and packing of fruits in the warehouse in a real-time manner. The Group also attaches QR code tags on the outer boxes of the fruits, so as to rapidly track the suppliers' information and batch numbers, and provide transparent information for the key links in the supply chain. In 2024, the Group conducted simulated product traceability exercises for 4 entities, namely Pagoda Industrial, Pagoda Supply Chain, Xinchen Fruit Store and Pagoda Agricultural Products Primary Processing, to verify the effectiveness of the traceability in the direction of forward traceability for procurement and reverse traceability for stores, laying a solid foundation for the further optimization of the traceability system and the realization of quality traceability and tracking management of the fruits for the whole life cycle.

In addition, the Group strictly complies with the Administrative Measures for the Recall of Defective Products (《缺陷消費品召回管理辦法》) and other relevant laws and regulations, and formulates and implements internal regulations such as the Regulations on the Administration of Food Products Withdrawal/Recall (《食品撤回／召回管理規定》), which set out the product recall mechanism, to ensure the efficient recall and appropriate handling for the defective products appeared. The Group adopts a three-tier hierarchical handling method depending on the severity and urgency of food safety risks and sets a strict time frame for initiating and completing the recall:

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召回類型 Recall Type	完成時限 Completion Time
一級召回 **Level 1 Recall**	要求在24小時內啟動，自發佈公告起10個工作日內完成 Required to be activated within 24 hours and completed within 10 working days from the date of announcement
二級召回 **Level 2 Recall**	需在48小時內啟動，自發佈公告起20個工作日內完成 Required to be activated within 48 hours and completed within 20 working days from the date of announcement
三級召回 **Level 3 Recall**	在72小時內啟動，自發佈公告起30個工作日內完成 Required to be activated within 72 hours and completed within 30 working days from the date of announcement

同時，針對召回產品的不同不合格情形，集團採取相應處置措施，並依據《糾正和糾正措施管理辦法》，對存在問題及時採取及時和必要的糾正措施，持續優化管理體系。此外，集團每年至少組織一次召回模擬演練，強化產品召回事件發生時的應對能力，確保在事件發生時能夠迅速、有效地執行召回流程。

Meanwhile, the Group takes corresponding measures to handle the recalled products with different cases, and fixes the problems in time in accordance with the Administrative Measures for Corrective Action (《糾正和糾正措施管理辦法》), so as to continuously optimize the management system. In addition, the Group organizes a simulation drill at least a year to strengthen its capability in this respect and ensure that the recall process can be carried out swiftly and effectively in the event of an incident.

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2.1.2 食品安全標準

本集團嚴格遵循《中華人民共和國食品安全法》《中華人民共和國食品安全發實施條例》《食用農產品市場銷售質量安全監督管理辦法》《中華人民共和國農產品質量安全法》等運營所在地的法律法規和行業標準，制定並落實《果品標準管理規定》《食品從業人員管理規定》《門店食品安全管理手冊》等內部管理規範制度，為集團提供明確的操作指南和管理準則，全力築牢質量與安全保障防線。

2.1.2 FOOD SAFETY STANDARDS

In compliance with the Food Safety Law of the People's Republic of China (《中華人民共和國食品安全法》), the Regulation on the Implementation of the Food Safety Law of the People's Republic of China (《中華人民共和國食品安全法實施條例》), the Regulations for the Administration of Quality and Safety Monitoring for the Sale of Edible Agricultural Products (《食用農產品市場銷售質量安全監督管理辦法》), the People's Republic of China on the Quality and Safety of Agricultural Products (《中華人民共和國農產品質量安全法》) and other local laws and regulations and industry standards where it operates, the Group has formulated and implemented internal standard management requirements such as the Fruit Standard Management Requirements (《果品標準管理規定》), the Management Regulations for Food Practitioners (《食品從業人員管理規定》), and the Food Safety Management Manual for Stores (《門店食品安全管理手冊》), in order to provide clear operational guidelines and management standards for the Group and to make every effort to secure quality and food safety.

食品安全治理架構

本集團持續完善食品安全治理架構，已設立由常務副總裁領導的食品安全委員會，成員包括採購、運營、品控、採後研發、法務等關鍵部門負責人，負責涵蓋構建並優化集團食品安全管理體系、規章制度及操作流程，確立食品安全管理人員的配置方案、培訓體系及考核機制，對各部門的食品安全工作及其相關執行情況進行監督，並主導應對食品安全重大事件的處理策略等事項，全面落實集團的食品安全責任主體。2024年，食品安全委員會共召開4次會議，聚焦並重點審議食品安全的風險分析、防範及預警機制、食品安全標準、門店食品安全等關鍵議題。

FOOD SAFETY GOVERNANCE STRUCTURE

The Group constantly improves its food safety governance structure and has set up a food safety committee headed by the Group's executive deputy general manager and comprised of heads from the procurement, operations, quality control, post-harvest research and development, and legal affairs departments. The committee is responsible for constructing and optimizing the Group's food safety management system, regulations, rules and operational procedures, establishing the arrangement plan, training system and assessment mechanism for food safety management personnel, supervising the implementation of food safety and related work in all departments, and leading the handling of major food safety incidents, so as to comprehensively implement the Group's responsibility for food safety. In 2024, the food safety committee held 4 meetings, focusing on and deliberating key food safety issues such as risk analysis, prevention and warning mechanisms, food safety standards and store food safety.

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質量與食品安全認證管理

為深度優化食品安全管理水平，全方位增強消費者對百果園食品安全管控信心，本集團積極引導下屬各實體單位參與食品安全管理體系的認證評估工作，持續迭代與完善食品安全管理體系，構建起更為堅實的食品安全防線。

截至2024年末，百果園實業、百果園供應鏈、鑫陳水果店及百果園農產品初加工共四家實體參與並通過ISO 22000食品安全管理體系認證。同時，全資子公司海陽津成泰通過ISO 9001質量管理體系認證、ISO 22000食品安全管理體系認證以及FSSC 22000食品安全體系認證、英國零售商協會認證(BRC)、全球良好農業規範認證(GLOBALGAP)和BSCI商業社會標準認證等多項產品質量及食品安全體系認證。2024年，百果園果製品工廠亦成功通過FSSC 22000食品安全體系認證，進一步夯實集團食品安全保障能力。

QUALITY AND FOOD SAFETY CERTIFICATION MANAGEMENT

In order to further enhance the food safety management and boost consumers' confidence in the food safety control of Pagoda in all aspects, the Group has actively guided its entities to participate in the certification and assessment of the food safety management system and constantly upgrade and improve the food safety management system, so as to build up a more solid food safety defense line.

As of the end of 2024, a total of four entities, namely Pagoda Industrial, Pagoda Supply Chain, Xinchen Fruit Store and Pagoda Agricultural Products Primary Processing, participated in and have been certified with the ISO 22000 food safety management system. Meanwhile, the Group's wholly-owned subsidiary, Haiyang Jinchengtai, has been certified with various product quality and food safety systems, such as the ISO 9001 quality management system certification, ISO 22000 food safety management system certification, FSSC 22000 food safety system certification, BRC Certification, GLOBALGAP Certification and BSCI Certification. In 2024, a factory of Pagoda Fruit Products also were successfully certified with the FSSC 22000 food safety system, which further strengthens the Group's food safety protection capability.

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質量與食品安全管理體系認證 Quality and Food Safety Management System Certification	
ISO 22000食品安全管理體系 ISO 22000 Food Safety Management System	深圳百果園實業(集團)股份有限公司 Shenzhen Pagoda Industrial (Group) Corporation Limited
	深圳市百果園供應鏈管理服務有限公司 Pagoda Fruit Investment Management (Shenzhen) Service Co., Ltd.
	深圳市龍華區觀湖百果園鑫陳水果店 Guanhu Pagoda Xinchen Fruit Store of Longhua District, Shenzhen
	廣東百果園農產品初加工有限公司 Guangdong Pagoda Agricultural Products Preliminary Processing Co., Ltd.
	海陽津成泰產品發展有限公司 Haiyang Chiang Mai Thai Agri-products Co., Ltd.
FSSC 22000食品安全體系認證 FSSC 22000 Food Safety System Certification	海陽津成泰產品發展有限公司 Haiyang Chiang Mai Thai Agri-products Co., Ltd.
	廣東百果園果製品有限公司 Guangdong Pagoda Fruit Products Co., Ltd.
ISO 9001質量管理體系認證 ISO 9001 Quality Management System Certification	海陽津成泰產品發展有限公司 Haiyang Chiang Mai Thai Agri-products Co., Ltd.

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乳製品食品安全標準

安全優質的乳製品是集團產品體系中的重要組成部分，也是集團堅守品質、服務消費者的核心體現。目前，本集團已與五家奶製品供應商建立穩固合作關係，供應商均通過了嚴格的GMP（良好生產規範）認證和ISO（國際標準化組織）認證，以此確保從奶源採集、生產加工到成品包裝的全流程都符合國際通行的質量管控與生產規範標準。其中，兩家供應商產品還擁有有機產品認證證書，全方位保障奶製品的純天然、無污染和高品質。

MILK PRODUCT FOOD SAFETY STANDARDS

Safe and high-quality milk products are an important component of the Group's product mix and a core manifestation of the Group's commitment to quality and consumer service. Currently, the Group has established solid partnerships with five milk suppliers, all of which have passed stringent GMP (Good Manufacturing Practice) and ISO (International Organization for Standardization) certifications, ensuring that the entire process, from milk collection, production and processing to packaging of the finished products, complies with the international standards of quality control and production norms. In these five suppliers, two suppliers have the products that are certified as organic, ensuring the all-round naturalness, non-pollution and high quality of the dairy products.

數智化賦能食品安全

本集團深刻認識到數字化轉型在食品安全管理中的關鍵作用。2024年，集團進一步強化食品安全數字化應用，完成「總經理駕駛艙」鮮度經營表與「百果秘書」系統互通，片區經理和店長可在「百果秘書」鮮度模塊中快速查看片區、門店的鮮度預警數據，實現對水果新鮮度的實時監控和精準管理。當發現鮮度異常問題，門店可迅速採取及時下架、追溯進貨渠道、檢查保鮮設備等措施，有效避免可能出現的食品安全問題，最大程度保障消費者食品安全。

此外，2024年，集團啟動「明廚亮灶」行動，借助數字化手段為消費者打造更透明、更安全的消費體驗。消費者在百果園APP或小程序下達需要洗切服務的訂單後可查看吧台果切製作的實時直播視頻。後台亦對所有果切製作過程視頻存儲，確保問題單出現時有據可查，為後續的整改和處理提供堅實依據。截至2024年末，集團已在北京和深圳等多個區域的43家門店自營平台上線果切直播功能。

ENABLING FOOD SAFETY WITH DIGITAL INTELLIGENCE

The Group recognizes the importance of digital transformation in food safety management. In 2024, the Group further strengthened the application of food safety digitalization by completing the connection between the “General Manager's Cockpit” freshness management table and the “Pagoda Secretary” system, so that district managers and store managers can quickly check the freshness warning data of their districts and stores in the freshness module of “Pagoda Secretary”, thus realizing real-time monitoring and accurate management of fruit freshness. When abnormal freshness problems are detected, stores can quickly take measures such as removing fruits from the shelves, tracking the purchasing channels and checking the freshness preservation equipment, so as to effectively avoid possible food safety problems and ensure the food safety for customers to the greatest extend.

In addition, in 2024, the Group launched the “transparent kitchen (明廚亮灶)” activity to create a more transparent and safer consumption experience for consumers through digital means. Consumers can view the live broadcast of the fruit-cut on the bar after placing an order requiring washing and cutting on Pagoda App, Pagoda + applet. The back end stores all the video on fruit-cut process, ensuring that the orders with trouble are traceable and providing a solid basis for subsequent rectification and handling. As of the end of 2024, the Group published the fresh-cut fruit live broadcast on 43 self-operated store platforms in the cities such as Beijing and Shenzhen.

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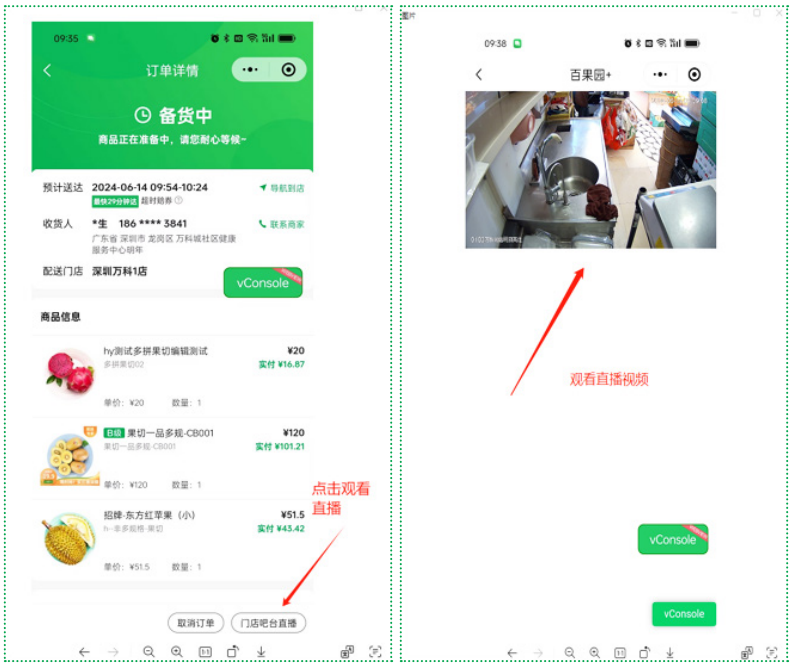

「明廚亮灶」果切製作直播
"transparent kitchen (明廚亮灶)" fresh-cut preparation live broadcast

食品安全文化與培訓

本集團貫徹「人人有責、預防為主、閉環管理、行業先鋒」的食品安全方針，通過定期理論講解、案例分析、實操演練等多元化方式，對總部及門店的全體員工開展形式多樣、內容深入的食品安全培訓，全方位地強化員工食品安全意識。同時，本集團高度重視加盟商的食品安全管理及意識提升，將食品安全全面納入加盟商培訓體系，宣貫及培訓集團食品安全標準與原則、行業標準等，持續強化加盟商的食品安全保障能力，確保其在運營過程中能夠嚴格遵守食品安全規範。2024年，本集團共開展14次食品安全相關培訓，共計參與超30,000人次。

FOOD SAFETY CULTURE AND TRAINING

The Group adheres to the food safety policy of "everyone's responsibility, prevention-oriented, closed-loop management, and industry pioneer", and regularly launches diversified and in-depth food safety training for all employees at the headquarters and stores through regular theory explanation, case studies, practical exercises and other diversified methods, to strengthen their awareness of food safety in an all-round manner. Meanwhile, the Group attaches great importance to the food safety management and awareness enhancement of its franchisees, and has incorporated food safety into the franchisee training system, to publicize and train the Group's food safety standards and principles, as well as industry standards, etc. As a result, it constantly strengthens the food safety protection capability of its franchisees and ensures that they can comply with the food safety regulations in operations. In 2024, the Group launched a total of 14 food safety related trainings with a total of over 30,000 attendances.

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政企聯動，開展食品安全專項培訓
Government-enterprise collaboration and special training on food safety

2024年6月，本集團邀請深圳市市場監督管理局鹽田監管局開展門店合法合規經營相關培訓，培訓內容涵蓋農產品、預包裝食品、廣告宣傳合規，及消費者權益保護等關鍵領域，並結合門店實際場景，通過案例剖析和模擬演練，生動呈現合規要點。在答疑互動環節，專家針對門店經營中的實際問題，提供精準且具實操性的解決方案。本次培訓涵蓋全國總部員工以及門店店長，共計6,733人參與，有效提升員工的食品安全意識和專業能力。

In June 2024, the Group invited Yantian Office of Market Regulation Bureau of Shenzhen Municipality to conduct training on legal and compliant operation of stores. The training covered key areas such as agricultural products, prepackaged food, advertising and promotion compliance, and consumer rights protection, etc. The training also combined with the actuality of the stores to present the key points of the compliance through case analysis and simulation exercises. In the Q&A session, the experts provided precise and practical solutions to practical problems in store operations. A total of 6,733 employees and managers from the headquarters and stores nationwide participated in the training, effectively enhancing their food safety awareness and professional competence.

政企聯動食品安全專項培訓
Government-enterprise collaboration and special training on food safety

《門店新五行標準》直播+線上課程培訓
Live Broadcast + Online Course Training on the New Five Criteria for Stores (《門店新五行標準》)

2024年3月，本集團開展《門店新五行標準》培訓活動，創新性地採用全國直播與線上課程相結合模式，通過直播現場錯誤操作演示、找茬及正確標準講解的形式，將理論知識與實際操作緊密結合；此外，培訓通過線上平台精準推送給每位員工，起到反覆學習、鞏固知識的作用。培訓活動累計參與達17,814人次，全面助力《門店新五行標準》在門店有效落實與執行。

In March 2024, the Group launched the training on the New Five Criteria for Stores (《門店新五行標準》) through innovative mode of national live broadcast combined with online courses. Through presentation of incorrect operations, fault-finding, and explanation of the correct standard in the live broadcast, the theory was closely integrated with the actual operation. In addition, the training was precisely delivered to each employee through the online platform, enabling them to learn repeatedly and consolidate knowledge. A total of 17,814 people participated in the training activities, which contributed to the effective implementation of the New Five Criteria for Stores (《門店新五行標準》) in stores.

《門店新五行標準》培訓直播
Live broadcast of training on New Five Criteria for Stores (《門店新五行標準》)

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食品安全監督與管理

本集團全面強化食品安全審核與檢測機制，持續提升食安抽檢能力與實驗室檢測精度，積極探索數字化手段為食品安全監督工作賦能，加大對食品安全管理體系的監督與控制力度。本年度，集團持續通過開展內外部審計、供應商食安稽查等工作，提升食品安全管理體系運作有效、規範，確保產品安全。2024年，百果園實業及其下屬合計4個主體完成3次食品安全審核，其中聯合內審2次、外部審核1次，進一步築牢集團食品安全管理體系。

SUPERVISION AND MANAGEMENT FOR FOOD SAFETY

The Group comprehensively strengthens its food safety audit and test mechanism, continuously enhances its sampling inspection capacity and laboratory testing accuracy in terms of food safety, actively explores digital means to enable its food safety supervision, and steps up the supervision and control over its food safety management system. During the year, the Group further enhanced the effective and standardized operation of its food safety management system to ensure product safety through internal and external audits and food safety audits of suppliers. In 2024, three food safety audits were completed by Pagoda Industrial and its three subsidiaries, including two joint internal audits and one external audit, to further strengthen the Group's food safety management system.

內部審核 Internal audits	• 制定並落實《百果園食品安全內部審核管理規定》，按照國內外相關法律法規、ISO 22000標準以及內部管理制度等準則每年度執行內部審核工作。2024年，2次聯合內審工作識別出的43項不符合項，均已通過自糾自查和及時整改得到解決。 • Formulated and implemented the Administrative Regulations on the Internal Audits of Food Safety of Pagoda (《百果園食品安全內部審核管理規定》) and conducted internal audits annually in accordance with relevant domestic and foreign laws and regulations, ISO 22000 standard, internal management system and other standards. In 2024, 43 non-conformities identified in the two joint internal audits were resolved through self-inspection and self-correction and timely rectification.
外部審核 External audit	• 在內部質量審計工作的基礎上，本集團積極接受外部第三方合規審計。2024年，接受1次外審，審計結果均無嚴重缺陷項，針對檢查中的潛在風險點，已及時進行整改以優化食品安全控制。 • On the basis of internal quality audits, the Group actively accepted an external third-party compliance audit. In 2024, the Group accepted one external audit, which resulted in no serious deficiencies. In view of the potential risks identified during the audit, timely rectification was carried out to optimize food safety control.
供應商稽查 Supplier audits	• 針對供應商實施定期的質量稽查計劃，稽查完成後會出具考察報告，並向存在問題的供應商發送《質量稽查問題整改措施及驗證表》，責令其在規定時間內完成整改措施。2024年，集團持續對6家供貨商進行質量稽查，均提出整改意見，6家供貨商按時完成整改，均檢查合格。 • The Group conducts regular quality audits on its suppliers. Upon completion of the audits, the Group issues inspection reports and sends the Rectification Measures and Verification Form for Quality Audit Issues (《質量稽查問題整改措施及驗證表》) to the supplier in question, requiring them to complete the rectification within a limited period of time. In 2024, the Group continued to conduct quality audits and gave rectification suggestions on 6 suppliers. The 6 suppliers completed the rectification measures on time and all of them passed the inspection.

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本集團對發生過質量類客戶投訴的供貨商進行飛行檢查，並對嚴重的問題供貨商提出停產通知。2024年，集團對2家包裝供應商開展飛行檢查，重點覆蓋生產工藝、質量控制等內容，確保包裝材料的安全性、環保性和合規性。

The Group conducts unannounced inspections on suppliers with quality complaints from customers and issues suspension notices to suppliers with serious problems. In 2024, the Group conducted unannounced inspections on 2 packaging suppliers, focusing on production processes and quality control, to ensure the safety, environmental protection and compliance of packaging materials.

此外，2024年，集團加大對供應商食品安全的質量控制及監督工作，進一步更新《百果園果品標準補充要求》，提升對鮮果類供應商的質量控制標準，並通過「百果園交易平台」公眾號向所有供應商發佈《百果園農殘檢測項目更新通知》，明確將鮮果農殘檢測項目由200+擴充至300項。

In addition, in 2024, the Group stepped up quality control and supervision for food safety of its suppliers by further updating the Supplementary Requirements for Fruit Standards of Pagoda (《百果園果品標準補充要求》), to enhance the quality control standards for fresh fruit suppliers. It issued the Notice of Pagoda on Updating Pesticide Residue Inspection Items (《百果園農殘檢測項目更新通知》) to all suppliers through the WeChat Official Account of "Pagoda Trading Platform" to explicitly expand the pesticide residue test items of fresh fruits from 200+ to 300 items.

同時，本集團在食品檢測領域加強佈局，組建品控採後研發中心，下設生理實驗室和食品安全檢測中心，依據集團質量內控標準對蔬果進行食品安全檢測，檢測報告具有可追溯性。集團已成立食品檢測實驗室，嚴格執行四重食品安全檢測（即採摘前食品安全檢測、入倉前每批次口感外觀檢測、入倉前每批次食品安全檢測以及庫內食品安全抽檢），可對農藥殘留、營養素及食品添加劑進行有效定量檢測與分析，全鏈路把控果品高品質。

Meanwhile, the Group has further deployed the food testing field by establishing a quality control and post-harvest research and development center, which includes a physiological laboratory and a food safety testing center to conduct food safety tests on vegetables and fruits in accordance with the Group's internal quality control standards. The test reports are traceable. The Group has set up a food testing laboratory, which strictly carries out four food safety testing activities (i.e. pre-picking food safety testing, taste and appearance testing of each batch prior to storage, food safety testing of each batch prior to storage, and in-store food safety sampling inspection). It can conduct effectively quantitatively testing and analyze pesticide residues, nutrients and food additives, so as to ensure high quality of fruits throughout the whole chain.

2024年，集團東莞檢測實驗室（好果子檢驗檢測（廣東）有限公司）順利通過檢驗檢測機構資質(CMA)複查評審並成功獲取資質認定證書，是集團首家具備三方檢測資質的機構，其出具的具有CMA資質的檢測報告全國通用、市場認可，進一步彰顯出集團在食品檢驗檢測領域的專業實力和優勢。

In 2024, the Group's Dongguan testing laboratory (Good Fruit Inspection and Testing (Guangdong) Co., Ltd. (好果子檢驗檢測(廣東)有限公司)) successfully passed the China Inspection Body and Laboratory Mandatory Approval (CMA) review and obtained a qualification certificate, becoming the Group's first entity with tripartite testing qualification. Its CMA-qualified test reports are commonly used nationwide and recognized in the market, further demonstrating the Group's professional strength and advantages in the field of food testing and inspection.

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2.1.3 果品標準體系

本集團首創「四度一味一安全」水果分級體系，我們精簡了分級標準，將水果分成「招牌、A級、B級」，嚴格篩選果品外觀、質地、口感與營養價值，滿足不同消費者對水果品質的個性化需求，享受健康、美味的果品體驗。

集團成立果品標準體系委員會，成員涵蓋採購、品控採後研發、配送、運營和營銷等部門負責任及資深水果專家，負責果品標準體系構建、審核以及優化等日常管理工作，並對體系運行情況進行監督，以確保果品標準體系的科學性、合理性和有效性。2024年，果品標準體系委員會共召開1次會議，重點審議了果品標準升級等關鍵議題。

2.1.3 STANDARD SYSTEM FOR FRUIT PRODUCTS

The Group simplified the fruit grading system into three grades, namely, Excellent (招牌), Grade A, and Grade B under our pioneered fruit grading system based on the "sweetness and sourness, freshness, crispness, softness, flavor and safety". Fruits are strictly screened in terms of their appearance, texture, taste and nutritional value, so as to satisfy the individualized needs of different consumers for the quality of fruits and to enjoy a healthy and tasty fruit experience.

The Group has set up the fruit standard system committee, which comprises members in charge of purchasing, quality control and post-pickup research and development, distribution, operation and marketing departments as well as senior fruit experts, to take charge of the general management for the construction, audit and optimization of the fruit standard system, and supervise the operation of the system. By this way, it ensures the scientificity, reasonableness and effectiveness of the fruit standard system. In 2024, the fruit standard system committee held one meeting, focusing on strategic topics such as the upgrading of fruit standards.

招牌類 Excellent	契合高品質要求且百果園獨有的、展現百果園專業水準的差異化果品；價值獨特而珍貴的果品；以及市面上罕見、產量稀缺的果品。 These are typically fruits that are exclusively provided by us with highest quality standards and are highly differentiated with other fruits available in the market. Fruits that are unique and precious in value, rarely available on the market and are produced in very small quantities.
A級 Grade A	在「四度一味一安全」量化維度方面，部分甚至全部指標都略高於行業平均水平的差異化果品。 The sweetness and sourness, freshness, crispness, softness, flavor, safety of such fruits are better than the average products in the market in terms of all or part of the above mentioned parameters.
B級 Grade B	除「大小規格」維度外，整體綜合品質與行業基礎水平等同的無差異特色果品。 The overall quality of such fruits is the same as the industry's basic standard except for "size".

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2.2 專研蓄勢，守護天然健康

本集團深刻認識到，天然、健康的水果產品才是行業可持續發展的關鍵。集團始終不遺餘力地加大從育種到種植技術及土壤改良的研發，堅持遵循自然生長規律，培育出既保留原汁原味的天然風味，又具備更高的營養價值的水果；在產品營養健康研究領域，深入挖掘水果天然營養成份的奧秘，致力於讓每一款產品都能最大程度地發揮其對健康的積極促進作用，並且積極向消費者普及水果天然營養健康的知識，以更好地適應市場對天然、健康水果產品的需求。

2.2.1 水果育種研究

本集團依託全球水果新品種研發測試中心，積極開展種質資源收集與評估工作，篩選出具有優良性狀和市場潛力的新水果品種；積極與國內外知名科研機構和企業建立深度合作，研究並引進更多優質、高產、抗病的水果新品種。同時，百果種業深耕果蔬育種研究領域，通過新品種選育及孵化、品種引進、育種合作等多維度佈局，豐富國內水果市場，滿足消費者日益多樣化的消費需求；開展科學的種植測試和示範，驗證新品種的適應性和產量表現，為推廣提供可靠數據支持。截至2024年末，百果種業已與10家企業和機構達成深度合作關係，並擁有12個新品種的孵化資格。

2.2 SPECIALIZED RESEARCH TO SAFEGUARD NATURE AND HEALTH

The Group deeply recognizes that natural and healthy fruit products are the key to the sustainable development of the industry. The Group has spared no effort in research and development of seed breeding, planting technology and soil improvement, insisting on following the natural growth rules to cultivate fruits that not only retain their original natural flavors, but also possess higher nutritional values. In the research of product nutrition and health, the Group has explored the mysteries of the natural nutrition of fruits, and is committed to maximizing the positive effects of each product on health, and is actively popularizing the knowledge of nature, nutrition and health of fruits among consumers, so as to better meet the market demand for natural and healthy fruit products.

2.2.1 FRUIT BREEDING RESEARCH

Relying on the Global New Fruit Variety R&D and Testing Center, the Group has been actively collecting and evaluating the germplasm resources to screen out new fruit varieties with excellent traits and market potentials. It has also actively established in-depth cooperation with renowned scientific research institutes and enterprises both at home and abroad, to research and introduce more high-quality, high-yield and disease-resistant new fruit varieties. At the same time, Pagoda Seeds has been deeply engaged in the field of fruit and vegetable breeding research, and has enriched China's fruit market through the multi-dimensional presence in new variety selection and incubation, variety introduction, and breeding cooperation, to satisfy the increasingly diversified consumer demand; it has launched scientific planting tests and demonstrations to verify the adaptability and yield performance of new varieties, and to provide reliable data for the promotion of new varieties. As of the end of 2024, Pagoda Seeds built deep cooperation with 10 companies and organizations, and 12 new variety incubation qualifications.

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百果種業全球水果新品種研發測試中心正式掛牌
Official Opening of Pagoda Seeds Global New Fruit Variety R&D and Testing Center

2024年9月，百果種業全球水果新品種研發測試中心暨百果種業合作夥伴試點掛牌儀式在雲南省建水縣舉行，中心將成為集新品種選育、品種引進、檢疫、DUS (Distinctness, Uniformity and Stability，特異性、一致性和穩定性)測試、種植測試、示範、分選、包裝於一體的綜合性、多元化研發測試平台。

In September 2024, the opening ceremony of the Pagoda Seeds Global New Fruit Variety R&D and Testing Center and Pagoda Seeds Partner Pilot Point was held in Jianshui County, Yunnan Province, which will become a comprehensive and diversified R&D and testing platform integrating new variety selection and breeding, variety introduction, quarantine, DUS (Distinctness, Uniformity and Stability) testing, planting testing, demonstration, sorting and packaging.

活動期間，與會嘉賓參觀新品種種植園區，共同品鑑百香果、葡萄、藍莓等14類水果、共33個新品種；百果種業亦聯合行業專家及當地政府舉辦「新品種、新模式、新發展」系列研討會，多位專家學者圍繞水果育種技術、新品種保護與推廣等主題展開深入探討，為推動水果種業高質量發展提供寶貴建議。

During the ceremony, the guests visited the new variety planting garden, tasting 14 types of fruits (such as passion fruit, grapes and blueberries), a total of 33 new varieties; in addition, Pagoda Seeds joined hands with industry experts and the local government to hold series of seminars focusing on “new varieties, new models and new development”. A number of experts and scholars conducted the in-depth discussion around fruit breeding technology, new variety protection and promotion and other themes, and provided valuable advices for promoting the high-quality development of fruit seeds.

百果種業全球水果新品種研發測試中心掛牌儀式
Opening ceremony of the Pagoda Seeds Global New Fruit Variety R&D and Testing Center

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2.2.2 生態和諧的種植技術

在種植創新技術方面，本集團持續深化BLOF (BioLogical Farming)生態和諧型種植技術，根據不同的土壤及作物特點，科學制定土地有機肥料組合及配比，實現碳水化合物、氨基酸、礦物元素三大營養的精準供給。種植基地的農戶能夠在不使用化學合成肥料、化學合成農藥和化學合成激素的條件下，種植出更健康、更安全、更綠色的農產品。

2.2.2 ECOLOGICALLY HARMONY FARMING TECHNOLOGY

In terms of innovative planting technology, the Group has continued to deepen its BLOF (BioLogical Farming) ecological harmony planting technology, formulated the combinations and ratios of organic fertilizer for soil in a scientific manner according to soil differences and crop characteristics, so as to precisely supply the three major nutrients, namely carbohydrates, amino acids and mineral elements. Farmers in the planting base are able to grow healthier, safer and greener agricultural products without the use of synthetic fertilizers, pesticides and hormones.

BLOF生態種植技術落地雲南，賦能高品質西甜瓜產業高質量發展
BLOF ecological planting technology was implemented in Yunnan and enabled the high-quality development of superior watermelon and melon industry.

2024年，集團在西雙版納勐海BLOF西瓜種植基地召開「百果園集團高品質西甜瓜交流會」，西甜瓜產業專家、優農道技術團隊、核心種植戶等共同參訪種植試驗基地，共同探討西甜瓜發展趨勢。

In 2024, the Group held the "Pagoda High-Quality Watermelon and Melon Exchange" at the BLOF watermelon planting base in Menghai County, Xishuangbanna, where experts from watermelon and melon industry, technical team of Younongdao and core farmers visited the planting trial base to explore the development trend of watermelon and melon.

百果園高品質西甜瓜交流會
Pagoda High-Quality Watermelon and Melon Exchange

在雲南勐海縣的西瓜種植試驗中，集團以BLOF理論為基礎打造生態和諧型種植技術體系，在顯著改善土壤條件的同時，有效促進土壤微生物繁殖，提高了土壤團粒性和孔隙度，試驗效果令人矚目。

In the watermelon planting trial in Menghai County, Yunnan Province, the Group's ecological harmony planting technology system based on the BLOF theory improved soil conditions, effectively promoted reproduction of soil microbe, and increased granularity and porosity of soil, resulting in excellent trial results.

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本集團紅盞甘美、紙虎金瓜、玉麒麟西瓜等招牌西瓜，均採用BLOF種植技術，果品糖度標準高，口感風味獨特，深受消費者喜愛。招牌紅盞甘美西瓜已於2024年3月18日起陸續上市，第一批供應量達280噸。通過BLOF技術的賦能，集團將持續為消費者提供高品質、安全可靠的西甜瓜產品，滿足消費者對健康美味水果的需求。

The Group's excellent watermelons, such as the Hongzhanganmei (紅盞甘美), Zhihujingua (紙虎金瓜) and Yuqilin (玉麒麟西瓜), planted with BLOF planting technology, taste more sweet and unique, which are highly appreciated by consumers. The excellent watermelon Hongzhanganmei (紅盞甘美) has appeared in the market from March 18, 2024 onwards, with the first batch of supply reaching 280 tons. With the help of BLOF technology, the Group will continue to provide consumers with high-quality, safe and reliable watermelon and melon products to meet their demand for healthy and delicious fruits.

「三個零」蔬菜標準

本集團持續推出「三個零」蔬菜標準並引入BLOF (BioLogical Farming)生態和諧型技術，全面革新蔬菜種植模式，為消費者提供更綠色、更健康的蔬菜。「三個零」蔬菜全種植生產週期，不使用化學農藥、不使用化學合成肥料、不使用化學激素，讓消費者吃得安心、吃得放心。

THE "THREE ZEROES" VEGETABLE STANDARD

The Group continues to introduce the "Three Zeroes" vegetable standard and BLOF (BioLogical Farming) ecological harmony technology to change the vegetable farming model and provide consumers with greener and healthier vegetables. The "Three Zeroes" vegetables are planted without the use of chemical pesticides, synthetic fertilizers and hormones throughout the entire production cycle to ensure consumers feel reassured about the products they eat.

同時，集團依據各類蔬菜的獨特屬性，制定《「三個零」蔬菜標準》《「三個零」蔬菜庫存溫控管理及批次管理要求》《「三個零」蔬菜庫內加工管理標準》等制度，明確蔬菜產地挑選、種苗培育與土壤養護，及加工、運輸和檢驗等環節的操作規範和技術準則。2024年，本集團修訂《「三個零」蔬菜生產及採後處理技術規程》，進一步優化完善蔬菜生產種植及採後加工環節的技術標準和操作規範。截至2024年末，集團蔬菜業務生態和諧型種植技術推廣至寧夏、雲南、北京、廣東、江蘇等多個合作種植基地，種植面積達20,000餘畝。

Meanwhile, the Group has formulated the "Three Zeroes" Vegetable Standard (《"三個零"蔬菜標準》), the "Three Zeroes" Vegetable Storage Temperature Control Management Requirements and Batch Management Requirements (《"三個零"蔬菜庫存溫控管理要求及批次管理要求》) and the "Three Zeroes" Vegetable Storage Processing Management Standard Requirements (《"三個零"蔬菜庫內加工管理標準要求》) and other systems based on the unique characteristics of each type of vegetable, which specify the operational and technical standards for the selection of vegetable production sites, seedling cultivation and soil care, as well as processing, transportation and inspection. In 2024, the Group revised the "Three Zeroes" Vegetable Production and Post-harvest Handling Technical Procedures (《"三個零"蔬菜生產及採後處理技術規程》), to further optimize and improve the technical standards and operational specifications of vegetable production and planting and the post-harvest processing. As of the end of 2024, the Group's ecological harmony planting technology adopted in its vegetable business had been promoted to a number of cooperative planting bases in Ningxia, Yunnan, Beijing, Guangdong and Jiangsu, with a planting area of over 1,333 hectares.

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2.2.3 產品營養健康研究

在健康生活時代下，消費者水果選購標準正不斷提升，健康和營養已成為消費者關注的焦點，本集團作為「高品質與高性價比水果專家與領導者」，致力於通過提供豐富多樣的健康水果選擇、營養搭配建議及推廣健康生活方式，成為消費者追求健康水果生活的優選夥伴。

營養研究

為了進一步滿足果蔬生長對各類營養元素的需求，江西王品深入研究澆施發酵生物液體肥、噴施發酵生物葉面肥等施肥技術，為果蔬加強多種微量元素補充，確保果蔬在生長的各個階段都能獲得充足且均衡的養分供應，為消費者提供了更具營養健康價值的果蔬產品。同時，江西王品的王品山地橙獲得綠色食品A級認證，從源頭把控品質，為消費者提供無污染、安全、優質、營養的優質水果選擇。

2.2.3 PRODUCT NUTRITION AND HEALTH RESEARCH

In the era of healthy life, consumers are constantly raising the standard of fruit selection, and health and nutrition has become the primary concerns of consumers. As the "expert and leader in high-quality and cost-effective fruit industry", the Group is committed to providing various healthy fruit choices and nutritional advices and promoting a healthy lifestyle, to become a preferred partner in the pursuit of healthy fruit life for consumers.

NUTRITION RESEARCH

In order to further meet the demand for various nutrients in the growth of fruits and vegetables, Jiangxi Wangpin has conducted in-depth research on fertilization techniques such as pouring fermented bio-liquid fertilizers and spraying fermented bio-foliar fertilizers so as to supplement fruits and vegetables with more microelements, ensure that fruits and vegetables can obtain sufficient and balanced nutrient supply at all stages of growth, and provide fruits and vegetables with more nutritious and healthy value to the consumers. Meanwhile, Wangpin Mountain Orange from Jiangxi Wangpin was certified as Green Food Grade A, realizing quality at source to provide consumers with the choices of pollution-free, safe, high-quality and nutritious quality fruits.

绿色食品
Green Food

证　书

经中国绿色食品发展中心审核，该产品符合
绿色食品A级标准，被认定为绿色食品A级产品，
许可使用绿色食品标志，特颁此证。

产品名称：王品山地橙
商标名称：王品
产品编号：LB-18-23121420765A
生　产　商：江西王品农业科技开发有限公司
企业信息码：GF360726236790
核准产量：3000　吨
许可期限：2023年12月21日至2024年12月20日
颁证机构：
颁证日期：2023年12月21日

中国绿色食品发展中心

綠色食品認證
Green Food Certification

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本集團持續優化產品配方，為消費者提供更健康營養的產品。在研發西梅複合果汁新產品時，百果園果製品聚焦於「好喝、營養、健康」三大核心維度，對果汁配方進行升級；通過改進HPP高壓滅菌控制閥，採用先進高壓殺菌技術，在有效殺滅有害微生物的同時，最大程度地保留了果汁中的營養成份和天然風味，為消費者提供更為健康美味的西梅複合果汁。

The Group constantly optimizes its product formulas to provide consumers with healthier and more nutritious products. In the research and development of composite plum juice, a new product, Pagoda Fruit Products on the three core dimensions, namely "delicious, nutritious and healthy" to upgrade the juice formula; by improving the HPP sterilizing control valves and adopting advanced high-pressure sterilizing technology, it effectively killed harmful microorganisms while retaining the nutritious components and the natural flavor of the juice to the greatest extent, so as to provide consumers with healthier and tastier composite plum juice.

此外，本集團不斷推動「三個零」蔬菜種植技術體系升級，選擇蔬菜優生地帶(充足光照、晝夜溫差、氣候乾燥等)種植，並在種植生產過程中不使用化學肥料、不使用化學農藥、不使用化學激素，持續均衡穩定地為廣大消費者帶來高品質、高營養的健康蔬菜。「三個零」上海青對比試驗表明，在海拔1,500m以上的三個零寧夏基地種植的上海青，可溶性固形物(糖度)更高，菜味濃鬱，風味更好。

In addition, the Group continues to promote the upgrading of the "Three Zeroes" vegetable cultivation technology system by selecting better vegetable planting areas (sufficient light, temperature difference between day and night, dry climate, etc.) and excluding chemical fertilizers, pesticides and hormones during the cultivation process, so as to constantly bring high-quality and nutritious healthy vegetables to consumers in a stable manner. Comparative tests on "Three Zeroes" pakchoi cabbages have shown that, pakchoi cabbages grown at the Three Zeroes Ningxia base, which is located at an altitude of more than 1,500m above sea level, have a higher soluble solids (sugar content), a rich flavor and a better taste.

營養宣貫與教育

本集團積極拓展多樣化的營養健康宣教渠道，通過線下快閃活動、線下門店宣傳冊、海報及線上自媒體平台等多元途徑，為廣大消費者普及水果營養知識，倡導健康營養的生活方式。2024年，集團針對不同類型的消費者人群，結合各類水果營養價值及特性，積極開展紅果參、香蕉、秋月梨等果品的推廣宣貫活動。

NUTRITION PROMOTION AND EDUCATION

The Group has been actively expanding diversified nutrition and health education channels and popularizes the knowledge of fruit nutrition and advocates a healthy and nutritious lifestyle among consumers through offline flash mob activities, offline store brochures, posters and online self-media platforms. In 2024, the Group actively launched promotional activities for Red Guoseng, banana, pyrus pyrifolia "Qiu Yue" and other fruits for different types of consumers in combination with the nutritional value and characteristics of various types of fruits.

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紅果參營養價值宣貫
Promotion of the nutritional value of Red Guoseng

百搭能量果香蕉
Versatile energy fruit banana

秋月梨吃法科普
Popularization of the way to eat pyrus pyrifolia "Qiu Yue"

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百果園「國潮好果養生季」，倡導營養健康生活
Pagoda's “China-Chic Fruit Health Season” advocates a nutritious and healthy life.

2024年9月，集團在「水果界的國貨之光」獼宗綠果產地陝西打造線下快閃活動「國潮好果養生季」，活動結合線下互動體驗，線上多渠道傳播，詳細科普獼宗綠果的營養價值，並為消費者提供各類時令水果的養生搭配建議，有效滿足顧客對好果養生的多元需求。

In September 2024, the Group launched an offline flash mob activity in Shaanxi Province, the production area of kiwi fruit mizonglvguo (獼宗綠果) (“star product of China's fruits”), namely “China-Chic Fruit Health Season”, to publicize the nutritional value of kiwi fruits and provide consumers with suggestions on how to combine various types of seasonal fruits for health and wellness through the combination of offline interactive experiences and online multi-channel communication, thus effectively meeting the consumers' diversified demand for quality fruits.

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2.2.4 知識產權保護

本集團嚴格遵循《中華人民共和國商標法》《中華人民共和國商標法實施條例》《中華人民共和國專利法》《中華人民共和國專利法實施細則》以及《中華人民共和國著作權法》等相關法律法規，制定並落實《商標管理規定》《專利管理規定》和《著作權管理規定》等內部制度，持續優化知識產權全流程管理體系，對知識產權的創造、管理、應用、保護等關鍵環節進行規範，明確各部門的主體責任，提升知識產權風險的識別、梳理與防範能力，為知識產權保護工作的有效開展築牢堅實根基。

同時，本集團在與加盟商特許經營協議中，特別增設知識產權保護條款，明確規定加盟商在日常經營、營銷及促銷活動等過程中，必須嚴格保密知識產權、商業秘密等敏感信息，並要求加盟商按照協議規範使用集團授權的品牌、商標等知識產權，堅決杜絕侵權行為，維護集團良好信譽與品牌形象。2024年，集團提交註冊品類商標62個，新增授權商標54個。截至2024年末，集團累計申請專利92項，累計申請IT軟件著作權125件，累計申請商標1,659個。

2.2.4 INTELLECTUAL PROPERTY PROTECTION

The Group strictly complies with the Trademark Law of the People's Republic of China (《中華人民共和國商標法》), the Regulation on the Implementation of the Trademark Law of the People 's Republic of China (《中華人民共和國商標法實施條例》), the Patent Law of the People's Republic of China (《中華人民共和國專利法》), the Detailed Rules for the Implementation of the Patent Law of the People's Republic of China (《中華人民共和國專利法實施細則》), the Copyright Law of the People's Republic of China (《中華人民共和國著作權法》) and other laws and regulations. It has established and implemented the Trademark Management Regulations (《商標管理規定》), the Patent Management Regulations (《專利管理規定》), the Copyright Management Regulations (《著作權管理規定》) and other internal regulations, to continuously optimize the full-process management system of intellectual property rights, confirm the regulations for the key aspects of creation, management, application and protection of intellectual property rights, clarify the main responsibilities of each unit, enhance the capability of identifying, sorting out and preventing intellectual property right risks, and build a solid foundation for the effective implementation of intellectual property rights protection.

Meanwhile, in the franchise agreements with the franchisees, the Group has particularly added intellectual property protection clauses, which clearly stipulate that the franchisees must strictly keep the intellectual property rights, commercial secrets and other sensitive information confidential in the course of daily operation, marketing and promotional activities, and require the franchisees to use the brands, trademarks and other intellectual property rights licensed by the Group in accordance with the agreement, and to resolutely eliminate infringement of intellectual property rights, so as to maintain the Group's goodwill and brand image. In 2024, the Group filed 62 trademark applications for registration and added 54 new trademarks granted by the authority. As of the end of 2024, the Group filed 92 cumulative patent applications, 125 cumulative IT software copyright applications and 1,659 cumulative trademark applications.

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2.3 重視顧客，打造優質服務

本集團秉持「守護好吃，愉悅服務」的理念，深化客戶服務戰略，持續升級門店形象和服務標準，精準洞察客戶需求，並啟動「好果報恩」活動，努力回饋消費者；同時，不斷完善營銷合規體系，嚴格保護客戶數據安全及隱私，全方位保障客戶權益。本年度，集團官宣「百果園美好生活大使」，傳遞出品牌對高品質水果的追求。

2.3.1 回饋消費者

質價比消費浪潮下，消費者愈發重視以合理的價格購買和體驗優質的產品和服務。2024年，集團打響「高品質與高性價比口碑戰役」，綜合考量「性」與「價」兩個維度，啟動「好果報恩」活動，每月挑一款關注度高、價值高、性價比高的果品，作為當期的「報恩果」。以12月「好果報恩——進口車厘子中(J)」為例，「報恩價」為每500克29.9元，相較去年同期同品質單價降幅超六成，讓消費者更有性價比地享受高品質水果好生活。此外，持續優化分層產品矩陣，如積極推出小規格包裝（如車厘子手拿杯）等，進一步覆蓋客戶不同消費需求。

2.3 EMPHASIS ON CUSTOMERS AND QUALITY SERVICE

Adhering to the service concept of "guarding delicious food and delightful service", the Group has deepened its customer service strategy, continuously upgraded its store image and service standards, gained accurate insights into customers' demands, and launched the "Quality Fruits for Goodness" activity in an effort to reward consumers; at the same time, it has continued to improve its marketing compliance system to strictly protect the security and privacy of customers' data and to safeguard customers' interests in all aspects. During the year, the Group officially announced the "Pagoda Good Life Ambassador" to convey the brand's pursuit of high-quality fruits.

2.3.1 GIVING BACK TO CONSUMERS

Under the emphasis on the quality-price ratio, consumers are increasingly emphasizing the importance of purchasing and experiencing quality products and services at reasonable prices. In 2024, the Group launched the "high-quality and cost-effective word-of-mouth campaign", comprehensively considered the two dimensions of "quality" and "price", and activated the "best fruit for you" activity. In each month, it selected a fruit with more attention, high value and better cost performance, as the "fruit for goodness" in the period. For instance, in the "best fruit for you – imported cherries (J)" activity in December, the "best price" was RMB29.9 per 500 grams, down by more than 60% compared with the cherries with the same quality at the same period last year, allowing consumers to enjoy high quality fruits and better life in a more cost-effective manner. In addition, the Group continues to optimize its product mix at each level, such as actively launching small-size packages (e.g., cherry cups) to further cover the different demands of customers.

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「報恩果」
"Best fruit for you"

2.3.2 優化消費體驗

優化客戶服務

本集團用心傾聽客戶聲音，想客戶之所想、供客戶之所需，在以更價優的水果回饋消費者的同時，積極推動健康知識宣傳與傳播，為客戶的健康生活賦能，以高質量高性價比的產品和服務提升客戶滿意度。

本集團以客戶為中心，持續推進服務體系建設，不斷迭代服務標準和承諾，利用數字技術優化服務流程，提升消費者全流程購物體驗。

2.3.2 OPTIMIZING CONSUMER EXPERIENCE

OPTIMIZE CUSTOMER SERVICE

The Group listens to the feedback of its customers, and fully consider the ideas and demands of customers. In addition to giving back to consumers with better-priced fruits, the Group actively promotes the publicity and dissemination of health knowledge, empowering its customers to lead a healthy life, and enhances customer satisfaction with high-quality products and services and better cost performance.

The Group has continued to promote the development of its service system with a focus on customers, refining its service standards and commitments, and utilizing digital technology to optimize its service processes and enhance consumers' shopping experience in the whole process.

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集團持續優化服務標準制度體系，更新「服務承諾」，完善《門店好服務標準》《門店服務全觸點》等內部管理文件，並面向全體員工開展區域現場和線上培訓，切實推動服務標準有效落地。2024年，集團迭代《門店五行標準》，發佈《門店感動服務寶典》，建立《門店好服務案例庫》，挖掘70個門店好服務案例，並通過「百果之家」內部平台發文進行宣導，營造集團層面「好服務」氛圍。同時，2024年，成立集團監控中心，針對門店服務標準開展專項抽檢，共計抽檢門店22,320家次，抽檢合格率逐月提升。

The Group continued to optimize its service standard system, update its "service commitment", improve internal management documents such as the Good Service Standards for Stores (《門店好服務標準》) and Full Touchpoints for Store Services (《門店服務全觸點》), and launched regional on-site and online training for all employees to effectively promote the implementation of its service standards. In 2024, the Group upgraded the Five Criteria for Stores (《門店五行標準》), published the Store Touching Service Dictionary (《門店感動服務寶典》), and established the Store Good Service Case Database (《門店好服務案例庫》). It explored 70 good service cases occurred in stores, and publicized them through the internal platform of "The Home of Pagoda" to create an atmosphere of "good service" at the Group's level. Meanwhile, it established the Group Monitoring Center in 2024, to launch special sampling inspections targeting the service standards of stores, totaling 22,320 times, with the passing rate of sampling inspections increasing month by month.

百果園新版服務承諾
Pagoda's new service commitment

同時，為進一步激發員工服務熱情，加強服務標桿榮譽感，集團建立季度服務激勵機制並開展月度感動天使評選活動。截至2024年末，集團已開展三期「好服務」評選活動，共評選出260名服務之星和68家服務明星門店，覆蓋31個區域；通過發文表彰、製作宣傳視頻、企微添加「服務之星」後綴、自營平台標註「服務明星門店」標識等方式，進一步提升榮譽感，擴大影響力；並開展4期「感動天使」評選活動，評選出百果園感動天使33名，製作感動服務標桿視頻3條，鼓勵員工提供優質感動服務。

Meanwhile, in order to further stimulate employees' passion for service and enhance the sense of honor in service examples, the Group established a quarterly service incentive mechanism and launched monthly touching angel selection activities. By the end of 2024, the Group launched three phases of "Good Service" selection activities and selected a total of 260 service stars and 68 service star stores, covering 31 regions; it further enhanced the sense of honor and expanded its influence through publishing commendation letters, making publicity videos, adding the "Service Star" suffix to Enterprise WeChat, and marking the "Service Star Stores" on its self-operated platform; it also launched four phases of the "Touching Angels" selection activities, selected 33 "Touching Angels" of Pagoda, and made three videos on touching service examples to encourage its employees to provide high-quality touching services.

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此外，集團舉辦多樣化的消費者體驗活動，在多地結合時令季節開設水果快閃店，在為客戶提供趣味性、個性化互動的同時，加深客戶對百果園產品與服務的積極印象，鞏固並吸引更多消費者。

In addition, the Group organized a variety of consumer experience activities and set up fruit pop-up shops in various locations in conjunction with the seasonal calendar, which provided customers with interesting and personalized interactions, deepened customers' positive impression of Pagoda's products and services, and consolidated and attracted more consumers.

在深圳舉行「新疆水果節」快閃店活動
"Xinjiang Fruit Festival" pop-up shop in Shenzhen

2024年7月，集團在深圳寶安舉辦為期2天的「新疆水果節」快閃店活動，在展區提供奶皇杏、冰川脆蜜瓜和孔雀河畔樹上熟香梨和八六王蜜瓜等極具新疆當地特色的果製品，邀請消費者進行試吃，並設置社交媒體打卡和免費套圈等生動有趣的互動環節，讓消費者沉浸式體驗當地果製品的獨特口感和風味。本次活動共吸引2,600餘位消費者參與，社交平台打卡分享超1,000人次，讓更多消費者在試吃品鑑和趣味互動中感受新疆果味。

「新疆水果節」快閃店互動環節
Interactive sessions of "Xinjiang Fruit Festival" pop-up shop

In July 2024, the Group organized a two-day "Xinjiang Fruit Festival" pop-up shop in Baoan, Shenzhen, where consumers were invited to try out a wide range of Xinjiang fruit products such as Naihuang Apricot (奶皇杏), Bingchuan Crispy Honeydew Melon (冰川脆蜜瓜), Kongquehepan Tree-Ripened Fragrant Pear (孔雀河畔樹上熟香梨) and 86 King Honeydew Melon (八六王蜜瓜), and vibrant and interesting interactive sessions such as checkpoint on social media and free ring-trapping were set up to allow consumers to immerse themselves in the unique texture and flavour of the local fruit products. The event attracted more than 2,600 consumers and more than 1,000 shares on social media platforms, allowing more consumers to experience the flavor of Xinjiang fruits through tasting and fun interactions.

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消費者洞察

本集團通過問卷調研、線下座談會等形式開展消費者洞察調研，廣泛收集消費者需求反饋，並採取針對性改進措施、探索產品和服務創新點，不斷為客戶帶來超越期待的消費體驗。

2024年，消費者洞察調研圍繞消費者購買習慣、水果偏好、品質和價格敏感度等多個維度展開，並深入探究消費者對服務體驗的期望，和環保、社會責任的關注度，基於調研結果，集團持續落實系列優化措施：

CONSUMER INSIGHTS

The Group conducts consumer insight surveys through questionnaires and offline seminars to collect feedback on consumer demands, and takes targeted improvement measures and explores product and service innovations in order to continue to provide customers with a shopping experience that exceeds their expectations.

In 2024, the Group constantly implemented a series of optimization measures based on the results of the consumer insight survey, which focused on various dimensions such as consumers' shopping habits, fruit preferences, quality and price sensitivity, as well as in-depth research on consumers' expectations of service experience and their concern for environmental protection and social responsibility:

產品方面 Products	服務方面 Service	環保和社會責任方面 Environmental Protection and Social Responsibility
優化水果採購和供應鏈管理，確保水果新鮮度，同時豐富有機水果品類，滿足消費者對健康、高品質水果的需求 Optimize fruit purchasing and supply chain management to ensure freshness of fruits, and at the same time, enrich the varieties of organic fruits to meet consumers' demand for healthy and high-quality fruits	升級線上平台，簡化購買流程，加強配送團隊建設，提升送貨上門服務質量，為消費者提供更加便捷、高效的購物體驗 Upgrade the online platform, simplify the purchase process, strengthen the construction of the delivery team, and improve the quality of door-to-door service to provide consumers with a more convenient and efficient shopping experience	加大環保理念宣傳，積極推廣綠色包裝，為環保事業貢獻力量 Contribute to environmental protection through increasing the publicity of environmental protection concepts and actively promoting green packaging

客戶響應與售後服務

本集團制定並落實《百果園客戶服務管理規定》和《門店投訴處理管理規定》，明確銷售人員主體責任，建立暢通、多元的服務與投訴渠道。2024年，集團對客戶投訴管理體系進行升級，進一步優化受理、處理、質檢、分析的閉環管理流程，縮短客服響應時間，提升客服處理效率。

CUSTOMER RESPONSE AND AFTER-SALES SERVICE

The Group has formulated and implemented the Pagoda Regulations on Customer Service Management (《百果園客戶服務管理規定》) and the Regulations on Store Complaint Handling Management (《門店投訴處理管理規定》), clarified the primary responsibilities of sales personnel and established smooth and diversified service and complaint channels. In 2024, the Group upgraded its customer complaint management system to further optimize the closed-loop management process of acceptance, handling, quality assurance and analysis, to shorten customer service response time and enhance customer service handling efficiency.

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➢ 服務與投訴渠道

集團重視每一位客戶的建議和訴求，建立健全客戶訴求受理與監控機制，暢通投訴熱線、線上平台、區域服務投訴和公眾媒體等投訴渠道，確保客戶訴求的及時跟進與妥善處理，切實保障客戶權益。

➢ SERVICE AND COMPLAINT CHANNELS

The Group attaches great importance to the suggestions and requests of each customer, and has established a sound mechanism for the acceptance and monitoring of customer requests, and ensure the unimpeded complaint channels such as complaint hotlines, online platforms, regional service complaints and public media, to ensure that customer requests are followed up in a timely manner and handled appropriately, so as to safeguard the rights and interests of customers in a practical manner.

400熱線服務
400 Hotline service

通過400-181-1212（百果園品牌）、400-005-1527（果多美品牌）電話熱線提供服務。
Provide services via 400-181-1212 (Pagoda brand), 400 – 005-1527 ("Guo Duo Mei (果多美)") telephone hotline.

線上服務
Online services

提供公眾號、百果園 APP、百果園+小程序、百果園拼團、企業購商城、企業微信渠道的線上服務。
Provide online services through its official account, Pagoda App, Pagoda + applet, Pagoda group purchases, Enterprise shopping mall and Enterprise WeChat.

現場服務
On-site service

現場管理人員協助客服專員處理疑難問題、客服部現場管理崗員工巡場監控客戶服務工作情況。
On-site managerial personnel assist customer service specialists in handling difficult issues, and assist on-site personnel holding management positions in the customer service department in patrolling the site to monitor customer service.

315投訴
315 Complaint

跟進及處理來自315消費者投訴平台的客戶投訴。
Follow up and handle customer complaints from the 315 consumer complaint platform.

微博投訴
Weibo complaint

受理客戶在「新浪微博」及「新浪微博-黑貓投訴」等渠道提出的客戶投訴。
Receive customer complaints on "Sina Weibo" and "Sina Weibo – Black cat complaint".

門店及門店社群投訴
Store and community complaint

百果園門店通過現場服務及果粉社群，為客戶提供日常投訴處理渠道。
Provide daily complaint handling channels for customers through on-site services and fruit fan communities.

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➢ 客戶投訴處理

本集團建立完善的客戶投訴響應機制，客戶服務人員受理客戶投訴後，責任部門在24小時內響應，並於72小時內制定解決方案，協助客戶處理相關問題。同時，集團對客戶投訴進行分析和分類整理，並按照不同的業務類型進行分類處理，以提升客戶問題解決方案的針對性和有效性。2024年，集團共受理17,706件投訴，其中服務及品質類投訴14,063件，其他類型投訴3,643件。集團對17,706件投訴均作出響應，響應率達100%；經與顧客協商後成功解決17,120件投訴，解決率為96.69%。

➢ CUSTOMER COMPLAINT HANDLING

The Group's sound customer complaint response mechanism specifies that after customer service personnel receive a customer complaint, the responsible department needs to respond to that customer within 24 hours and develop a solution within 72 hours to assist the customer in handling the relevant issues. At the same time, the Group analyzes and categorizes customer complaints and handles them according to different types of business, in order to improve the focus and effectiveness of customer solutions. In 2024, the Group accepted a total of 17,706 complaints, of which 14,063 were service and quality complaints and 3,643 were other types of complaints. The Group has resolved 17,706 complaints, with a response rate of 100%. 17,120 complaints were successfully resolved after consultation with customers, with a resolution rate of 96.69%.

數字化賦能客戶服務

集團充分利用數字化技術賦能客戶服務，搭建數字化客戶服務系統，通過發揮信息化與智能化優勢對客戶生態圈進行多維度解析，實現客戶數據的高效整合與分析，並精準識別客戶需求，為客戶提供更加優質、便捷、個性化的服務體驗。

ENABLING CUSTOMER SERVICE WITH DIGITALIZATION

The Group makes full use of digital technology to empower customer service, and has built a digital customer service system. By leveraging the advantages of information technology and intelligence to conduct multi-dimensional analysis of the customer ecosystem, the Group achieves efficient integration and analysis of customer data, and accurately identifies customers' demands, so as to provide customers with a more high-quality, convenient and personalized service experience.

客戶之聲
Voice of customers

- 借助AI分揀顧客評價與三無退客訴，同時運用AI分析將數據重組，形成以門店、果品為對象，客訴體系為維度的數值、比例、趨勢、圖譜信息。
- With the help of AI for sorting customer evaluation and customer complaints on instant refund service, we use the AI analysis to reorganize the data to form numerical, proportional, trend, and graphical information with store and fruit as objects and customer complaint system as dimensions.

智能回評
Intelligent feedback

- 智能提取數據進行情感、產品、價格等多維度分析，迅速識別客戶在購物的痛點。
- Intelligent extraction of data for multi-dimensional analysis of emotions, products, prices, etc., to quickly identify customer pain points in shopping.

- 通過情感分析實現有針對性的個性化回評，並根據客戶反饋優化運營服務與產品設計。
- Sentiment analysis helps achieve targeted personalized feedback, and optimize the operation of services and product design based on customer feedback.

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智能線上客服系統
Intelligent online customer service system

- 智能線上客戶服務系統可以實現0延遲響應、24小時全天候服務，全面提升顧客服務體驗和效率。
- Intelligent online customer service system can realize zero latency response and 24-hour round-the-clock service, which comprehensively improves customer service experience and efficiency.

此外，2024年3月起，集團在全國範圍內批量上線了電子價簽設備，覆蓋超過5,000家門店，該舉措在為門店提供一鍵變價便捷功能、提升運營效率的同時，也為顧客帶來了更直觀和透明的購物體驗。

In addition, since March 2024, the Group has adopted electronic price tag equipment in a large scale nationwide, covering over 5,000 stores. This initiative provides stores with the convenient function of one-click price change and enhances operational efficiency, while providing customers with a more intuitive and transparent shopping experience.

三無退貨

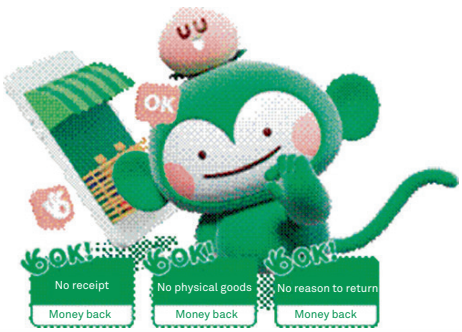
水果作為自然產物，難以確保100%無瑕疵。為此，集團推出信任服務體系「三無退貨」(即無小票、無實物、無理由可退貨)，為數千萬顧客提供沒有「後顧之憂」的消費保障。根據「不好吃三無退貨」規則，顧客在指定銷售渠道購買商品後，一旦出現任何不滿意情況，自當日起至第七天，可通過門店或App享受信任退款服務。

INSTANT REFUND SERVICE

As a natural product, it is difficult to ensure that fruits are flawless in all aspects. In this regard, the Group launched a trust service system of "instant refund" (no receipt, no physical goods, no reason to return) to create a consumption without worries for tens of millions of customers. According to the "instant refund" rule, customers who are dissatisfied with any of the products purchased through the designated sales channels can enjoy the refund service in stores or on the App within seven days starting from that day.

2024年，集團對「三無退貨」體系進行升級，優化退貨服務規則、溝通流程和退款機制等方面，提升客戶退貨全流程的流暢度和處理效率。更多關於「不好吃三無退貨」規則內容，請見公司官網https://www.pagoda.com.cn/4/16082/820893。

In 2024, the Group upgraded the "instant refund" system, optimizing the return service rules, communication process and refund mechanism to enhance the smoothness and efficiency of the whole customer return process. For more information about the "Instant refund to consumers if our products do not taste good" rules, please refer to the Company's official website at https://www.pagoda.com.cn/4/16082/820893.



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客戶滿意度

集團開展常態化客戶滿意度管理工作，每年進行客戶滿意度調研與淨推薦值調研(NPS)，以更好了解客戶對產品和服務的滿意程度，並制定相應改進策略。2024年，集團將「性價比」淨滿意度作為關鍵要素，針對15個區域開展了全面的NPS調研工作，NPS指標體系覆蓋品質、價格、服務等32個指標，調研結果顯示，深圳市NPS為36%，廣州市NPS為41%。

CUSTOMER SATISFACTION

The Group has embarked on a regular customer satisfaction management program, conducting annual customer satisfaction surveys and net promoter score (NPS) surveys to better understand customer satisfaction with products and services, and to formulate improvement strategies accordingly. In 2024, the Group regarded "cost performance ratio" net satisfaction as a key element, and conducted comprehensive NPS surveys in 15 regions including 32 NPS indicators concerning quality, price, service, etc. The survey results showed that the NPS of Shenzhen was 36% and the NPS of Guangzhou was 41%.

負責任營銷

本集團高度重視宣傳營銷的合規管理，明確以合規為底線，強調文責自負，在合規框架內尋求創新的宣傳營銷管理方針。集團嚴格遵守《中華人民共和國廣告法》《網絡直播營銷管理辦法(試行)》《規範促銷行為暫行規定》等宣傳營銷相關的法律法規，制定並落實《集團廣告宣傳管理規定》《新媒體運營管理規定》《品牌設計管理辦法》及《品牌管理規定》等規範文件，嚴格執行廣告和宣傳物料對外發佈前的管理和審核工作，確保所有廣告和宣傳信息真實、準確，避免對消費者產生誤導，保障消費者合法權益。

RESPONSIBLE MARKETING

The Group attached great importance to the compliance management of publicity and marketing, and clearly defined the management approach of publicity and marketing that takes compliance as the bottom line, emphasizes on self-responsibility, and seeks innovative promotion and marketing management approaches within the framework of compliance. The Group strictly complies with the Advertising Law of the People's Republic of China (《中華人民共和國廣告法》), the Administration of Live Streaming Marketing (for Trial Implementation) (《網絡直播營銷管理辦法(試行)》), the Interim Provisions on the Regulation of Promotional Behavior (《規範促銷行為暫行規定》) and other laws and regulations. It has formulated and implemented regulatory documents such as the Regulations on the Advertising and Publicity Management of the Group (《集團廣告宣傳管理規定》), the Regulations on the Management of New Media Operation (《新媒體運營管理規定》), the Regulations on the Management of Brand Design (《品牌設計管理辦法》) and the Regulations on the Management of Brand (《品牌管理規定》) to strictly manage and review advertising and promotional materials before they are released. The Group ensures that all information used in our advertising and promotion is true, accurate and not misleading, so as to protect the legitimate rights and interests of consumers.

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2024年，集團強化負責任營銷領域風險管理和內部控制，修訂《合規管理規定》，新制定《合規檢查管理規定》《合規管理員管理規定》，完善各部門和區域合規隊伍建設，梳理涵蓋促銷、認證、標籤信息和肖像權等領域的廣告合規義務清單和廣告合規手冊，持續健全標準化廣告合規體系建設和營銷宣傳合規體系。

In 2024, the Group strengthened risk management and internal control in the area of responsible marketing by amending the Compliance Management Rules (《合規管理規定》), formulating the new versions of the Compliance Inspection Management Rules (《合規檢查管理規定》) and the Compliance Administrator Management Rules (《合規管理員管理規定》), improving the cultivation of compliance teams in various departments and regions, sorting out the list of advertising compliance obligations and the advertising compliance handbook in areas such as promotions, certificates, labeling information and portrait rights, and continuing to improve the construction of a standard advertising compliance system and the marketing and publicity compliance system.

物料製作 Material Production	• 提倡使用內部原創素材，包括圖片和視頻，從源頭減少對外部素材的依賴，減少因使用未獲版權的素材帶來的違規風險。 • Advocate the use of original internal materials, including images and videos, to reduce the reliance on external materials at source and mitigate the risk of non-compliance arising from the use of non-copyrighted materials.
物料審核 Material Review	• 要求所有業務部門對外發佈信息前須經過與物料相匹配的內部審核或系統審核流程，審核過濾不規範的內容和未經授權的素材，禁止未經審核的信息對外發佈。 • Require all business departments to go through an internal review or systematic review process corresponding to certain materials before publishing information, to review and filter out irregular content and unauthorized materials and prohibit the release of information that has not been reviewed.
合規營銷意識 Compliant Marketing Awareness	• 定期向業務部門及供應商提供合規營銷相關培訓，深化員工與合作夥伴的合規營銷意識。2024年，組織集團各營銷宣傳業務相關部門人員的營銷合規培訓，覆蓋人數超400人次。 • Provide regular training on compliant marketing to our business units and suppliers to deepen the awareness of our employees and partners on compliant marketing. In 2024, the Group organized marketing compliance training for employees of its marketing and publicity departments, covering more than 400 people. • 要求所有廣告相關業務人員簽署《廣告崗位合規責任書》，將廣告宣傳的責任落實到崗、明確到人，提高員工對合規性的重視程度，簽署率達100%。 • Require advertising business staff to sign the Letter of Responsibility for Advertising Post Compliance (《廣告崗位合規責任書》), so that the responsibility for advertising and publicity can be realized to the post and the person concerned, and to raise the staff's awareness of compliance importance, with the signing date of 100%.

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客服培訓

本集團持續面向員工開展形式多樣的客服專項培訓，不斷強化員工服務意識，鞏固其業務知識，全方位提升團隊整體素質和服務水平，為客戶提供更優質、更專業的服務體驗。2024年，集團面向客服員工開展包括「職能管理人員訓練營」和「客服服務質量月」等36個課程、超120場次內部培訓，涵蓋客服人員企業文化、服務技能技巧、果品知識等內容，持續推進常態化客戶服務能力培訓體系建設。2024年，集團客服員工培訓滿意度達95%，服務準確率達98%，客服人員業務測試結果平均分超90分，客戶滿意度達98.04%。

CUSTOMER SERVICE TRAINING

The Group continues to provide a wide range of special customer service training for its employees, with a view to strengthening their service awareness and business knowledge, enhancing the overall quality and service level of the team, and providing customers with a better and more professional service experience. In 2024, the Group launched 36 courses and over 120 internal training sessions for its customer service employees, including the "Training Camp for Functional Managers" and the "Customer Service Quality Month", covering the corporate culture, service skills and techniques, and knowledge of fruits, etc. It constantly promoted the construction of a permanent training system for customer service capability. In 2024, the training satisfaction rate of the Group's customer service employees reached 95%, the service accuracy rate reached 98%, the average score of customer service employees' business test results exceeded 90, and the customer satisfaction rate reached 98.04%.

客戶服務培訓
Customer service training

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開展「服務質量月」活動
Launch “Service Quality Month” Activities

2024年4至5月，集團面向客服團隊全體成員開展「服務質量月」活動，通過線上線下培訓、案例研討、模擬場景演練等形式，開展涵蓋服務禮儀、溝通技巧、問題解決能力等方面的分享與培訓。活動期間，質檢平均分達90.13分，工單準確率平均分達96.42分，有效檢視服務質量薄弱環節，並採取針對性措施進行跟進改善。

From April to May 2024, the Group launched the “Service Quality Month” activities for all members of the customer service team, sharing and training on service etiquette, communication skills and problem-solving capabilities through online and offline training, case studies and simulated scenario drills. During this period, the average score of quality inspection reached 90.13 and the average score of work order accuracy reached 96.42, which effectively identified the weak points of service quality and took targeted measures for follow-up and improvement.

「服務質量月」活動期間質檢分享會
Quality Control Sharing Session during the “Service Quality Month” activities

通過「驚喜服務」培訓活動賦能員工提升服務品質
“Surprise Service” Training Empowers Employees to Enhance Service Quality

2024年6月，集團組織員工開展「驚喜服務」培訓活動，內容包括「驚喜服務」話術運用、情緒管理技巧及個性化服務方法等，有效提升員工溝通技巧，為集團塑造親切的品牌形象、鞏固良好的服務口碑。

In June 2024, the Group organized the “Surprise Service” training activity for its employees, which included the use of "Surprise Service" terminology, emotion management skills and personalized service methods, etc. The activity effectively enhanced the employees’ communication skills, shaped the Group's friendly brand image and consolidated its superior service reputation.

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2.3.3 數據安全與隱私保護

本集團嚴格遵循《中華人民共和國數據安全法》《中華人民共和國網絡安全法》及《中華人民共和國個人信息保護法》《深圳經濟特區數據條例》等相關法律法規及行業監管和風控要求，制定並落實《數據安全(個人信息保護)管理規定》《數據運維管理規範》《百果園隱私政策》及《百果園客服保障服務隱私政策》等內部制度，建立健全信息安全和隱私保護制度體系，保障集團信息安全及顧客隱私不受侵害。2024年，集團制定《密鑰管理辦法》，規範密鑰全生命週期安全管理，進一步鞏固集團信息安全建設。

數據安全

在信息安全組織體系建設方面，集團搭建三級組織架構，設立技術委員會作為集團信息安全、數據安全和個人信息保護管理方面的最高決策機構，負責審閱和決策重大數據安全技術問題，確保相關策略與決策的高效與準確；技術委員會下設信息安全管理小組，明確信息安全總負責人、安全治理負責人、基礎設施負責人、應用安全負責人、數據安全負責人及其管理職能，由IT內控人員、技術服務人員、研發人員和測試人員等關鍵業務部門負責人構成執行層，負責落實集團數據與信息安全的具體工作事宜。

2.3.3 DATA SECURITY AND PRIVACY PROTECTION

The Group strictly follows the Data Security Law of the People's Republic of China (《中華人民共和國數據安全法》), the Cybersecurity Law of the People 's Republic of China (《中華人民共和國網絡安全法》), the Personal Information Protection Law of the People 's Republic of China (《中華人民共和國個人信息保護法》), the Regulations of Shenzhen Special Economic Zone On Data (《深圳經濟特區數據條例》) and other relevant laws and regulations as well as industry regulatory and risk control requirements, and has developed and implemented a range of internal policies including the Regulations on the Management of Data Security (Personal Information Protection) (《數據安全(個人信息保護)管理規定》), the Management Specification on Data Operation and Maintenance (《數據運維管理規範》), the Pagoda Privacy Policy (《百果園隱私政策》), and Pagoda Privacy Policy on Customer Service Protection (《百果園客服保障服務隱私政策》). It establish a comprehensive system of information security and privacy protection to ensure the safety of the Group's information and customer privacy from infringement. In 2024, the Group formulated the Key Management Measures (《密鑰管理辦法》) to standardize the security management of keys in the whole life cycle and further consolidate the Group's information security construction.

DATA SECURITY

In terms of information security organization and system construction, the Group has established a three-tier organization structure, setting up a technical committee as the highest decision-making body for the management of the Group's information security, data security and personal information protection, which is responsible for reviewing and making decisions on major data security technology issues to ensure the efficiency and accuracy of the relevant strategies and decisions; it set up an information security management team under the technical committee to clearly identify the person in charge of information security, the person in charge of security governance, the person in charge of infrastructure, the person in charge of application security, the person in charge of data security, and their management functions, and the executive level was formed by the IT internal control personnel, technical service personnel, research and development personnel, testing personnel and heads of other key business departments. It is responsible for the implementation of the Group's data and information security specific work matters.

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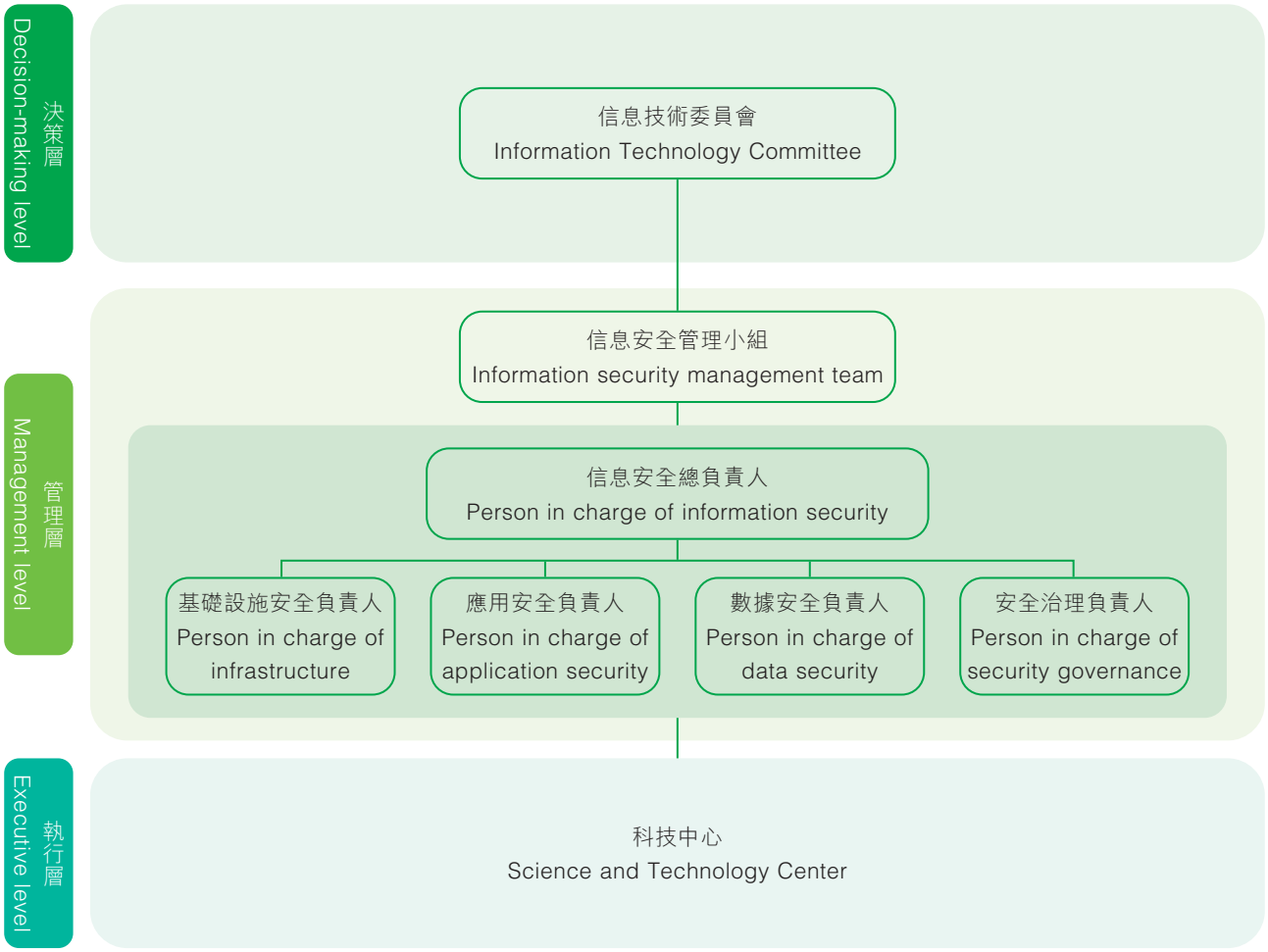
百果科技信息安全組織架構
Organization structure for scientific and technological information security in Pagoda

信息安全管理小組
Information Security Management Team



百果園信息安全三級組織架構
Three-tier organization structure for information security in Pagoda

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管理舉措：
Management initiatives:

- **信息安全審計：**建立針對軟件、硬件、數據庫、網絡的日常監控和維護的機制，並積極開展第三方信息安全審計工作，盡早排查信息安全風險漏洞，確保信息安全系統與管理的有效性及可靠性。2024年，集團聘請第三方機構對信息系統開展信息安全合規檢測工作，覆蓋授權訪問、信息收集、數據洩露、數據備份等方面，並根據提升建議，逐步推進整改措施的落實。
- **Information Security Audit:** Establish a mechanism for daily monitoring and maintenance of software, hardware, database and network. Carry out third-party information security audits to detect and eliminate information security risks and loopholes as early as possible, to ensure the effectiveness and reliability of information security system and management. In 2024, the Group engaged a third-party agency to carry out information security compliance testing for its information systems, covering areas such as authorized access, information collection, data leakage and data backup. It gradually implements corrective measures based on the recommendations for improvement.

- **安全技術測試：**按照網絡安全等級保護制度要求，採取入侵防範、身份鑑別、安全審計等防範危害網絡安全行為的技術措施，並使用雲監控平台監測、記錄服務器端網絡運行狀態、網絡安全事件，並保留對應日誌時間不少於6個月。2024年，集團進一步完善數據庫容災機制，實現所有業務庫的「同城雙活+異地災備策略」，提升系統穩定性和可用性。
- **Security Technology Test:** Based on the policy on protection of network security, adopt technical measures to prevent network security hazards such as intrusion prevention, identity authentication and security audit. Monitor and record the network operation status and network security events on the server side with the cloud monitoring platform, and keep the corresponding logs for at least 6 months. In 2024, the Group further improved the database disaster recovery mechanism and realized the "Local Dual Activation + Off-site Disaster Recovery Strategy" for all business databases, with a view to enhancing the stability and availability of system.

- **預防數據洩露：**為防範外部攻擊與數據洩露事件發生，制定《數據安全容災備份與恢復管理規定》，規範數據備份要求、備份週期、備份模式等相關安全要求，採取數據加密、網絡鑑權、權限訪問控制等技術措施，以保障網絡免受干擾、破壞或者未經授權的訪問，防止網絡數據洩露或者被竊取、篡改。2024年，集團未發生重大數據安全事件。
- **Preventing Data Leakage:** In order to prevent external attacks and data leakage incidents, draw up the Regulations on the Management of Disaster Backup and Recovery of Data Security (《數據安全容災備份與恢復管理規定》), which provides for data backup, backup cycle, backup mode and other related security aspects. Adopt technical measures such as data encryption, network authentication and access control to protect the network from interference, damage or unauthorized access, and prevent network data from being leaked, stolen or tampered with. In 2024, the Group had no significant data security incidents throughout the year.

第 2 章 CHAPTER 2

管理舉措：
Management initiatives:

- **數據與信息安全應急演練：**通過制定網絡安全應急預案、開展應急演練和聘請外部機構開展攻防演練和滲透測試等方式，加強集團數據安全事件監測預警、安全防護、應急處置能力。2024年，集團聘請外部團隊對ERP、交易平台、對賬中心等關鍵系統進行了2次滲透測試，並對滲透測試中發現的漏洞進行修復。
- **Data and Information Security Emergency Drill:** The Group has strengthened its capability to monitor and warn of data security incidents, provide security protection and emergency response through the formulation of network security contingency plans, the conduct of emergency drills and the engagement of external entities to conduct attack and defense drills and penetration tests. In 2024, the Group engaged an external team to conduct two penetration tests on key systems such as the ERP, trading platform and reconciliation center, and remediated the vulnerabilities identified during the penetration tests.

- **外部認證：**集團已獲得ISO 27001信息安全管理體系認證、ISO 20000 IT信息技術服務管理體系認證和ISO 9001質量管理體系認證；百果園App系統、百果園一體化會員管理系統獲得深圳市網絡安全等級保護三級證書；百果園官方網站獲得深圳市網絡安全等級保護二級證書。
- **External Certification:** The Group has obtained the ISO 27001 information security management system certification, ISO 20000 IT information technology service management system certification and ISO 9001 quality management system certification. The App system and integrated membership management system of Pagoda have been awarded the level 3 certificate in network security protection in Shenzhen. The official website of Pagoda has been awarded the level 2 certificate in network security protection in Shenzhen.

- **意識提升：**定期向員工開展數據安全意識培訓，普及法律法規新動向和應對舉措，宣貫集團數據安全管理制度。2024年，集團開展數據安全意識培訓，覆蓋2,026人，學習完成率達100%。
- **Awareness Enhancement:** Regularly conduct data security awareness training for our employees, popularize new trends in laws and regulations and measures to deal with them, and publicize the Group's data security management system. In 2024, the Group launched data security awareness training, covering 2,026 people with a 100% completion rate.

第 2 章 CHAPTER 2

隱私保護

本集團高度重視消費者隱私保護，合法合規處理消費者個人信息，在消費者個人信息收集過程中遵循數據最小化原則，僅收集、使用為業務開展所必須的信息。集團針對客戶服務、會員登陸等涉及個人隱私數據收集的關鍵環節制定了一系列隱私政策，成立專門數據團隊領導監督、審查相關政策及操作執行情況，並採取多項具體措施保護消費者隱私。2024年，集團修訂《個人信息保護管理規定V2.0》，細化個人信息保護的義務和要求，進一步完善個人信息保護合規管理制度體系建設。

PRIVACY PROTECTION

The Group attaches great importance to consumer privacy protection, handles consumers' personal information lawfully and follows the principle of data minimization in collecting personal information, only collecting and using information that is necessary for the development of its business. The Group has formulated a series of privacy policies on key aspects of data collection involving personal privacy, such as customer service and member login, and has set up a dedicated data team to lead the supervision and review of the implementation of the relevant policies and operations, as well as taken a number of specific measures to protect consumer privacy. In 2024, the Group amended the Personal Information Protection Management Regulations V2.0 (《個人信息保護管理規定V2.0》) to further refine the obligations and requirements for the protection of personal information, and to further improve the construction of a compliance management system for the protection of personal information.

第 2 章 CHAPTER 2

針對用戶個人信息的保護措施 Protection Measures for Users' Personal Information	制定《數據銷毀、刪除管理規定》，明確集團對敏感個人數據採取加密存儲、授權訪問、去標識化展示等隱私保護措施。 The Regulations on the Management of Data Destruction and Deletion (《數據銷毀、刪除管理規定》) formulated by the Group set forth privacy protection measures such as encrypted storage, authorized access, and de-identified display of sensitive personal data.
保障用戶針對個人信息的知情權及決策權 Protecting Users' Rights to Know and Make Decisions Regarding Their Personal Information	在處理個人信息的所有產品服務環節明確公示隱私政策，公示渠道包括《百果園APP&百果園+微信小程序隱私政策》《百果園兒童個人信息保護規則及監護人須知》及《百果園+支付寶小程序隱私政策》等，明確集團收集、使用、委託處理、對外提供、轉移、公開消費者個人信息的情況，並通過彈窗等具備明顯交互屬性的方式向用戶展示並獲得用戶的同意。在涉及處理敏感個人信息的情形下，集團制定獨立《個人信息授權協議》，並通過彈窗、勾選等顯著方式進行公示並獲得用戶的同意。 It published privacy policies in the product and service links that handle personal information. The channels for publishing include the Privacy Policy of Pagoda App & Pagoda + WeChat Mini Program (《百果園 App&百果園+微信小程序隱私政策》), the Rules for the Protection of Children's Personal Information and Notice to Guardians of Pagoda (《百果園兒童個人信息保護規則及監護人須知》) and the Privacy Policy of Pagoda + Alipay Mini program (《百果園+支付寶小程序隱私政策》). The privacy policies provide for the consumer information collected, used, entrusted, provided to the public, transferred and disclosed by the Group and displayed to the users through pop-up windows and in other ways with the prominent interaction attribute and obtain the users' consent. In cases involving the handling of sensitive personal information, the Group also has a separate Authorization Agreement on Personal Information (《個人信息授權協議》), which is publicized with the consent of users through pop-ups and checkboxes and in other prominent ways.
用戶個人信息存儲及刪除規定 Regulations for Storage and Deletion of Personal Information of Users	集團《數據(個人信息)存儲管理規定》和《數據安全(個人信息保護)管理規定》中有明確規定，僅在實現處理目的所必要的最短時間內對個人信息進行存儲，並在個人信息存儲期限屆滿後予以刪除或匿名化處理，同時留存響應記錄。用戶註銷賬號後，集團會及時地刪除其個人敏感信息，如手機號碼、地址等，僅按照法律規定將訂單數據、交易數據繼續留存3年以上。 The Group's Regulations on the Management of Data (Personal Information) Storage (《數據(個人信息)存儲管理規定》) and the Regulations on the Management of Data Security (Personal Information Protection) (《數據安全(個人信息保護)管理規定》) stipulate that personal information shall be stored only in the shortest time necessary for processing and be deleted or anonymized after the expiration of the storage period, and the corresponding records shall be kept. After users cancel their accounts, the Group will promptly delete their sensitive information such as phone numbers and addresses. Only order data and transaction data will be kept for more than 3 years pursuant to legal requirements.

第 3 章
CHAPTER 3

本章節回應的SDGs
SDGs addressed in this chapter

共建利益共享互贏生態
Building A Win-Win Ecosystem With Shared Benefits

本集團與供應商緊密合作，打造責任供應鏈，持續擴大直採規模，逐步實現種植與供應鏈管理的標準化，同時不斷打造供應鏈的ESG管理要求，助力合作夥伴提升可持續發展能力；與加盟商深度協同，通過數智化的支持、資源共享和運營優化，助力加盟商提升經營效益，實現互利共贏，推動產業生態圈的高質量發展。

The Group works closely with suppliers to build a responsible supply chain, continues to expand the scale of direct sourcing, gradually realizes the standardization of cultivation and supply chain management, and continuously builds up the ESG management requirements of the supply chain to help partners enhance their sustainable development capabilities; it works in depth with its franchisees to help them enhance their operational efficiency through digital and intellectual support, resource sharing and operation optimization to achieve mutual benefit and win-win results, and to promote the high-quality development of the industrial ecosystem.

第 3 章 CHAPTER 3

2024年度亮點績效：
2024 Performance Highlights:

- 百果園已經在全球26個國家合作超過800個直採基地。
- Pagoda has cooperated with more than 800 direct sourcing bases in 26 countries around the world.

- 對國內供應商開展5,380次履約評估，評估覆蓋率達100%，符合標準的供應商比例為98%。
- A total of 5,380 compliance assessments on domestic suppliers were conducted, with a 100% assessment coverage rate and 98% of suppliers complying with the standards.

- 審核境外供應商農殘報告共75份，對國外供應商開展68次履約評估，評估覆蓋率達73%，符合標準的供應商比例為100%。
- A total of 75 reports on pesticide residues from foreign suppliers were examined. A total of 68 compliance assessments on foreign suppliers were conducted, with a 73% assessment coverage rate and 100% of suppliers complying with the standards.

- 供應商《反商業賄賂協議》簽署率100%。
- 100% suppliers have signed the Anti-Commercial Bribery Agreement (《反商業賄賂協議》).

- 門店總數5,127家，並在印度尼西亞設立2家門店。
- 5,127 stores in total, and 2 stores opened in Indonesia.

- 加盟商開業支持比例達100%，帶教支持新店74家。
- 100% pre-opening support for franchisees and 74 stores opened with training and in-store tutoring provided.

第 3 章 CHAPTER 3

3.1 價值共創，構建可持續供應鏈

隨着高端消費群體對水果品質的追求日益精細，並渴望獲得來自全球各地的優質水果，對口感、新鮮度和營養價值有着極高的要求。另一方面，隨着生活節奏的加快和經濟的波動，消費者也更加注重性價比。這一消費需求現象對水果零售商的供應鏈管理提出了更高的要求。本集團持續優化供應鏈管理，深化完善供應商管理體系，既嚴格把控品質管理的各項關鍵環節，積極減輕供應商對環境、社會可能造成的影響，也積極為供應商賦能，提升周轉效率，與上下游供應商及合作夥伴共同打造負責任、可持續的供應鏈夥伴關係。

3.1 JOIN HANDS TO CREATE VALUES AND SUSTAINABLE SUPPLY CHAINS

As high-end consumers are increasingly sophisticated in their pursuit of fruit quality, they aspire to obtain quality fruits from all over the world, with high demands on taste, freshness and nutritional value. Moreover, with the increasingly rapid pace of life and the economic fluctuation, consumers are also paying more attention to the price-performance ratio. This consumption demand has placed higher requirement on the supply chain management of fruit retailers. The Group has continued to optimize its supply chain management and deepen and improve its supplier management system. It not only strictly controls the key aspects of quality management and actively mitigates the possible impact of suppliers on the environment and society, but also actively empowers suppliers and enhances turnaround efficiency to build a responsible and sustainable supply chain partnership with its upstream and downstream suppliers and partners.

第 3 章 CHAPTER 3

3.1.1 供應商全生命週期管理

本集團嚴格遵守《中華人民共和國招標投標法》《中華人民共和國政府採購法》等所在國家和地區相關法律法規，制定並落實《國產鮮果供應商管理規定》《進口鮮果供應商管理規定》《果品標準管理規定》及《鮮果供應商准入管理規定》等內部採購和供應商管理制度，遵循「Q.C.D.S」原則，明確供應商尋源、考察、准入、過程管理、績效評估、淘汰等管理工作各項要求，全面提升供應商履約能力。

3.1.1 FULL LIFE CYCLE MANAGEMENT FOR SUPPLIERS

The Group strictly complies with the Bidding Law of the People's Republic of China (《中華人民共和國招標投標法》), the Government Procurement Law of the People's Republic of China (《中華人民共和國政府採購法》) and other relevant laws and regulations of the countries and regions in which the Group operates, formulates and implements internal procurement and supplier management systems such as the Regulations on Supplier Management of Domestic Fruits (《國產鮮果供應商管理規定》), the Regulations on Supplier Management of Imported Fresh Fruits (《進口鮮果供應商管理規定》), the Regulations on Fruit Standards (《果品標準管理規定》), and the Regulations on Access of Fresh Fruit Suppliers (《鮮果供應商准入管理規定》), follows the "Q.C.D.S" principle, and clarifies the requirements for the management of supplier sourcing, inspection, access, process management, performance evaluation and elimination of suppliers, to comprehensively enhance the ability of suppliers to fulfill their contracts.

百果園「Q. C. D. S」供應商准入四項原則
The Four Principles of "Q.C.D.S" Supplier Access for Pagoda

第 3 章 CHAPTER 3

1 供應商准入 Supplier access

- 進行實地考察
- 收集候選供應商資料
- 開展准入前風險評估
- 比價採購
- 書面覆核
- 准入通知與審批
- Conducting on-site visits
- Gathering information on candidate suppliers
- Conducting pre-access risk assessment
- Bidding for procurement
- Written review
- Access notification and approval

2 供應商過程管理 Supplier process management

- 合同簽署
- 履約過程管理
- 供應商對賬結算
- 月度履約評估
- Contract signing
- Performance process management
- Supplier reconciliation and settlement
- Monthly performance evaluation

3 供應商績效評估 Supplier performance evaluation

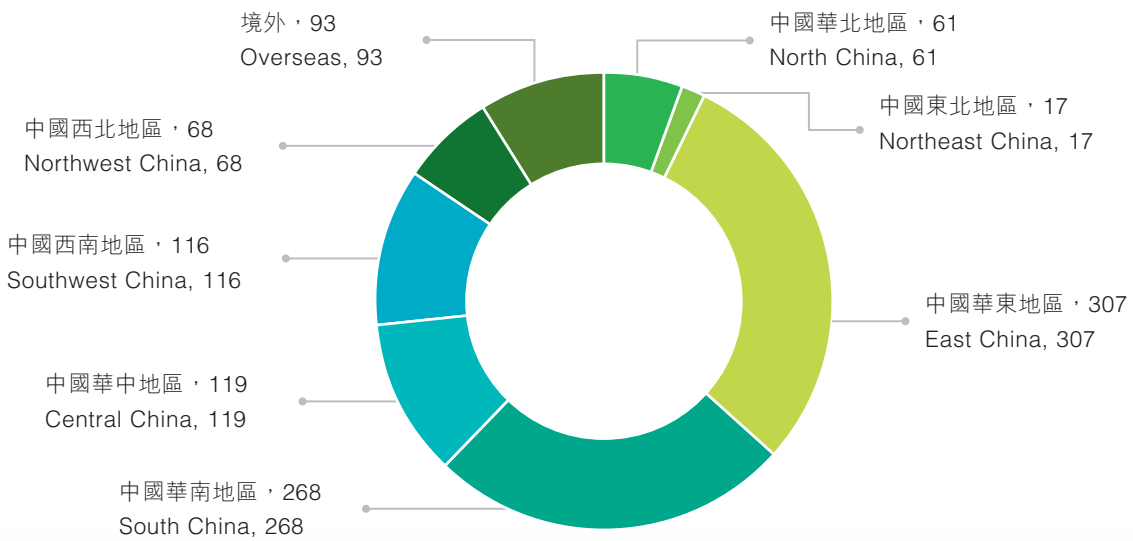
- 供應商履約評估
- 供應商自身風險再評估
- 實行A-E級評估分級
- Supplier assessment for contract performance
- Supplier own risk reassessment
- Implementation of A-E assessment grading

4 供應商淘汰 Supplier phase-out

- 評級A-C級，繼續合作
- 評級D級，溝通改進
- 評級E級，提供《改善報告》並同步尋找替代供應商
- Grade A-C, continued cooperation
- Grade D, communication for improvement
- Grade E, providing Improvement Report and seeking alternative suppliers

截至2024年末，集團擁有果品相關供應商1,049家，其中國內956家、境外93家。
As of the end of 2024, the Group had 1,049 fruit-related suppliers, including 956 domestic suppliers and 93 overseas suppliers.

按地區劃分的果品相關供應商數目
Number of fruit-related suppliers by region



第 3 章 CHAPTER 3

本集團按採購額將供應商劃分為核心供應商、主力供應商、新供應商和普通供應商，並制定多元化評估考核機制。以水果品類供應商為例：考察前期，集團深入了解供應商鮮果品種、產區、產品產量、種植情況等基本信息，並優先安排果品開發或產品上市前的實地考察。經實地考察後通過的意向供應商，集團將其列入候選供應商，並由責任採購人員對供應商自身風險和產品、服務風險進行准入前綜合風險評估，有效保障集團產品質量。

The Group categorizes its suppliers into core suppliers, main suppliers, new suppliers and general suppliers based on the amount of purchases, and has established a diversified evaluation and assessment mechanism. Take the suppliers of fruit products as an example: prior to the inspection, the Group gained an in-depth understanding of the suppliers' basic information on fruit varieties, production areas, production volume and planting conditions, and prioritized the arrangement of on-site inspections before the development of fruit products or the sales of products. For those suppliers who have passed the on-site inspections, the Group will include them in the candidate suppliers, and the responsible procurement staff will conduct a comprehensive risk assessment on the supplier's own risk and the risk of products and services before admission, effectively guaranteeing the quality of the Group's products.

此外，集團每季度會對供應商開展1次履約評估，並於當年結束後對供應商開展1次績效評估。2024年，集團對國內供應商開展5,380次履約評估，評估覆蓋率達100%，符合標準的供應商比例為98%；審核境外供應商農殘報告共75份，對國外供應商開展68次履約評估，評估覆蓋率達73%，符合標準的供應商比例為100%。

In addition, the Group conducts one quarterly compliance assessment on suppliers and one performance assessment on suppliers at the end of the year. In 2024, the Group conducted a total of 5,380 compliance assessments on domestic suppliers, with a 100% assessment coverage rate and 98% of suppliers complying with the standards. A total of 75 reports on pesticide residues from foreign suppliers were examined. A total of 68 compliance assessments on foreign suppliers were conducted, with a 73% assessment coverage rate and 100% of suppliers complying with the standards.

為進一步強化供應商品質管控，在要求隨貨發送第三方產品檢驗報告和到貨抽檢的基礎上，2024年，集團先後通過「百果園交易平台」(公眾號)向所有供應商發佈《關於百果園「鮮果類檢測報告提交要求」的宣導》，明確鮮果類檢測報告的規範要求；發佈《百果園農殘檢測項目更新通知》，明確鮮果農殘檢測報告更新為300項；發佈《關於柑橘類、橙類新增檢測項目的通知》，明確對柑橘橙類增加「總砷」重金屬檢測項的要求，切實加強對於供應商供貨品質的管理。對於不符合集團品控要求的供應商，集團將停止合作。

In order to further strengthen the quality control over suppliers, on the basis of the requirement to send third-party product inspection reports with the shipments and to conduct random inspections on arrival, the Group issued the Guidance on the Requirements of Pagoda for Submission of Fresh Fruit Inspection Reports (《關於百果園"鮮果類檢測報告提交要求"的宣導》) to all suppliers through the "Pagoda Trading Platform" (WeChat Official Account) in 2024, to clarify the regulatory requirements for fresh fruit inspection reports. It also released the Notice on the Update of Pagoda's Pesticide Residue Testing Items (《百果園農殘檢測項目更新通知》), clarifying that the pesticide residue testing reports for fresh fruits have been updated to 300 items. The Group issued the Notice on New Test Items of Citrus and Oranges (《關於柑橘類、橙類新增檢測項目的通知》) to clarify the requirements for the adding of "total arsenic" test item for citrus and orange, practically strengthening the management for the quality of products supplied by suppliers. The Group will stop cooperating with suppliers that do not meet its quality control requirements.

第 3 章 CHAPTER 3

3.1.2 供應鏈ESG風險管理

本集團積極關注供應鏈ESG風險管理，鼓勵和倡導國內外供應商持續合規經營、加強環境保護和踐行社會責任。集團已主動將環境保護、合規僱傭、產品質量等環境與社會風險因素納入採購決策和供應商管理各環節中，對於不符合環境和社會標準的供應商，本集團將終止合作，避免與不符合我們長期可持續發展願景的供應商建立聯繫。

在產品質量與安全方面，集團制定《供應商自身風險評估表》《產品、服務風險評估表》，在供應商准入環節進行風險評估。以國產鮮果為例，集團將ISO 9001質量管理體系認證、FSSC 22000食品安全體系認證、美國食品藥品監督管理局(FDA)認證等食品質量安全相關認證納入考核評分點，並對供應商周邊環境、土壤檢測、施肥、基地農藥使用情況描述（包括但不限於使用農藥品種、使用方法、使用頻次等）做出明確的考察要求。供應商通過現場實地考察和集中評審並形成考察報告後，方可進入供應商名錄。

同時，為確保供應商的相關道德、安全、健康和人權準則與集團理念一致，集團更新《供應商行為準則》，從反腐敗、人權、勞工管理、健康安全、多元化與公平、環境保護、國際採購等方面明確供應商應遵守的行動要求，部分要點如下：

3.1.2 ESG RISK MANAGEMENT OF SUPPLY CHAIN

The Group is actively concerned about ESG risk management of supply chain and encourages and advocates domestic and overseas suppliers to continue to operate in a compliant manner, enhance environmental protection and fulfill their social responsibilities. The Group has taken the initiative to incorporate environmental and social risk factors such as environmental protection, employment compliance and product quality into the management of procurement decisions and supplier management links. For suppliers that do not comply with the environmental and social standards, the Group will consider terminating the cooperation, and will avoid establishing relationships with suppliers that are not in line with our long-term sustainable development vision.

In terms of product quality and safety, the Group has formulated the Supplier's Own Risk Assessment Form (《供應商自身風險評估表》) and the Product and Service Risk Assessment Form (《產品、服務風險評估表》), and conducted risk assessments in the section of supplier access. Taking domestic fresh fruits as an example, the Group has incorporated the ISO 9001 quality management system certification, FSSC 22000 food safety system certification, the U.S. Food and Drug Administration (FDA) certification and other food quality and safety certifications into the assessment and evaluation points, and has made clear requirements for inspection of the suppliers' surrounding environment, soil testing, fertilization, and description of the use of pesticides at the base (including but not limited to the variety of pesticides used, the method of use, and the frequency of use). Only those who have passed the on-site inspection and centralized evaluation will be admitted to the supplier list after an inspection report has been formed.

Meanwhile, to ensure that suppliers' ethical, safety, health and human rights standards are in line with ours, the Group has revised the Supplier Code of Conduct (《供應商行為準則》), which specifies the action requirements for suppliers to comply with in the areas of anti-corruption, human rights, labor management, health and safety, diversity and fairness, environmental protection, and international sourcing. Some main points are listed below:

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- 環境保護：供應商應遵守當地的環境法律，避免使用環境有害的材料（包括化學品）。供應商應鼓勵開發和使用有利於環境可持續性發展的概念和材料。
- 勞工管理：供應商必須遵守當地法律有關最低員工年齡的規定，且工人的最低年齡不得低於16歲。禁止強迫勞工、抵債性勞工、契約勞工、奴工以及任何形式的非人道用工。
- 健康安全：供應商應遵守經營所在國家／地區對工作場所健康和安全的所有法律標準。為員工提供一個乾淨、安全和健康的工作環境。
- 反歧視與婦女權利：供應商應確保基於能力而不是任何與工作本質無關的個人特徵包括膚色、種族、宗教、年齡、民族、性取向、性別、HIV、婚姻狀況、懷孕、政治立場、工會會員、殘疾或任何其他特徵進行僱傭、支付報酬、福利、晉升、解約及退休。供應商應確保女性在就業的所有方面均得到平等待遇。

- Environmental protection: Suppliers should comply with local environmental laws and avoid using environmentally hazardous materials (including chemicals). Suppliers should encourage the development and use of concepts and materials that are conducive to environmentally sustainable development.
- Labor management: Suppliers must comply with local laws regarding the minimum age of employees, which shall not be less than 16 years old. Forced labor, bonded labor, indentured labor, slave labor, and any form of inhumane labor are prohibited.
- Health and safety: The supplier shall comply with all legal standards for health and safety in the workplace in the country/region in which it operates. We are committed to providing a clean, safe and healthy working environment for our employees.
- Anti-Discrimination and women's rights: Suppliers should ensure that employment, compensation, benefits, promotions, terminations, and retirements are based on merit instead of any personal characteristic unrelated to the nature of the work, including skin color, race, religion, age, national origin, sexual orientation, gender, HIV, marital status, pregnancy, political affiliation, union membership, disability, or any other characteristic. Suppliers should ensure that women are treated equally in all aspects of employment.

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同時，集團積極構建公正、透明的供應鏈環境，倡導所有商業合作夥伴堅守合規經營之道，共同防範賄賂、勒索、欺詐等違反商業道德的不當行為。集團要求所有供應商在合作前簽訂《反商業賄賂協議》，並鼓勵其制定反腐敗相關制度；將反貪腐體系建設納入供應商履約考核評價中；通過年度自查自糾、供應商回訪、隨機抽檢等方式，落實供應鏈反貪腐監督。對存在商業賄賂行為的供應商，集團將採取嚴肅的處理態度，依據相關規定予以違約金處罰並列入黑名單。2024年，集團所有供應商均已簽署《反商業賄賂協議》。

Meanwhile, the Group is committed to building a fair and transparent supply chain environment, and advocates that all business partners adhere to the principle of compliance management, and work together to prevent bribery, extortion, fraud and other misconduct that violates business ethics. The Group requires all suppliers to sign Anti-Commercial Bribery Agreements (《反商業賄賂協議》) prior to cooperation and encourages them to formulate anti-corruption systems; incorporates the establishment of anti-corruption systems into the evaluation of suppliers' contract performance; and implements anti-corruption supervision along the supply chain by means of annual self-examinations and self-correction actions, return visits to suppliers, and random sampling inspections. The Group will take a serious attitude towards suppliers with commercial bribery behavior, and impose penalties on them in accordance with the relevant regulations and put them on the blacklist. In 2024, All suppliers of the Group have signed the Anti-Commercial Bribery Agreements (《反商業賄賂協議》).

此外，本集團綠色低碳理念融入產品採購和供應鏈的各個環節，致力於通過優化產品包裝、提升運輸效率等多種措施，實現企業運營的增效提質與節能減排目標，積極應對氣候變化帶來的挑戰。

In addition, the Group has integrated green and low-carbon concepts into all aspects of its product procurement and supply chain, and is committed to optimizing product packaging, enhancing transportation efficiency and other measures to achieve the goals of efficiency and quality enhancement, energy conservation and emission reduction in corporate operations, and to actively address the challenges brought about by climate change.

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- 在物流方面，集團持續推進綠色運輸舉措，通過精細化管理和技術創新提高配送效率，並逐步擴大新能源物流車輛的應用比例，有效減少溫室氣體排放，提升集團環保績效。2024年，集團利用大數據+AI智能排線，對物流運輸管理系統(TMS)進行優化升級，根據不同司機的駕駛習慣學習最優路徑，節省運輸里程超20,000公里，減少溫室氣體排放約12.4噸；持續提升合作車輛中新能源車輛佔比達27%，較上年增長約6%；對倉儲冷庫、照明系統進行改造升級，在不影響運營效率的同時，有效提升能源使用效率。

- In the area of logistics, the Group continues to promote green transportation initiatives, improving distribution efficiency through refined management and technological innovation, and gradually expanding the proportion of new energy logistics vehicles to effectively reduce greenhouse gas emissions and enhance the Group's environmental performance. In 2024, the Group made use of big data + AI intelligent scheduling to optimize and upgrade the transportation management system (TMS), learning the optimal routes according to the driving habits of different drivers, saving more than 20,000 kilometers of transportation mileage, and reducing greenhouse gas emissions by approximately 12.4 tons. We continued to increase the proportion of new energy vehicles in the cooperative vehicles to 27%, representing an increase of approximately 6% over the previous year; We renovated and upgraded the warehousing and cold storage, and lighting systems, to effectively improve energy efficiency without compromising operational efficiency.

- 在綠色包裝方面，集團積極鼓勵大品類草莓類供應商採用回收塑料材質黑色周轉筐，在降低供應鏈成本的同時，推動從店到倉、倉到產地循環再利用，有效減少環境污染。同時，集團持續優化倉儲、運輸環節可回收周轉箱使用，落地產地周轉筐租賃項目，推動包裝物料的重複使用；積極推行倉到店包裝物使用可回收周轉箱替代紙箱，2024年共使用可回收周轉箱／包裝物235萬次，大幅減少紙箱消耗和使用。

- In terms of green packaging, the Group actively encourages suppliers of strawberries, a major variety to adopt black circulation baskets made of recycled plastic materials, which reduces the cost of the supply chain while promoting the recycling of products from store to warehouse and from warehouse to production area, thereby effectively reducing environmental pollution. Meanwhile, the Group continued to optimize the use of recyclable transit crates in warehousing and transportation, and carried out a project concerning leasing of circulation baskets in the production area to promote the reuse of packaging materials. The Group also actively promoted the use of recyclable transit crates instead of cardboard boxes for warehouse-to-store packaging. In 2024, a total of 2,350,000 times of recyclable transit crates/packaging were used, which significantly reduced the consumption and use of cardboard boxes.

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3.2 並肩同行，與加盟商共贏發展

在百果園的可持續發展之路上，加盟商是集團不可或缺的緊密夥伴，集團始終致力於通過持續溝通交流與系統培訓，為加盟商賦能，助力其提升經營能力，實現業務增長。同時，努力增強加盟商對百果園文化的認同感，加深其對集團戰略方向的理解，構建起基於互信互愛的穩固合作關係。截至2024年末，門店總數達5,127家，並在印度尼西亞設立2家門店，實現水果連鎖企業出海的新突破。

3.2.1 加盟商管理

本集團持續完善加盟商管理體系，從選址到運營全程把控，確保品牌形象與管理效率，積極建立高效溝通機制，定期組織交流活動，及時解決加盟商問題。同時，持續培訓賦能，提升加盟商能力，增強加盟商認同感。

加盟商經營規範

本集團嚴格遵循《中華人民共和國食品安全法》《中華人民共和國消費者權益保護法》等法律法規的規定，年內更新《百果園品牌加盟店經營管理辦法》，指導加盟商規範開展經營活動。

3.2 WORK TOGETHER WITH FRANCHISEES FOR WIN-WIN DEVELOPMENT

Franchisees are indispensable and close partners of the Group on the sustainable development. The Group is committed to empowering its franchisees through continuous communication and systematic training, helping them enhance their operational capabilities and improve business performance. At the same time, the Group strives to enhance its franchisees' identification for the culture of Pagoda and deepen their understanding of the Group's strategic direction, so as to build a solid cooperative relationship based on mutual trust and love. By the end of 2024, the Group had a total of 5,127 stores, and had set up 2 stores in Indonesia, realizing a new breakthrough as the fruit chain to go overseas.

3.2.1 FRANCHISEE MANAGEMENT

The Group continues to improve its franchisee management system, controlling the whole process from site selection to operation, to ensure brand image and management efficiency. It actively establishes a highly efficient communication mechanism and organizes exchange activities on a regular basis to solve franchisee problems in a timely manner. At the same time, it continues training and empowering franchisees to enhance the their ability and the identification.

FRANCHISEE OPERATION STANDARD

The Group strictly follows the Food Safety Law of the People's Republic of China (《中華人民共和國食品安全法》), the Law of the People's Republic of China on Protection of Consumer Rights and Interests (《中華人民共和國消費者權益保護法》) and other laws and regulations, and updates the Administrative Measures on the Operation of Branded Franchised Stores of Pagoda (《百果園品牌加盟店經營管理辦法》) to instruct franchisees in carrying out compliant business activities.

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在門店標準化運營方面，集團制定運營「五行標準」，從食品安全、環境體驗、服務導購、出品管理和高品質商品力五個維度設立考核指標，按月就任意維度對加盟門店開展考核評審，確保產品質量、食品安全及客戶體驗符合百果園標準。同時，集團持續完善檢查監督機制，通過「神秘顧客」明訪暗訪，對「線上／線下門店」開展隨機標準抽查；通過食品安全飛行檢查，將問題點第一時間對門店反饋並跟進整改，提升門店的經營管理能力。2024年內，集團共開展「秘密顧客」明訪暗訪17,664次，通過外部監督檢查提升門店標準。

In the stores' standardized operation, the Group has developed the "five criteria" for operation, which sets the evaluation indicators in five dimensions, including food safety, environmental experience, shopping guide service, product quality management, and high-quality products. Also, the Group conducted monthly stringent evaluation and review against franchised stores in any dimension to ensure the product quality, food safety and consumer experience comply with Pagoda's standards. At the same time, the Group has continued to improve its inspection and supervision mechanism by conducting random standard inspections of its "online/offline stores" through "undercover shopper" visits; and by conducting unannounced inspections for food safety, it informed the stores of the problem points at the first opportunity. It followed up the rectification to improve their operation and management ability. In 2024, the Group conducted a total of 17,664 "undercover shopper" visits to enhance store standards through external supervision.

此外，集團就加盟店經營管理制度專門設立了加盟店違規評審小組，該小組主要負責對加盟店管理制度進行監督和審查，對加盟店底線違規以及特殊違規事件進行處理和最終裁決，致力於加強加盟門店對於標準化執行的規範意識，管控加盟店違規風險。

In addition, the Group has set up a violation review panel for franchised stores in terms of its franchisee management system, which is mainly responsible for supervising and reviewing the franchisee management system, and handling and making final decisions on bottom-line violations and special non-compliance cases of the franchisees, with a view to enhancing the franchisees' awareness of the standard implementation of rules and regulations, as well as controlling the risk of non-compliance by the franchisees.

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加盟商溝通

本集團依託百果園加盟商委員會(以下簡稱「加委會」)為主要渠道,積極搭建加盟商溝通交流平台,鼓勵全國、各區域加盟商開展交流學習、座談會、巡店幫扶、日常提議反饋等活動,旨在弘揚百果園利他文化精神,傳遞榜樣加盟商力量,賦能加盟商共同成長,營造積極向上的加盟環境與氛圍。

FRANCHISEE COMMUNICATION

By means of the Pagoda Franchisee Committee ("Franchisee Committee") as the primary channel, the Group actively builds a communication platform for franchisees, encourages franchisees nationwide and in different regions to carry out exchange of learning, seminar, mutual support, daily suggestion, feedback and other activities for the purpose of communicating the spirit of Pagoda's altruism culture, and exerting the positive energy of excellent franchisees. Also, the Group empowers common growth of franchisees and develops a positive franchising environment and climate.

加盟商主要溝通交流渠道 Main communication channel of franchisee	溝通頻率 Communication frequency
區域月度加盟商座談會 **Regional Monthly Franchisee Seminars**	每月進行 Monthly
全國加盟商委員會會議 **National Franchisee Committee Meeting**	區域月度,集團不定期組織交流會,高管會參與等 Held monthly in the region, the Group organizes communication meetings from time to time, and executives participate in these meetings.
400客服渠道 **400 Customer Service Channel**	實時 Real time
總裁信箱 **President's Mailbox**	不定期 Irregularly
加盟商滿意度調查(全國維度) **Franchisee Satisfaction Survey (Nationwide)**	季度或半年一次 Quarterly or half-yearly

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2024年，集團在全國多地持續開展豐富多樣的加盟商交流活動，包括武漢、深圳、廣州等15個區部的月度加委會座談會和門店現場交流學習活動，強化日常溝通與經驗分享。同時，武漢、南京、深圳等9個區域舉辦年度大型交流活動，聚焦年度經營發展，鼓勵優秀加盟商幫扶困難加盟商，營造友好學習和經營氛圍。此外，月度組織加委會成員參與「三無退貨」等集團重點政策和經營策略宣講活動，在加深加盟商對集團政策理解的同時，充分尊重並聽取加盟商建議心聲，有效增強雙方互信與合作默契，進一步提升加盟商的參與感和歸屬感，為雙方發展奠定堅實基礎。

In 2024, the Group continued to organize a wide variety of franchisee exchange activities in many places of China, including monthly franchisee committee meeting and on-site exchange and learning activities in stores in 15 regions, including Wuhan, Shenzhen and Guangzhou, in order to strengthen daily communication and experience sharing. At the same time, it organized annual large-scale exchange activities in nine regions including Wuhan, Nanjing and Shenzhen, which focused on the annual business development, to encourage outstanding franchisees to help franchisees in difficulty, and to create a friendly atmosphere for learning and operation. In addition, it organized franchisee committee members to participate in the "instant refund" and other key policies and business strategies publicity activities every month, in order to deepen the franchisee's understanding of the Group's policies, fully respect and understand the franchisee's suggestions and voices, and effectively enhance the mutual trust and tacit understanding of cooperation between the two sides. By this way, it further enhances the franchisee's sense of participation and a sense of belonging and lays a solid foundation for the development of both sides.

3.2.2 加盟商賦能

本集團制定《「百果園」品牌加盟店經營管理規定》《加盟費優惠政策》等內部政策，建立健全加盟商賦能體系，打造涵蓋門店選址、開業支持、員工培訓、業務運營指導及數字化等在內的體系化賦能機制，在推動加盟商實現業務穩定增長的同時，持續完善激勵機制，實現加盟商與集團共同成長。

3.2.2 FRANCHISEE EMPOWERMENT

The Group has formulated internal policies such as the Administrative Regulations on the Operation of Branded Franchised Stores of Pagoda (《"百果園"品牌加盟店經營管理規定》) and Preferential Policy for Franchise Fee (《加盟費優惠政策》), established a sound franchisee empowerment system, and built a systematic empowerment mechanism covering store location, pre-opening support, employee training, business operation guidance and digitization, etc., so as to promote the steady growth of franchisees' business and continue to improve the incentive mechanism to achieve mutual growth between the franchisees and the Group.

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加盟商選址賦能
Empower Franchisees in Site Selection

在幫助加盟商選址開店方面，規範管理加盟商門店選址及評估。
Manage its site selection and assessment in a compliant manner to help a franchisee select a store site.

聘請專業第三方對商圈定位、店舖位置等要素對地點進行評估，協助加盟商選址開店抉擇。
Invite a professional third party to assess the site based on the positioning of the commercial circle, store location and other factors, and help the franchisee decide on the site.

門店設計與裝修賦能
Empower Store Design and Decoration

協助開展門店設計和裝修工作。
Provide support in the store design and decoration work.

制定門店裝修標準管理相關內部制度，以嚴格要求選擇符合資質的施工方，並對施工結果進行驗收。
Establish internal systems related to store decoration standard management, strictly require the selection of qualified construction parties, and inspect the construction results.

數字化賦能
Empower Digitalization

向加盟商推廣數字化經營管理系統，不斷提升加盟商門店運營的數字化能力，實現門店數字化運營。ERP系統已成功為加盟商提供包含智能訂貨、智能定價、智能化動態銷管以及關鍵運營指標提升等信息化系統和功能，極大程度提升了加盟門店經營效率。
Promote digital management systems to franchisees, continuously enhance the digital capabilities of franchisee for store operations, and achieve digital store operations. The ERP system has successfully provided franchisees with information systems and functions, including intelligent ordering, intelligent pricing, intelligent dynamic sales management and key operational indicator improvement, and the system has greatly improved the operational efficiency of franchised stores.

運營支持
Operation Support

基於門店所處商圈周邊的動態數據，通過智能訂貨系統為門店匹配個性化產品組合、定價及促銷活動，幫助門店實現精細化運營，降低加盟商運營難度。
Based on the dynamic data of the surrounding business districts of stores, products can match personalized product mix, pricing and promotional activities for stores through the intelligent ordering system, to help stores achieve refined operation and help alleviate the difficulties faced by franchisees in operation.

協助加盟商的品牌宣傳及營銷活動，如提供節假日專項營銷方案及傳播渠道等。
Assist franchisees in brand promotion and marketing activities, such as providing holiday specific marketing plans and communication channels.

教育培訓賦能
Empower Education and Training

對加盟商店長、店員搭建了成熟的培訓體系，培訓內容涵蓋食品安全、營銷方法等方面。
Prepare a mature franchisee-specific training system for store managers and employees of the franchisee. The training content covers food safety, marketing methods and other aspects.

為門店指派區域運營和督導經理，對其經營和管理進行指導。
Assign regional operation and supervisory managers to provide guidance on store operation and management.

第 3 章 CHAPTER 3

2024年，集團強化加盟商門店開業支持和新開門店帶教，開展對門店經營及標準、營銷活動等基礎培訓，及包含商圈調研、商品搭配、訂貨策略、陳列佈局、鮮度維護、損耗降低、營銷活動、會員服務以及服務標準等方面的帶教支持，確保加盟商能夠全面掌握門店運營的核心技能，深入理解並執行集團的營銷策略，在為顧客提供更優質服務體驗的同時，有效提升門店的市場競爭力。2024年，加盟商開業支持比例達100%，帶教團隊共計帶教支持新店74家。

In 2024, the Group strengthened its support for franchisees' pre-opening and guidance for new stores, launching basic training on store operations and standards, marketing activities, and providing guidance and support on business district research, product mix, ordering strategies, display layout, freshness maintenance, wastage reduction, marketing activities, member services and service standards, to ensure that franchisees are able to fully master the core skills of store operations, understand and implement the Group's marketing strategies, and provide customers with a better service experience while effectively improving the competitiveness of the stores in the marketplace. In 2024, the pre-opening support for franchisees reached 100% and 74 stores were opened with training and in-store tutoring offered.

此外，集團通過組織開展多場大型主題活動、生日會、座談會、主題團建等一系列切實舉措，持續優化對加盟商的關愛與福利支持。

In addition, the Group continued to optimize its care and welfare support for its franchisees through a series of practical measures, such as organizing and launching a number of large-scale thematic activities, birthday parties, seminars and thematic team building.

2024年感恩節優秀加盟商感恩手辦禮
2024 Thanksgiving Day Outstanding Franchisee Thanksgiving Gift

3.3 攜手合作，深化行業國際交流

本集團定期開展線上果蔬行業資訊分享，並通過政府交流、國際展會參與等形式，與同業、政府機構深度交流並建立良好合作關係，持續提升自身產品和質量的內生動力，積極推動行業穩健發展。

3.3 COOPERATION AND DEEPENING INTERNATIONAL EXCHANGES IN THE INDUSTRY

The Group regularly shares fruit and vegetable industry information online and establishes better cooperative relationships with the peers and government departments through governmental exchanges and participation in international exhibitions, so as to continue to enhance the endogenous power of its products and quality and actively promote the steady development of the industry.

第 3 章 CHAPTER 3

泰國前農業與合作社部部長到訪，共促中泰水果產業深度合作
Visit of the former Minister of the Ministry of Agriculture and Cooperatives of Thailand to promote deep cooperation between China and Thailand's fruit industry

2024年9月，泰國前農業與合作社部部長塔瑪納(Thamanat Prompow)赴集團上海配送倉及門店參觀考察，並與集團就農產品貿易合作、門店佈局與倉儲、物流及品控體系等話題展開深入交流，共同推動中泰優質水果產業進一步向前發展。

In September 2024, Thamanat Prompow, the former Minister of the Ministry of Agriculture and Cooperatives of Thailand, visited the Group's distribution warehouse and stores in Shanghai and had in-depth exchanges with the Group on topics such as cooperation in agricultural trade, store layout and warehousing, logistics and quality control system, with a view to jointly promoting the further development of the quality fruit industry of China and Thailand.

泰國前農業與合作社部部長到訪
Visit of the former Minister of the Ministry of Agriculture and Cooperatives of Thailand

截至目前，本集團已與多家泰國企業建立了超過二十年的水果貿易夥伴關係，集團泰國水果採購份額佔比約16%。此次活動有效促進雙方在優質水果產業方面的經驗交流與互鑑，為未來持續深度合作奠定了堅實基礎。

Up to now, the Group has established fruit trading partnerships with a number of Thai enterprises for more than 20 years, and Thai fruits purchased by the Group account for about 16%. The event effectively promoted the exchange of experience and mutual understanding in the quality fruit industry, laying a solid foundation for future deep cooperation.

第 3 章 CHAPTER 3

百果園攜旗下蔬菜品牌三個零亮相2024年亞洲國際果蔬展
Pagoda and its vegetable brand “Three Zeroes” appear at the Asia Fruit Logistica 2024

2024年9月，第十七屆亞洲國際果蔬展覽會(ASIA FRUIT LOGISTICA)在香港召開，展會匯聚全球40個國家（地區）的750多家專業參展商和買家參與。

In September 2024, the 17th Asia Fruit Logistica was held in Hong Kong, which gathered more than 750 professional exhibitors and buyers from 40 countries (regions) around the world.

百果園2024年亞洲國際果蔬展會現場
Pagoda booth in Asia Fruit Logistica 2024

本次展會，集團以「百果連枝聚力共贏」為主題，攜旗下高品質蔬菜品牌「三個零」參展，集中展示了自主打造的招牌軟香玉蜜瓜、招牌香風翡翠青提、招牌東方紅蘋果、招牌亞克西梅等11個大類，15款招牌果品及多款「三個零」水果型蔬菜，吸引眾多國際和國內買家、合作夥伴及展會觀眾觀展。

Under the theme of “Fruits and Branches Gathering Strength for Winning”, the Group took part in the exhibition with its high-quality vegetable brand “Three Zeroes”, focusing on displaying its 11 self-developed excellent varieties including Ruanxiangyu Melon (軟香玉蜜瓜), Excellent Xiangfengfeicui Green Grape (招牌香風翡翠青提), Excellent Dongfanghong Apple (招牌東方紅蘋果) and Yake Plum (招牌亞克西梅), and 15 excellent fruits and a variety of “Three Zeroes” fruit-based vegetables, which attracted a lot of international and domestic buyers, partners and exhibition visitors to the exhibition.

第 4 章
CHAPTER 4

本章節響應的SDGs
SDGs responded to in this chapter

繪就綠水青山生態畫卷

Painting an Ecological Picture with Beautiful Landscape

本集團將綠色發展作為核心戰略，系統應對氣候變化挑戰，制定全產業鏈節能減排規劃，科學評估氣候風險，設定減排目標；持續推進環保實踐，優化能源資源管理，管控污染物排放，提升綠色包裝使用和物料回收利用率，全方位推動綠色轉型，為行業可持續發展樹立標桿。

The Group regards green development as its core strategy, systematically responds to the challenges of climate change, formulates energy conservation and emission reduction plans for the whole industrial chain, scientifically evaluates climate risks, and sets emission reduction targets; in addition, it continues to promote environmental protection practices, optimize the management of energy and resources, control pollutant emissions, and enhance the use of green packaging and the recycling rate of materials, so as to comprehensively promote the green transformation and set a benchmark for the sustainable development of the industry.

第 4 章 CHAPTER 4

2024年度亮點績效：
2024 Performance Highlights:

- 能源消耗密度較上年下降約12%。
- Energy consumption intensity decreased by approximately 12% compared with the previous year.

- 深圳、廣州和粵西(中山)配送中心開展照明升級，年節約電量達6.1萬kWh，減排近40噸二氧化碳當量。
- Lighting was upgraded in the Shenzhen distribution center, the Guangzhou distribution center and the Western Guangdong (Zhongshan) distribution center, saving 61,000kWh annually and reducing the emission of nearly 40 tCO_2e.

- 海南配送中心展開冷庫節能優化，能源使用量節約達30%以上，預計每年節約用電量達2萬kWh，減排超10噸二氧化碳當量。
- Energy-saving optimization of cold storage was launched in Hainan distribution center, saving energy use by more than 30%, with estimated annual electricity savings of 20,000kWh and emission reductions of more than 10 tCO_2e.

- 配送中心合作車輛中新能源車輛數量達到207台，佔總合作車輛的27%，同比增長6%。
- The number of new energy vehicles cooperated with the distribution centers reached 207, accounting for 27% of the total cooperative vehicles, a year-on-year increase of 6%.

- 優化TMS智能化系統，實現節省運輸里程超20,000公里，減少溫室氣體排放約12.4噸二氧化碳當量。
- The TMS intelligent system was refined, saving the transportation mileage of more than 20,000 kilometers and reducing greenhouse gas emissions of about 12.4 tCO_2e.

- 水資源使用量較上年度下降7%。
- Water consumption declined by 7% compared with the previous year.

第 4 章 CHAPTER 4

2024年度亮點績效：
2024 Performance Highlights:

- 有害廢棄物產生量較上年度下降約90%。
- Hazardous waste generation achieved a 90% reduction compared with the previous year.

- 使用環保類物料合計8,181萬個。
- A total of 81.81 million environmentally friendly materials were used.

- 水果生態種植技術賦能面積達22,683畝，同比增加5.5%。
- Fruit ecological cultivation technology-enabled area amounted to 1,512 hectares, an increase of 5.5% year-on-year.

- 蔬菜業務BLOF生態和諧型種植技術相關種植面積達20,000餘畝。
- BLOF ecological harmony planting technology related planting area for vegetable business reached more than 1,333 hectares.

第 4 章 CHAPTER 4

4.1 氣候轉型，共赴綠色未來

氣候變化關乎全人類福祉和未來，積極應對氣候變化已形成全球化共識。作為中國水果零售行業的龍頭企業，集團持續關注氣候變化帶來的風險與機遇，以堅實步伐履行我們的責任與承諾。集團積極響應國家「碳達峰」「碳中和」戰略以及《巴黎協定》1.5℃溫控目標，參照氣候相關財務披露工作組(TCFD)框架，將氣候變化事宜融入公司治理體系，綜合考慮政策、行業、市場及技術發展趨勢，開展氣候變化風險與機遇的識別與分析工作，持續強化氣候風險管理，轉向綠色運營，助力可持續發展。

4.1.1 管治

本集團深刻認識到應對氣候變化的重要性，積極構建氣候相關治理架構。公司ESG委員會全面負責氣候應對工作的統籌規劃與管理，精準識別和評估氣候變化帶來的風險與機遇，並據此制定針對性的氣候相關戰略，明確氣候應對目標，定期對目標監督與復盤；ESG領導小組依據ESG委員會相關戰略部署，監督和指導氣候風險管理工作的具體執行，定期向ESG委員會匯報氣候相關工作績效成果；集團各業務單元、職能部門以及下屬公司則承擔起氣候應對措施的執行、檢討、評估與優化任務，全力推進全鏈路的節能減排工作，確保既定氣候目標的順利實現，並及時向ESG領導小組反饋相關情況。

此外，集團正在將氣候管理績效逐步納入各基礎業務的考核體系中，並匹配相應的激勵機制，從而提高全體員工對氣候變化應對的意識和積極性，助力集團優化氣候風險規避，緊抓氣候機遇，增強業務韌性。

4.1 CLIMATE TRANSFORMATION FOR A GREEN FUTURE

Climate change affects the well-being and future of all mankind, and it has become a global consensus to actively respond to climate change. As the leading fruit retailer in China, the Group continues to pay attention to the risks and opportunities brought about by climate change, and is taking concrete steps to fulfill our responsibilities and commitments. The Group actively responds to the national "carbon peaking" and "carbon neutrality" strategies as well as the 1.5°C climate limit goal in the Paris Agreement, and takes into account the framework of TCFD to integrate climate change issues into our corporate governance system, and to comprehensively consider our policies, industry, market and technological development trends, identify and analyze climate change risks and opportunities, and continuously strengthen climate risk management, shift to green operations to support sustainable development.

4.1.1 GOVERNANCE

The Group deeply recognizes the importance of addressing climate change and has proactively established a climate-related governance structure. The ESG Committee of the Company is fully responsible for the coordination, planning and management of climate response actions, accurately identifying and evaluating the risks and opportunities brought about by climate change, and formulating targeted climate-related strategies based on such risks and opportunities, to specify climate response goals, and regularly monitor and review the goals; the ESG leadership team supervises and guides the specific implementation of climate risk management in accordance with the relevant strategic deployment of the ESG Committee and regularly reports the performance results of climate-related work to the ESG Committee. The Group's various business units, functional departments and subsidiaries are tasked with implementing, reviewing, evaluating, and optimizing climate measures, promoting energy conservation and emission reduction across the whole chain, ensuring the smooth achievement of the established climate targets, and providing timely feedback to the ESG leadership team on relevant situations.

In addition, the Group is gradually incorporating climate management performance into the assessment of each of our basic businesses and matching it with an incentive mechanism, so as to raise the awareness and motivation of all staff in responding to climate change, optimize its climate response strategy, avoid climate risks, seize climate opportunities and enhance business resilience.

第 4 章 CHAPTER 4

4.1.2 策略

節能減排行動規劃

集團已制定覆蓋全業務鏈路的節能減排戰略規劃，明確具體工作目標，以確保氣候應對措施能夠落到實處：

4.1.2 STRATEGIES

ENERGY SAVING AND EMISSION REDUCTION PROGRAM

The Group has formulated a strategic plan for energy conservation and emission reduction covering the whole business chain, with specific work targets to ensure that climate response measures are put into practice:

百果園全鏈路節能減排行動規劃
Energy Conservation and Emission Reduction Program along the Entire Business Chain of Pagoda

冷鏈
Cold chain

- 探索多種冷庫節能方式，調整製冷設備最優輸出頻率以減少能源浪費及製冷劑碳排放
- 開展車間保溫改造，實現快速降溫，減少能源消耗
- Explore various ways to save energy in cold storage, and adjust the optimal output frequency of refrigeration equipment to reduce energy waste and carbon emission of refrigerant
- Conduct workshop insulation renovation to realize rapid cooling and reduce energy consumption

倉儲
Storage

- 持續提升倉儲能耗管理水平，對倉庫照明系統升級改造，實現節約用電並降低碳排放
- 開展倉庫節能意識宣導及培訓，要求工作人員及時關門關燈，減少能耗，提升能效
- Continuously optimize the management of energy consumption in warehousing, and renovate the warehouse lighting system, to save electricity and reduce carbon emissions
- Carry out warehouse energy conservation awareness promotion and training, requiring warehouse staff to close the door and turn off the lights in a timely manner to reduce the energy consumption and increase energy efficiency

配送
Delivery

- 提升物流車隊中新能源車輛的比例，減少移動源燃油碳排放
- 通過大數據+AI智能排線系統，優化配送路線，波少車輛行駛里程數，實現碳減排
- Increase the proportion of new energy vehicles in the logistics fleet to reduce carbon emissions from mobile source fuels
- Optimize distribution routes through the big data + AI intelligent scheduling system to reduce vehicle mileage and realize carbon emission reduction

種植
Planting

- 利用農畜廢棄物生產有機肥料，推動農畜業資源的循環利用，助力實現碳減排目標
- 推廣生態種植技術，減少化肥農藥的使用，降低農田碳排放
- 改良土壤環境，促進作物健康生長，增強種植基地固碳能力
- 逐步開展水果品類碳足迹核算工作，提供數據支持
- Utilize agricultural and livestock wastes to produce organic fertilizers and promote the recycling of agricultural and livestock resources to help achieve carbon reduction targets
- Promote ecological planting techniques to reduce the use of chemical fertilizers and pesticides and reduce carbon emissions from farmland
- Improve the soil environment, promote healthy crop growth and enhance carbon storage in the planting base
- Gradually carry out the carbon footprint accounting of fruit categories, and provide data support

零售
Retail

- 推進產品包裝材料的減塑化與減量化，並使用無紙化標籤
- 發展綠色循環經濟，回收並重複使用轉運框、周轉箱等包裝物，減少資源浪費
- 推廣綠色門店建設，選用環保建材與經濟版裝修方案，並對門店設備進行回收與重複利用
- Promote reduction of plastics and packaging materials, and apply paperless labels
- Develop a green circular economy, recycle and reuse packaging materials such as transfer baskets and transit crates to reduce resource wastage
- Promote the construction of green stores, choose environmentally friendly building materials and economic decoration schemes, and recycle and reuse store equipment

氣候風險識別與應對

本集團主動開展氣候風險的分析與應對工作，精準識別物理氣候風險以及轉型氣候風險，對其可能發生的時間範圍進行評估，包括短期(1-3年)、中期(3-5年)和長期(5-10年)，並深入分析這些風險對集團運營、財務狀況等各方面的影響。依據各類氣候風險的不同特點，集團制定並實施有針對性的應對策略，以降低風險帶來的潛在危害，保障集團的穩健發展。

IDENTIFICATION AND RESPONSE TO CLIMATE RISK

The Group has proactively started to analyze and respond to climate risks by accurately identifying physical climate risks and transformational climate risks, assessing the timeframes in which they are likely to occur, including short term (1-3 years), medium term (3-5 years) and long term (5-10 years), and deeply analyzing the impacts of these risks on the Group's operations and financial conditions. Based on the different characteristics of the various types of climate risks, the Group formulates and implements targeted strategies to minimize the potential harm brought about by the risks and to safeguard the Group's stable development.

第 4 章 CHAPTER 4

風險分類 Risk Category		時間範圍 Time Range	風險描述及財務影響 Risk Description and Financial Impact	影響價值鏈 Value Chain Impact	財務影響程度 Financial Impact	應對策略及措施 Response Strategies and Measures
實體風險 Physical Risks	急性 Acute	短期 Short-term	高溫及乾旱： High temperatures and drought: – 增加作物遭受病蟲害侵襲的概率，導致生產成本增加（如防治費用增加等） – Increase the probability of crops being attacked by pests and diseases, resulting in increased production costs (e.g. increased control and treatment costs) – 加快果蔬產品的腐壞速度，導致產量損耗增加，營業收入降低 – Accelerate the spoilage of fruits and vegetables, resulting in increased production loss and lower revenue – 增大運輸和儲存環節中產品的保鮮難度，導致用能成本上升 – Increase the difficulty of preserving freshness of products during transportation and storage, resulting in higher energy costs – 降低土壤含水量，影響農作物的品質，進而影響產品銷售額，導致營業收入降低 – Reduce soil moisture content, which affects crop quality and therefore product sales, resulting in lower revenues	種植、物流 Planting and logistics	高 Serious	✓ 採用環保病蟲防護技術，降低病蟲害的發生率，保障植株健康。 ✓ Adopt environmentally friendly pest control technology to minimize the occurrence rate of pests and diseases and protect the health of plants. ✓ 實施果品套袋措施，防止高溫及太陽直射導致的灼傷。 ✓ Implement fruit bagging measures to prevent burns caused by high temperature and direct sunlight. ✓ 作物採摘後於田間地頭進行散熱處理，待溫度降低後再裝車運輸，並在運輸過程中注意保持通風和避光。 ✓ Conduct heat dissipation in the field after picking the crops, and then load into trucks for transportation after the temperature is lowered, and pay attention to maintaining ventilation and light protection in the transportation process. ✓ 制定嚴格的產品運輸及儲存溫控標準，精準把控產品品質與鮮度。 ✓ Establish strict temperature control standards for transportation and storage of products to accurately control the quality and freshness of products. ✓ 建立商品抽檢、質量檢查等管理流程，及時下架不合格果品，為消費者提供安全可靠的果品。 ✓ Establish management processes such as sampling inspection and quality inspection of products, and remove unqualified fruits from the shelves in a timely manner to provide consumers with safe and reliable fruits.

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風險分類 Risk Category		時間範圍 Time Range	風險描述及財務影響 Risk Description and Financial Impact	影響價值鏈 Value Chain Impact	財務影響程度 Financial Impact	應對策略及措施 Response Strategies and Measures
實體風險 Physical Risks	急性 Acute	短期 Short-term	– 造成戶外工作的員工出現中暑的情況，增加醫療費用 – Cause heat stroke among employees working outdoors, which increases medical costs	種植、物流 Planting and logistics	高 Serious	✓ 應用草生栽培技術，增強土壤的保水能力，同時降低地表溫度和減少水分蒸發量。 ✓ Apply herbaceous cultivation technology to enhance the water retention capacity of the soil, and at the same time reduce the surface temperature and water evaporation. ✓ 安裝水肥一體化系統，及時為樹體補充水分，維持土壤濕度，起到降溫作用。 ✓ Install water-fertilizer integration system, timely replenish water for the tree, and maintain soil moisture, so as to lower the temperature. ✓ 使用百果農資自研有機肥，提升土壤保水透氣能力，防止土壤結塊，保障農作物健壯生長。 ✓ Use organic fertilizers developed by Baiguo Agricultural Means to enhance the water retention and air permeability of the soil, prevent soil clumping, and ensure the healthy growth of crops. ✓ 為戶外工作的員工提供解暑措施，並發放高溫津貼，保障員工健康與福利。 ✓ Provide summer-heat relief measures for employees working outdoors and provide them with high temperature allowances to protect their health and welfare. 更多詳細措施，請見「質量護航，堅守品質初心」「呵護自然，夯實生態根基」小節。 For more details, please refer to the sections “Quality Guarantee, Upholding the Original Spirit of Quality” and “Caring for Nature and Strengthening the Ecological Foundation”.

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實體風險 Physical Risks	急性 Acute	短期 Short-term	颱風、暴雨及洪水： Typhoons, rainstorms and floods: – 植株折損，引發大面積產量下降，降低營業收入 – Damage to plants, leading to a serious decrease in production and a reduction in revenue – 水土流失，對種植環境造成破壞，造成產量下降，導致營業收入降低 – Soil erosion, causing damage to the planting environment, resulting in a drop in production and a reduction in revenue – 果品供應與配送受阻，影響日常銷售，導致銷售額降低，營業收入降低 – Disruption of fruit supply and distribution, affecting daily sales, resulting in lower sales and lower revenue – 生產設備受損，造成運營中斷，影響日常銷售，導致營業收入降低，同時增加維修成本 – Damage to production equipment, resulting in operational disruptions, affecting daily sales, resulting in lower revenue and increased maintenance costs	種植、物流、零售 Planting, logistics and retail	高 Serious	✓ 應用BLOF生態種植技術，並進行土壤改良試驗，提升植株的抗逆能力。 ✓ Apply the BLOF ecological planting technology and conduct soil improvement tests to enhance the plants' resilience. ✓ 對大棚支架進行加固，田間周圍設立防風網，防止植株在颱風、暴雨等惡劣天氣中受損。 ✓ Reinforce the supports of greenhouses and install windbreak nets around fields to prevent damage to plants during inclement weather such as typhoons and rainstorms. ✓ 拓展種植產區和水果品種，以應對特定產區因天氣原因導致的減產問題。 ✓ Expand planting areas and fruit varieties to cope with weather-related production losses in specific production areas. ✓ 實施極端天氣下生產設備的防護措施，提前挖溝排澇，儲備應急物資，並加強安全檢查工作。 ✓ Implement protective measures for production equipment under extreme weather conditions, dug trenches and drained water in advance, stockpile emergency supplies and strengthen safety inspections.

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實體風險 Physical Risks	急性 Acute	短期 Short-term	– 危害員工人身安全，導致管理增加 – Hazardous to employee safety, resulting in increased management	種植、物流、零售 Planting, logistics and retail	高 Serious	✓ 根據天氣情況靈活調整工作工期，定期組織極端天氣應急演練和培訓，增強員工的安全防範意識與應對能力。 ✓ Flexibly adjust the work schedule according to the weather conditions, and regularly organize emergency drills and training on extreme weather to enhance employees' awareness of safety precautions and their coping capacity. ✓ 積極開展災後恢復與重建工作，排除田間積水以減輕漬澇對作物生長的影響。 ✓ Actively conduct post-disaster recovery and reconstruction work and remove stagnant water in fields to minimize the impact of flooding on crop growth. 更多詳細措施，請見「呵護自然，夯實生態根基」小節。 For more details, please refer to the section "Caring for Nature and Strengthening the Ecological Foundation".

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實體風險 Physical Risks	急性 Acute	短期 Short-term	極寒： Extremely cold: – 低溫凍害導致植株受損，造成果品供應短缺，營業收入降低 – Low-temperature frost cause damage to plants, resulting in a shortage of fruit supply and lower revenue	種植 Planting	高 Serious	✓ 實施植株低溫防護措施，如在冬季對樹幹進行塗白處理，降低樹體遭受凍害的風險；同時在冬季噴灑生物製劑，增強樹體對低溫環境的抵抗力。 ✓ Implement low-temperature protection measures for plants, such as whitening the tree trunks in winter to reduce the risk of frost damage to the trees, and spraying biological preparations in winter to enhance the resistance of trees to low-temperature environments. ✓ 在運輸過程中採取保溫措施，使用草簾或棉被覆蓋車身，既保證空氣流通，又有效防止果品凍傷。 ✓ Take warming measures in the process of transportation, and use grass curtains or quilts to cover the body of the trucks, which not only ensures air circulation, but also effectively prevents frostbite on the fruits. ✓ 當產區遭遇災害後，迅速尋找未受凍害的資源，根據天氣變化及時調整庫存，避免斷貨及滯銷，保果品供應的穩定性。 ✓ When the production area suffers a disaster, quickly look for resources that have not been affected by freezing, and adjust the inventory in a timely manner according to the weather changes, to avoid stock-outs and excess of demand, and to ensure the stability of the fruit supply.

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實體風險 Physical Risks	急性 Acute	短期 Short-term	冰雹： Hail: – 冰雹導致植株受損，提前落果，影響果品品質，進而影響產品銷售額，導致營業收入降低 – Hail causes damage to plants and early fruit drop, which affects the quality of the fruit, and in turn affects product sales, resulting in lower revenue	種植 Planting	中 Medium	✓ 使用防蟲網等物理措防護手段預防冰雹對植株的損害。 ✓ Use physical measures such as insect nets to prevent hail damage to plants. ✓ 在冰雹多發季節，密切關注天氣預報，抓住有利時機及時搶收已經成熟的農作物，避免因冰雹天氣造成不必要的損失。 ✓ Pay close attention to weather forecasts during hail-prone seasons, and seize favorable opportunities to harvest ripe crops in a timely manner to avoid unnecessary losses due to hail.
實體風險 Physical Risks	慢性 Chronic	長期 Long-term	海平面升高： Sea-level rise: – 沿海地區的運營實體向內陸地區遷移，導致固定資產受損或提前報廢，進而造成生產成本增加 – Coastal operations move inland, resulting in damage to or early retirement of fixed assets, which in turn results in increased production costs	種植、運輸、零售 Planting, transportation and retail	低 Low	✓ 持續監測海平面上升的動態變化。 ✓ Continuously monitor the dynamics of sea level rise. ✓ 在選擇運營地點時，充分考量海平面上升可能帶來的影響。 ✓ Consider the possible impacts of sea level rise when selecting locations for operation.

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轉型風險 Transition risk	政策及法律 Policies and laws	短中期 Short- to medium-term	碳排放管理政策法規趨嚴：Carbon emission management policies and regulations are becoming more stringent: – 碳排放合規成本增加 – Increase cost of carbon emission compliance – 碳排放信息披露要求更加嚴格，增加運營成本 – Stricter carbon emission disclosure requirements increase operating costs	種植、運輸、零售、運營 Planting, transportation, retail and operation	中 Medium	✓ 關注運營所在地關於碳排放的政策及法規變化，通過建立動態監測機制，及時了解並評估相關政策更新對業務的影響。 ✓ Pay attention to changes in policies and regulations on carbon emissions in the countries where we operate, and establish a dynamic monitoring mechanism to promptly understand and assess the impact of relevant policy updates on our business. ✓ 強化內部碳盤查體系，將產品全生命週期內的碳排放納入嚴格監控範圍，嚴格按照當地和國際披露標準，定期發佈碳排放數據。 ✓ Strengthen the internal carbon footprint accounting system, incorporate carbon emissions throughout the life cycle of products into the scope of strict monitoring, and regularly publish carbon emission data in strict compliance with local and international disclosure standards.

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轉型風險 Transition risk	技術 Technology	短中期 Short- to medium-term	低碳排放技術轉型： Transition to low-carbon emission technologies: – 提前淘汰高耗能設備導致運營成本上升 – Increase in operating costs due to early retirement of energy-consuming equipment – 低碳技術與清潔能源的研發支出增加 – Increase R&D spending on low-carbon technologies and clean energy	種植、運輸 Planting and transportation	高 Serious	✓ 引入低能耗的先進生產設備，開展節能減排項目。 ✓ Introduce advanced production equipment with low energy consumption and launch energy conservation and emission reduction projects. ✓ 提升物流車隊中新能源車輛的比例，減少移動源燃油碳排放。 ✓ Increase the proportion of new energy vehicles in the logistics fleet to reduce carbon emissions from mobile source fuels. ✓ 通過大數據+AI智能排線系統，優化配送路線，減少車輛行駛里程數，實現節能減排。 ✓ Optimize distribution routes through the big data + AI intelligent scheduling system to reduce vehicle mileage and realize energy conservation and emission reduction. ✓ 積極探索和採用生物質燃料，逐步替代傳統化石能源，降低對不可再生能源的依賴。 ✓ Actively explore and adopt biomass fuels to gradually replace traditional fossil fuels and reduce reliance on non-renewable energy sources. 更多詳細措施，請「綠色運營，守護美好環境」小節。 For more detailed measures, please refer to the section "Green Operation, Protecting the Beautiful Environment".

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轉型風險 Transition risk	市場 Market	短中期 Short- to medium-term	生產成本升高： Higher production costs: – 資源與能源的投入以及廢棄物處理成本的升高導致生產成本增加 – Production costs increase due to the use of resource and energy and higher waste disposal costs	種植、運輸、零售 Planting, transportation and retail	中 Medium	✓ 優化產品包裝設計，推進包裝材料的減塑化和減量化，促進資源有效利用。 ✓ Optimize product packaging design, promote reduction of plasticization and packaging, and promote effective use of resources. ✓ 發展綠色循環經濟，回收並重複使用轉運框、周轉箱等包裝物，減少資源浪費。 ✓ Develop a green circular economy, recycle and reuse packaging materials such as transfer baskets and transit crates to reduce resource wastage. ✓ 採用綠色、可降解的包裝材料，並逐步推廣無紙化標籤的應用。 ✓ Adopt green and biodegradable packaging materials and gradually promote the application of paperless labels. 更多詳細措施，請「綠色運營，守護美好環境」小節。 For more detailed measures, please refer to the section “Green Operation, Protecting the Beautiful Environment”.

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轉型風險 Transition risk	市場 Market	中長期 Medium- to long-term	消費者偏好向低碳產品轉移：Consumer preferences are shifting towards low-carbon products: – 消費者的低碳環保意識不斷提升，傾向於選購綠色低碳產品，若產品無法及時向綠色低碳轉型將導致銷售額降低，影響營業收入 – Consumers are increasingly aware of low-carbon and environmental protection and tend to choose green and low-carbon products. Failure to shift to green and low-carbon products in a timely manner will result in a decrease in sales and affect revenue	種植、零售 Planting and retail	高 Serious	✓ 利用農畜廢棄物生產有機肥料，促進農業廢棄物的有效循環利用及碳減排。 ✓ Utilize agricultural and livestock wastes to produce organic fertilizers, promoting effective recycling of agricultural wastes and carbon emission reduction. ✓ 打造生態種植體系，大幅降低化肥農藥的使用量，減少環境污染與農田碳排放，提升產品質量與安全。 ✓ Create an ecological planting system, significantly reduce the use of chemical fertilizers and pesticides, reduce environmental pollution and farmland carbon emissions, and improve product quality and safety. ✓ 施用有機肥料改善土壤結構，提高肥力，促進作物健康生長，增強農田的固碳效果。 ✓ Apply organic fertilizers to improve soil structure, enhance fertility, promote healthy crop growth, and improve carbon sequestration in farmland. ✓ 逐步開發水果品類的碳足跡 ✓ Progressively develop the carbon footprint of fruit categories ✓ 積極開展綠色產品負責任營銷，樹立綠色低碳形象。 ✓ Actively promote responsible marketing of green products to build a green and low-carbon image. 更多詳細措施，請「呵護自然，夯實生態根基」小節。 For more details, please refer to the section “Caring for Nature and Strengthening the Ecological Foundation”.

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轉型風險 Transition risk	聲譽 Reputation	中長期 Medium- to long-term	社會聚焦集團應對氣候變化及可持續發展的行動表現： The community is concerned about the Group's activity and performance in addressing climate change and sustainable development: – 利益相關方對集團寄予更高的減排期望，若集團未能提前規劃低碳轉型，可能會面臨聲譽受損的風險，進而導致營業收入降低以及融資成本增加 – Stakeholders are placing higher expectations on the Group to reduce emissions. If the Group fails to plan for a low-carbon transformation in advance, it may face the risk of reputational damage, which in turn may lead to lower revenue and higher financing costs	種植、運營 Planting and operation	高 Serious	✓ 充分利用果蔬種植業務的天然固碳優勢，打造健康生態的種植產業鏈，通過果林及蔬菜植株的光合作用，有效地吸收環境中的CO_2，為社會減碳做出積極貢獻。 ✓ Fully utilizing the natural carbon sequestration advantages of the fruit and vegetable plantation business to create a healthy and ecological plantation industrial chain, effectively absorb CO_2 in the environment through photosynthesis of fruit and vegetable plants, and make positive contributions to carbon reduction in the society. ✓ 制定覆蓋全業務鏈路的節能減排戰略規劃，設立明確的節能減排目標，建立定期披露機制，彰顯集團對低碳發展的堅定承諾。 ✓ Formulate energy conservation and emission reduction strategic plans covering the whole business chain, set clear energy conservation and emission reduction targets, and establish a regular disclosure mechanism to demonstrate the Group's firm commitment to low-carbon development. ✓ 與合作夥伴共同簽訂可持續發展戰略協議，積極開展包裝回收、去塑化等減碳環保活動，增強供應鏈的環境友好性，助推行業整體向綠色低碳方向轉型。 ✓ Sign strategic agreements on sustainable development with partners, and actively launch carbon reduction and environmental protection activities such as packaging recycling and reduction of plastics, so as to enhance the environmental friendliness of the supply chain and facilitate the overall transformation of the industry into a green and low-carbon one.

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氣候機遇識別與應對

除上述風險影響外，集團亦識別出氣候相關機遇，並通過綜合分析各機遇類型，結合業務現狀與未來發展趨勢，不斷提高自身的氣候韌性，積極把握發展機遇。

IDENTIFICATION AND RESPONSE TO CLIMATE OPPORTUNITIES

In addition to the above risks and impacts, the Group has also identified climate-related opportunities, and continued to enhance its climate resilience and proactively seize the development opportunities by comprehensively analyzing the types of opportunities and taking into account the business actuality and future development trends.

分類 Category	時間範圍 Time Range	機遇描述及財務影響 Opportunities Description and Financial Impact	影響價值鏈 Value Chain Impact	財務影響程度 Financial Impact	機遇應對措施 Response to Opportunity
資源效率 Resource efficiency	短中期 Short- to medium-term	資源回收、節能技術等方式可提高資源與能源使用效率，降低生產成本 Recycling and energy-saving technologies can improve resource and energy efficiency and reduce production costs	種植、運輸 Planting and transportation	中 Medium	引進智能高效的新型生產運營技術，提升運營效率，降低成本，精準管理和優化生產流程。 Introduce new intelligent and efficient production and operation technologies to enhance operational efficiency, reduce costs, accurately manage and optimize production processes. 促進能源、水資源及包裝材料等物料的減量化、循環化與資源化，減少對環境的影響，支持集團的長期可持續發展目標，詳見「綠色運營，守護美好環境」小節。 Promote the reduction, recycling and resourcing of materials such as energy, water resources and packaging materials to minimize the impact on the environment and to support the Group's long-term sustainable development goals. For more detailed measures, please refer to the section "Green Operation, Protecting the Beautiful Environment".

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能源來源 Source of energy	短中期 Short- to medium-term	使用清潔能源，降低能源使用碳排放，減少業務合規成本 Use clean energy, reduce carbon emissions in the use of energy and lower business compliance costs	種植、運輸 Planting and transportation	高 Serious	調整能源結構，大幅增加水電、光伏發電、風電及生物質能等清潔能源的比例，減少對傳統化石能源的依賴，應對未來能源價格波動的風險，降低因碳排放交易帶來的潛在成本上升壓力。 Adjust the energy structure, substantially increase the proportion of clean energy such as hydropower, photovoltaic power, wind power and biomass energy, reduce reliance on traditional fossil fuels, cope with the risk of future fluctuations in energy prices, and reduce the potential upward pressure on costs brought about by carbon emissions trading.
產品和服務 Products and Services	中長期 Medium- to long-term	客戶對綠色產品及服務的偏好不斷增強，提升產品銷售額 Customers' preference for green products and services continues to increase, leading to an increase in product sales	種植、零售 Planting and retail	高 Serious	開發低碳農業產品，推廣生態技術，賦能農業生產，引入先進的生態種植方法和技術，提高果林的減碳效益，增強土壤固碳能力，提升提供低碳產品和服務的能力，為消費者帶來更多環保、可持續的選擇。 Develop low-carbon agricultural products, promote eco-technology, empower agricultural production, introduce advanced eco-planting methods and technologies, improve the carbon reduction benefits of fruit and forests, enhance soil carbon sequestration capacity, improve the capacity to provide low-carbon products and services, and bring more environmentally friendly and sustainable choices to consumers.

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分類 Category	時間範圍 Time Range	機遇描述及財務影響 Opportunities Description and Financial Impact	影響價值鏈 Value Chain Impact	財務影響程度 Financial Impact	機遇應對措施 Response to Opportunity
氣候韌性 Climate Resilience	中長期 Medium- to long-term	通過研發創新多樣化的清潔能源、資源、技術、產品、服務，幫助集團降低未來的風險，提升應對氣候變化的能力，保持競爭力，增強自身氣候韌性，創造更多業務機遇，增加業務收入 Help the Group reduce future risks, enhance its capability to cope with climate change, maintain its competitiveness, strengthen its climate resilience, create more business opportunities, and increase its business revenue through the research and development of innovative and diversified clean energy, resources, technologies, products and services	種植、運輸、運營 Planting, transportation and operation	高 Serious	主動識別和管理氣候變化帶來的機遇與挑戰，制定全面的節能減排計劃，積極實施低碳環保行動，加快低碳轉型的反應速度和適應能力，以實際行動支持全球應對氣候變化的努力。 Proactively identify and manage the opportunities and challenges brought about by climate change, formulate a comprehensive energy conservation and emission reduction plan, actively implement low-carbon environmental protection actions, accelerate the response speed and adaptability of low-carbon transformation, and support the global efforts to cope with climate change through practical actions.
政策支持 Policy Support	短中期 Short- to medium-term	碳中和、清潔能源等相關綠色政策出台，對於綠色產品與服務市場具有積極引導作用，為公司開拓新市場和業務提供了有利契機，增加業務收入 The launch of carbon neutrality policy, clean energy policy and other related green policies has a positive impact on the market for green products and services, providing favorable opportunities for the Company to develop new markets and businesses, and increase business revenue	種植、運輸、零售 Planting, transportation and retail	中 Medium	憑藉政策支持，推動未來綠色產品的生產、助力碳資產管理方案和服務的探索與開發，促進集團可持續發展。 With policy support, the Group will promote the production of green products in the future, explore and develop carbon asset management solutions and services, and promote its sustainable development.

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極端天氣預測與預警 **Extreme Weather Prediction and Early Warning**	借助專業天氣氣象軟件，實現對各類天氣狀況及多種氣象參數的高精度預測和及時預警。此外，結合農作物生長發育過程中不同的生理指標，為集團提供科學依據，助力高效決策，及時採取有效的氣候變化應對措施，確保水果種植與供應鏈的穩定運行。 With the help of professional weather and meteorological software, the Group realizes high-precision forecasts and timely warnings of various weather conditions and meteorological parameters. In addition, the combination of different physiological indicators during the growth and development of crops provides the Group with a scientific basis for efficient decision-making, and the timely adoption of effective climate change countermeasures ensures the stable operation of the fruit planting and supply chain.
極端天氣應急預案 **Extreme Weather Contingency Plan**	在種植、運輸、倉儲、配送以及門店等全業務流程中，均制定完善的極端天氣應急預案。針對不同氣候特點，集團採取科學合理的生產調度與運營保障措施，並輔以完善的安全防護手段，有效提升集團業務的氣候變化韌性與穩定性。 Formulate comprehensive contingency plans for extreme weather in all business processes, including planting, transportation, warehousing, distribution and stores. In response to different weather characteristics, the Group adopts scientific and reasonable production scheduling and operation protection measures, supplemented by comprehensive safety protection measures, to effectively enhance the resilience and stability of the Group's business in the face of climate change.

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海南王品應對「摩羯」颱風
Hainan Wangpin's Response to Typhoon Yagi

2024年9月，超強颱風「摩羯」來襲，本集團海南王品迅速採取一系列科學有效的防範和應對措施。在颱風來臨前，在田間周圍設立簡易防風網，減輕颱風對農作物的直接衝擊；在倉庫及辦公室區域清理屋頂雜物，並檢查排水系統；採用地面圍水保護措施，防止外部積水進入；提前備份重要信息，關閉非必要設備，切斷電源和燃氣供應，以防次生災害。颱風過後，海南王品立即展開災後恢復工作。在種植基地田間，及時排除積水，減輕漬澇對作物生長的影響；對於已經進入灌漿末期的倒伏田塊，排乾田水以防止穀粒發芽腐爛。

In September 2024, the onslaught of the Typhoon Yagi prompted the Group's Hainan Wangpin to take a series of scientific and effective prevention and countermeasures. Before the onset of the typhoon, it set up simple windbreaks around the fields to minimize the direct impact of the typhoon on crops; it cleared the roofs of warehouses and offices and checked the drainage system; it adopted ground water protection measures to prevent the entry of water from outside; it backed up important information in advance, shut down non-essential equipment, and disconnected the power and gas supply to prevent secondary disasters. In the aftermath of the typhoon, Hainan Wangpin immediately started recovery work. In the fields of the planting bases, the accumulated water was removed in time to minimize the impact of the drains on the growth of crops. For the lodged fields that had already reached the end of the grouting period, the water was drained to prevent the grains from germinating and rotting.

通過上述措施，海南王品最大限度地減少了極端天氣對農作物和基礎設施的損失，不僅驗證了集團應急預案的有效性，亦提升了全體員工應對自然災害的能力和意識。

Through the above measures, Hainan Wangpin minimized the damage to crops and infrastructure caused by the extreme weather, which not only verified the effectiveness of the Group's contingency plan, but also enhanced the capability and awareness of all employees to cope with natural disasters.

海南王品及時開展災後恢復工作
Hainan Wangpin Carried out Timely Recovery Work after the Disaster

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4.1.3 風險管理

本集團以年度為週期，定期監控和審查與氣候變化相關的實體和轉型風險，通過持續識別和更新風險清單，評估各類風險的潛在影響，制定針對性的應對措施，確保能夠及時有效地應對新出現的挑戰。

集團將氣候風險納入整體風險管理體系，貫穿於日常業務運營之中，通過聯動種植、運輸、倉儲、配送及零售等各職能部門，並與外部業務夥伴緊密合作，基於氣候風險應對策略，全方位開展系統性的風險管理措施，增強集團對氣候變化的適應能力，確保整個供應鏈的穩定性和可持續性。

4.1.3 RISK MANAGEMENT

The Group regularly monitors and reviews the physical and transformational risks associated with climate change on an annual basis. Through continuous identification and updating of the risk list, the Group assesses the potential impact of various risks and formulates targeted countermeasures to ensure the respond to emerging challenges in a timely and effective manner.

The Group incorporates climate risk into its overall risk management system and integrates it into its daily business operations. Through the coordination of various functional departments such as planting, transportation, warehousing, distribution and retail, as well as the close cooperation with external business partners, the Group implements systematic risk management measures based on its climate risk response strategy in an all-round manner, so as to enhance its capability to adapt to climate change and to ensure the stability and sustainability of the whole supply chain.

風險識別 Risk Identification

- 對標TCFD框架氣候風險與機遇類型，結合集團自身運營情況與業務特性，梳理分析
- 根據宏觀政策、行業政策、監管要求、國內外行業發展情況以及技術變化情況篩選風險點
- Align with the types of climate risks and opportunities in the TCFD framework and analyze them in the light of the Group's operating conditions and business characteristics
- Screen risk points based on macro policies, industry policies, regulatory requirements, domestic and international industry development and technological changes

風險評結 Risk Assessment

- 全面分析氣候變化對集團採購、生產、物流、運營、銷售等活動可能產生的影響，結合風險發生的可能性與影響程度，識別出對集團業務有實質性影響的氣候相關物理與轉型風險
- Comprehensively analyze the possible impacts of climate change on the Group's procurement, production, logistics, operation and sales activities, and identify the climate-related physical and transformation risks that have a substantial impact on the Group's business, taking into account the likelihood of the occurrence of the risks and the degree of impact

風險排序 Risk Ranking

- 通過採用定量與定性相結合的方法，根據專業文獻，政府監管機構、投資者、消費者、證券交易所等各利益相關方對集團氣候變化的期待，以及氣候變化對業務造成的影響，篩選關鍵氣候風險
- Screen key climate risks through the combination of quantitative and qualitative methods, based on professional literature, the expectations of various stakeholders such as government regulators, investors, consumers and stock exchanges on the Group's climate change and the impact of climate change on the business

風險應對 Risk Response

- 針對評估出的氣候風險，制定計劃和措施，加強應對
- Formulate plans and measures to enhance response to the climate risks identified in the assessment

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4.1.4 指標和目標

基於對自身溫室氣體排放量的詳細評估，結合全鏈路節能減排行動規劃，公司及其附屬子公司以2023年為基準年，分別設定減碳目標。各職能部門與子公司緊密合作，通過高效的能源及資源管理來達成目標，具體的減碳措施詳見「4.2綠色運營，守護美好環境」章節。未來，集團將持續通過系統化的管理和透明的進度報告，確保各項減碳舉措的有效實施和最終目標的實現，持續為環境保護和生態可持續發展貢獻力量。

溫室氣體排放目標

- ✓ 以2023年為基準年，到2025年，百果農資、百果園果製品、海陽津成泰、海南王品將實現5%的減碳目標。
- ✓ 到2026年，配送中心合作新能源車輛佔總城配車輛比例達30%，2027年，配送中心合作新能源車輛佔總城配車輛的比例達到40%。

溫室氣體排放量

集團已全面核算自身運營中範圍一(直接排放)和範圍二(間接排放)的溫室氣體排放。

4.1.4 INDICATORS AND TARGETS

Based on the detailed assessment of its greenhouse gas emissions, and combined with the energy conservation and emission reduction action plan in the whole chain, the Company and its subsidiaries set carbon reduction targets with 2023 as the base year. All functional departments and subsidiaries work closely with each other to achieve the targets through efficient energy and resource management. Specific carbon reduction measures are detailed in the section "4.2 Green Operation, Protecting the Beautiful Environment". In the future, the Group will continue to contribute to environmental protection and sustainable ecological development through systematic management and transparent progress reports to ensure the effective implementation of various carbon reduction initiatives and the realization of the ultimate goals.

GREENHOUSE GAS EMISSION TARGETS

- ✓ With 2023 as the base year, by 2025, Baiguo Agricultural Means, Pagoda Fruit Products, Haiyang Jinchengtai and Hainan Wangpin will have achieved the 5% carbon reduction target.
- ✓ By 2026, the proportion of new energy vehicles in distribution centers to total city distribution vehicles will reach 30%. By 2027, this proportion will reach 40%.

TOTAL GREENHOUSE GAS EMISSIONS

The Group has fully accounted for the greenhouse gas emission of Scope 1 (direct emissions) and Scope 2 (indirect emissions) in its operations.

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2024年，本集團溫室氣體排放類型及排放量情況具體如下：

The types of greenhouse gas discharged and emissions of the Group in 2024 are summarized below:

指標 Indicator	單位 Unit	2024年 2024	2023年 2023
範圍一：直接溫室氣體排放 **Scope 1: Direct Greenhouse Gas Emissions**	噸二氧化碳當量 **tCO_2e**	21,371.27	18,035.50
範圍二：間接溫室氣體排放 **Scope 2: Indirect Greenhouse Gas Emissions**	噸二氧化碳當量 **tCO_2e**	10,255.40	13,345.08
總計排放量 **Total Emissions**	噸二氧化碳當量 **tCO_2e**	31,626.67	31,380.59
排放密度 **Emission Intensity**	噸二氧化碳當量／百萬元收入 **tCO_2e/million RMB revenue**	3.08	2.75

4.2 綠色運營，守護美好環境

作為負責任的企業公民，百果園將環境保護作為企業發展的核心戰略，構建了完善的綠色管理體系。集團通過將可持續發展理念深度融入業務運營的各個環節，實現了經濟效益與生態效益的協同提升，為行業綠色轉型樹立了典範。

4.2.1 資源使用

本集團將環境資源管理深度融入可持續發展戰略框架，基於業務全鏈路分析，精準識別高能耗、高水耗關鍵節點，針對性制定能效優化與節能節水目標，通過運營端精細化管理和技術端創新應用，構建綠色低碳商業新範式。

4.2 GREEN OPERATION, PROTECTING THE BEAUTIFUL ENVIRONMENT

As a responsible corporate citizen, Pagoda regards environmental protection as the core strategy of corporate development and has established a comprehensive green management system. By deeply integrating the concept of sustainable development into all aspects of its business operations, the Group has realized the synergistic enhancement of economic and ecological benefits, setting an example for the green transformation of the industry.

4.2.1 USE OF RESOURCES

The Group has deeply integrated environmental resource management into the strategic framework of sustainable development. Based on the analysis of the whole business chain, the Group accurately identifies the key nodes of high energy and water consumption, and formulates energy efficiency optimization and energy and water conservation targets, and constructs a new green and low-carbon business model through refined management in the operation and innovative application of technology.

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百果園科技大廈綠色建造實踐
Green Construction Practice of Pagoda Technology Building

2024年末，百果園新總部大樓(百果園科技大廈)正式啟用，大樓不僅為員工精心打造了既具現代感又高效舒適的工作空間，更是將綠色建築的理念巧妙融合於每一個設計細節之中，成為集團落實ESG承諾的又一有力印證。
At the end of 2024, the new headquarter building of Pagoda (Pagoda Technology Building) was officially opened. The building not only provides employees with a modern, efficient and comfortable workspace, but also skillfully integrates the concept of green building into every detail of the design, which is another strong proof of the Group's ESG commitment.

百果園科技大廈總建築面積2.7萬平方米，依據《綠色建築評價標準》《公共建築節能設計標準》《深圳市公共建築節能設計標準》《深圳市居住建築節能設計規範》等標準要求進行建造設計，綠化覆蓋率達30%以上，榮獲中國綠色二星設計及運營認證。
With a total construction area of 27,000 square meters, Pagoda Technology Building was built and designed in accordance with the Assessment Standard for Green Building (《綠色建築評價標準》), the Design Standard for Energy Efficiency of Public Buildings (《公共建築節能設計標準》), the Shenzhen Energy Conservation Design Standards for Public Buildings (《深圳市公共建築節能設計標準》), the Shenzhen Energy Conservation Design Standards for Residential Buildings (《深圳市居住建築節能設計規範》) and other standards with a green coverage rate of more than 30%, and has been awarded the Certificate of China Two-Star Green Building.

百果園科技大廈在設計之初，前瞻性地融入了環保理念，力求與自然和諧共生；建造過程中，採用先進技術與環保材料，減少對環境的影響；運營階段，不斷優化管理，節能降耗，旨在打造超高層建築的綠色標桿和最佳實踐。同時，大廈結合海綿城市設計，豎向標高較低處設置雨水花園，收集雨水，有效組織雨水下滲、滯蓄，對場地雨水實施外排總量控制，場地年徑流總量控制率達到70%，有助於減少颱風、暴雨期間下水道系統壓力，降低內澇風險。
At the beginning of its design, the Pagoda Technology Building incorporated the concept of environmental protection in a forward-looking manner, striving for a harmonious coexistence with nature; during the construction process, it adopted advanced technologies and environmentally friendly materials to reduce the impact on the environment; during the operation stage, it continuously optimized its management and reduced energy consumption, aiming to create a green example and best practice for supertall buildings. At the same time, the building incorporates the sponge city design, with a vertical rain garden at the lower elevation, which collects rainwater, effectively facilitates its infiltration and retention, and controls the total amount of rainwater discharged from the site. The total annual runoff control rate reached 70%, which helped to alleviate the pressure on the sewer system during typhoons and rainstorms and lower the risk of internal draining.

總部大樓的綠色建築要求，代表着集團對環境保護的深刻承諾以及對未來可持續生活方式的積極探索。從環保材料的選擇到能源效率的優化，再到自然光線的最大化利用，每一處細節都彰顯了集團致力於創造一個更加綠色、健康、高品質生態環境的決心。
The green building requirements for the headquarters building represent the Group's deep commitment to environmental protection and active exploration of sustainable lifestyles in the future. From the selection of environmentally friendly materials to the optimization of energy efficiency and the maximization of natural light, every detail demonstrates the Group's commitment to creating a greener, healthier and higher quality eco-environment.

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能源管理

在國家「3060雙碳」政策的引領下，本集團全面投身綠色發展浪潮，持續推進設施設備節能改造升級工作，深入踐行綠色辦公舉措，積極探索清潔能源多元使用場景，通過一系列有力措施，全力提升能源利用效率。

ENERGY MANAGEMENT

Under the guidance of China's "3060 carbon peaking and carbon neutrality" policy, the Group has fully participated in the wave of green development, continued to promote the energy-saving renovation and upgrading of facilities and equipment, implemented green office practices, actively explored the diversified use of clean energy, and enhanced the efficiency of energy utilization through a series of powerful measures.

配送中心倉儲與冷庫能源管理方面：

Energy Management for Warehouse and Cold Storage in Distribution Centers:

照明設備更新 **Lighting Upgrade**	2024年，集團對深圳、廣州和粵西（中山）配送中心部分符合條件的照明設備進行迭代升級，在不影響原有照度的前提下，實現了能耗大幅降低，三個倉庫預計每年總計節約電量達6.1萬kWh，減少二氧化碳排放近40噸二氧化碳當量。 In 2024, the Group upgraded some of the eligible lighting equipment in the Shenzhen distribution center, the Guangzhou distribution center and the Western Guangdong (Zhongshan) distribution center, achieving a significant reduction in energy consumption without affecting the original illumination level. The three warehouses are expected to save a total power of 61,000kWh per year and reduce the carbon dioxide emissions by nearly 40 tCO_2e.
冷庫節能改造 **Energy-Saving Renovation of Cold Storage**	2024年，集團海南配送中心零度庫率先展開節能測試。技術團隊通過實時採集溫度數據，對冷庫設備的輸出頻率進行精準調控，根據不同時間段、不同區域的實際溫度需求，動態調整設備運行參數，確保設備始終在最優輸出頻率下運行。優化後，該冷庫能源使用量節約達30%以上，預計每年可節約用電量達2萬kWh，減少溫室氣體排放超10噸二氧化碳當量。 In 2024, the zero-degree warehouse at the Group's Hainan distribution center took the lead in launching an energy-saving test. The technical team accurately regulated the output frequency of the cold storage equipment by collecting temperature data in real time, and dynamically adjusted the operating parameters of the equipment according to the actual temperature demand in different periods and different areas to ensure that the equipment always operated at the optimal output frequency. After optimization, the cold storage saves energy use by more than 30%, with estimated annual electricity savings of 20,000kWh and greenhouse gas emission reductions of more than 10 tCO_2e.

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綠色辦公方面： **Green Office:**

- **合理使用空調：**在辦公室內，盡量使用自然通風和遮陽窗簾來調節室內溫度，夏季將溫度設定在26-28℃；要求員工在離開辦公室時、會議結束後及下班前關閉空調電源。
- **Reasonable use of air-conditioning:** In the office, use natural ventilation and solar shading curtains to regulate the indoor temperature as much as possible, and set the temperature at 26-28℃ in summer; require employees to turn off the air-conditioning power supply when they leave the office, after meetings and before they get off work.

- **節能照明：**將辦公大樓所有燈源更換為LED燈、節能燈等低能耗光源，並要求員工在離開辦公室時、會議結束後及下班前及時關閉所有燈源。
- **Energy-saving lighting:** Replace all lights in the office building with LED lights, energy-saving lights and other low-energy light sources, and require employees to turn off all lights when they leave the office, after meetings and before they get off work.

- **電腦休眠：**當電腦長時間處於閒置狀態時，建議員工將其設置為休眠模式或關機，以節省能源；同時，合理安排員工電腦使用時間，盡量避免不必要的加班。
- **Computer hibernation:** When computers are left idle for a long period of time, employees are advised to set them to hibernation mode or turn them off to save energy; at the same time, reasonable arrangements are made for employees to use computers and avoid unnecessary overtime work as much as possible.

- **定期培訓：**為員工提供定期的節能與環保培訓，確保每位員工熟悉節約能源和環境保護的相關知識，培養員工的節能意識，打造一個全員參與、共同推進的節能環保文化氛圍。
- **Regular training:** Provide employees with regular training on energy conservation and environmental protection to ensure that each employee is familiar with the relevant knowledge of energy conservation and environmental protection, to cultivate employees' awareness of energy conservation, and to create a culture of energy conservation and environmental protection with the participation of all employees and the promotion of the same.

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運輸倉儲方面：

本集團高度重視運輸配送環節的節能減排工作，在整個價值鏈中逐步增加清潔能源車輛比例，不斷優化運輸系統，在為清潔能源轉型貢獻力量的同時，提升了自身運營效率。

Transportation and Warehousing:

The Group attaches great importance to energy conservation and emission reduction in transportation and distribution, gradually increasing the proportion of clean energy vehicles throughout the value chain and continuously optimizing the transportation system, contributing to the clean energy transformation while enhancing its operational efficiency.

合作新能源車輛 Cooperation with New Energy Vehicles	截至2024年末，本集團配送中心合作車輛中的新能源車輛數量達到207台，佔總合作車輛的27%，同比增長6%；其中，超遠程（單程超過200公里）冷鏈車輛的數量達到94台，同比增長12%。 By the end of 2024, the number of new energy vehicles cooperated with the distribution centers reached 207, accounting for 27% of the total cooperative vehicles, representing a year-on-year growth of 6%. Among them, the number of ultra-long-range (one-way over 200 kilometers) cold chain vehicles reached 94, representing a year-on-year growth of 12%.
優化TMS智能化系統 Optimization of TMS Intelligent System	2024年，本集團持續優化TMS智能化系統，通過收集並分析各條路線實際行駛時間、交通狀況以及不同司機駕駛習慣等信息，結合AI智能排線系統為每輛車規劃最優路徑，優化運輸成本和效率，現已實現節省運輸里程超20,000公里，減少溫室氣體排放約12.4噸二氧化碳當量。 In 2024, the Group continued to optimize its TMS intelligent system by collecting and analyzing information on the actual driving time, traffic conditions and different drivers' driving habits of each route, and planning the optimal route for each vehicle with the AI intelligent scheduling system, so as to optimize the transportation cost and efficiency. It has saved over 20,000 kilometers of transportation mileage and reduced greenhouse gas emissions by approximately 12.4 tCO_2e.

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2024年，本集團各類能源消耗情況具體如下：

The Group's energy consumption by category in 2024 is summarized below:

能源消耗 **Energy consumption**		單位 **Unit**	**2024年** **2024**
直接能源消耗 Direct energy consumption			
不可再生能源 Non-renewable energy	液化石油氣耗量 Consumption of liquefied petroleum gas	千個千瓦時 kWh in '000s	68.25
	煤氣耗量 Gas consumption	千個千瓦時 kWh in '000s	4.80
	汽油耗量 Gasoline consumption	千個千瓦時 kWh in '000s	196.16
	柴油耗量 Diesel consumption	千個千瓦時 kWh in '000s	331.11
間接能源消耗 Indirect energy consumption			
電力耗量 Electricity consumption		千個千瓦時 kWh in '000s	19,111.82
能源消耗總量 Total energy consumption		千個千瓦時 kWh in '000s	19,712.14
能源消耗總密度 Total energy consumption intensity		千個千瓦時／百萬元收入 kWh in '000s/million RMB revenue	1.92

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水資源管理

本集團持續完善水資源管理體系，以持續優化水資源利用效率為目標，對種植端、加工端、門店端等重點耗水環節實施全過程管控，聚焦技術革新、標準制定、運維優化等重點維度推進節水實踐：

WATER RESOURCES MANAGEMENT

The Group has continued to improve its water resources management system, with the objective of continuously optimizing the efficiency of water resources utilization, implementing whole-process control over key water-consuming segments such as the planting, the processing and the store, and focusing on technological innovations, standard-setting, operation and maintenance optimization, and other key dimensions to promote water-saving practices:

種植端 Planting	嚴格遵循《農田灌溉水質量標準》GB 5084-2021，建立灌溉用水水質淨化系統。此外，基於作物生長週期需水曲線、種植土壤保水率及滴灌、噴灌、微灌等技術經濟性，制定差異化灌溉方案，提高灌溉用水的利用效率。 We strictly followed the Standards for Irrigation Water Quality (GB 5084-2021) (《農田灌溉水質量標準》), and established a water purification system for irrigation water. In addition, we formulated differentiated irrigation programs to improve the utilization efficiency of irrigation water based on the water demand curve of the crop growth cycle, the water retention rate of the planting soil, and the technological economy of drip irrigation, sprinkler irrigation, micro-irrigation, etc.
加工端 Processing	在倉儲冷凍庫的製冷系統以及製品工廠凍乾冷卻水塔部署循環水系統，對部分水資源進行重複利用，大幅減少了水資源的消耗。 We deployed water recycling system in the refrigeration system of the warehouse freezer and the freeze-drying cooling water tower of the products factory to reuse part of the water resources, which significantly reduces the consumption of water resources.
門店端 Store	制定《百果園加盟店裝修現場安全管理細則》，明確規定門店裝修過程中的用水細則，指導施工單位在裝修期間定期檢查水龍頭和閥門的狀態，確保沒有跑冒滴漏等浪費水資源的情況發生，有效減少水資源浪費。 We formulated the Rules of Pagoda for On-site Safety Management for Franchise Decoration (《百果園加盟店裝修現場安全管理細則》) to clearly stipulate the details of water usage during the renovation process of stores, and instruct the construction units to regularly check the status of taps and valves during the renovation period, so as to ensure that there is no wastage of water resources such as run-off, drip and leakage, effectively minimizing the wastage of water resources.

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科技賦能綠色農業：三個零蔬菜節水灌溉實踐
Technology Empowers Green Agriculture: Water-saving Irrigation Practice of "Three Zeros" Vegetables

本集團三個零蔬菜種植基地採用智能化節水灌溉技術，通過在田間安裝土壤濕度探頭，時刻監測田間濕度；在灌溉設備上採用滴灌和微噴灌技術，提高水資源利用率。同時，在灌溉環節採用全球先進的NETAFIM水肥一體化系統，結合北斗導航起壟，運用滴管地埋技術，將滴管(地埋式滴管)按照合理間距(約30-37cm)通過起壟鋪滴管一體機埋於土壤裡，讓滴管中的水分及養分更精準輸送到蔬菜根部，在有效地節省用水和肥料的同時，提高肥水利用效率。

百果園固原種植基地NETAFIM水肥一體化系統
NETAFIM Water-Fertilizer Integration System in Guyuan Planting Base of Pagoda

The Group's vegetable planting bases featuring "Three Zeros" adopt intelligent water-saving irrigation technology by installing soil moisture probes in the fields to constantly monitor the moisture level in the fields, and adopting drip and micro-sprinkler irrigation technology for the irrigation equipment to improve the utilization rate of water resources. At the same time, in the irrigation section, the world's advanced NETAFIM water-fertilizer integration system is used in combination with the Beidou Navigation Satellite System. By utilizing subsurface drip irrigation technology, drip pipes (subsurface drip irrigation pipes) are buried in the soil at appropriate intervals (approximately 30-37cm) using an integrated ridging and drip pipe laying machine. This method enables precise delivery of water and nutrients directly to the root zones of vegetable crops, effectively conserving water and fertilizer usage while enhancing the utilization efficiency of both water and fertilizer resources.

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此外，本集團定期向全體員工開展節約用水培訓，讓員工了解水資源的重要性以及如何在日常工作中有效減少水資源浪費，努力提升員工在生產、運營各環節的節約用水意識。

In addition, the Group conducts regular training on water conservation for all employees to enable them to understand the importance of water resources and how to effectively minimize water wastage in their daily work, and endeavors to enhance their awareness of water conservation in all aspects of production and operation.

本集團業務所屬地區水資源充足，供水系統和設施完善，在獲取水源方面不存在困難。2024年，本集團水資源消耗情況具體如下：

The regions in which the Group operates have sufficient water resources and well-developed water supply systems and facilities, and there are no difficulties in obtaining water sources. The Group's water resources consumption in 2024 is summarized as follows:

水資源消耗 Water consumption	單位 Unit	2024年 2024
水資源使用量 Water consumption	立方米 m^3	219,694.40
水資源使用密度 Water consumption intensity	立方米／百萬元收入 m^3/million RMB revenue	21.39

4.2.2 排放物管理

本集團始終秉持綠色發展理念，嚴格執行《中華人民共和國環境保護法》等環保法律法規要求，建立並完善固體廢棄物及廢水排放管理體系，確保所有環境排放物均符合國家及地方環保標準，最大限度降低運營活動對生態環境的潛在影響。目前，本集團業務活動不涉及高環境風險場景。

4.2.2 EMISSIONS MANAGEMENT

The Group has always been adhering to the concept of green development and strictly enforcing the requirements of the Environmental Protection Law of the People's Republic of China (《中華人民共和國環境保護法》) and other environmental protection laws and regulations, and has established and refined the management system for the discharge of solid waste and wastewater to ensure that all environmental discharges are in compliance with national and local environmental protection standards and to minimize the potential impact of the Group's operating activities on the ecological environment. Currently, the Group's business activities do not involve serious environmental risks.

固體廢棄物

本集團重視固體廢棄物產生與處置，將固體廢棄物分為無害固體廢棄物和有害固體廢棄物兩類，並為每類廢棄物制定專門處置舉措。

SOLID WASTE

The Group attaches importance to the generation and disposal of solid wastes and classifies solid wastes into two categories, namely non-hazardous solid wastes and hazardous solid wastes, and has formulated specialized disposal measures for each category of wastes.

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固體廢棄物處理主要舉措
Main Disposal Measures of Solid Waste

水果類廢棄物：將水果類廢棄物進行分類，僅是表皮磕碰且不影響食品安全的果品，將分銷至加工商，用於製作果蔬汁，果粉，果醬，罐頭等；對已經無法食用的壞果以及果皮等，將乾濕分離處理後投放至園區指定垃圾桶，交由第三方運營商統一清運處理，或回收用於有機肥或飼料生產。

Fruit Waste: Fruit waste is categorized. Fruit products with bumped skins that do not affect food safety will be distributed to processors for the production of fruit and vegetable juices, fruit powders, jams, canned goods, etc. Bad fruits and fruit skins that are no longer edible will be separated from wet and dry waste and then disposed of in designated garbage cans in the park, which will be handed over to the third-party operator for centralized transportation and treatment, or recycled for organic fertilizer or fodder production.

可回收垃圾：對於果品供應商處回收的包裝紙箱及辦公廢紙等可回收垃圾，進行統一收集管理，交由環保回收商處理。

Recyclable Waste: The Group collects and manages recyclable waste such as packaging boxes and office scrap paper collected from fruit suppliers, and hand them over to environmental recyclers for disposal.

辦公室有害廢棄物：對於辦公室產生的廢硒鼓、廢墨盒等有害廢棄物，統一收集並交由環保回收商處理。

Hazardous Waste from Office： The Group collects hazardous waste such as waste toner cartridges and waste ink cartridges generated in the office and hands over them to environmental recyclers for disposal.

廢棄建築材料：在門店裝修期間，要求施工方對廢棄建築材料要求做到「日產日清」，嚴禁亂堆亂放；對於含乳膠漆和水泥砂漿的廢料，將按要求統一清運至政府指定的垃圾堆放點。

Construction Waste： During the renovation of stores, the Group requires the construction party to do "daily clearance of the waste", and it is strictly prohibited to pile up indiscriminately. For the wastes containing latex paint and cement mortar, the Group transports them to the government-designated garbage dumping site as required.

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同時，為減少辦公室廢棄物的產生，推動綠色辦公，本集團積極採取以下措施：

Meanwhile, in order to minimize the generation of office waste and promote green office, the Group has actively adopted the following measures:

- **雙面打印**：在辦公室內推行非重要文件雙面打印政策，最大限度地利用每一張紙，減少紙張的消耗。
- **Duplex printing:** A policy of duplex printing for non-important documents has been implemented in the office to maximize the use of each sheet of paper and reduce paper consumption.

- **廢紙二次利用**：對廢紙收集進行二次利用，將使用過但仍有空白面的紙張收集起來，用於草稿、便簽或內部臨時記錄等用途。
- **Secondary utilization of waste paper:** Waste paper is collected for secondary utilization by collecting used paper that still has a blank side and using it for drafts, post-it notes or internal temporary records.

- **自帶杯子**：鼓勵員工在辦公室內自帶水杯，減少一次性紙杯的使用。
- **Bring own cup:** Employees are encouraged to bring their own cups to the office to reduce the use of disposable paper cups.

- **快遞包裝盒再利用**：所有快遞包裝盒集中收集和分類處理，包裝盒在經過檢查和必要修復後，二次利用於公司內部物品寄送或其他需要包裝場合。
- **Reuse of courier boxes:** All courier boxes are centrally collected and sorted, and after inspection and necessary repairs, the boxes are reused for internal delivery or other packaging needs.

此外，為減少廢棄物產生並確保正確分類處理，我們定期對全體員工開展減少廢棄物的產生與垃圾分類培訓以提升全體員工的環保意識，提高資源利用效率。

In addition, in order to reduce the generation of waste and ensure proper separation and disposal, we regularly provide training to all employees on waste reduction and waste separation to enhance their awareness of environmental protection and improve the efficiency of resource utilization.

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2024年，本集團各類固體廢棄物情況具體如下：

The Group's various types of solid wastes in 2024 are as follows:

固體廢棄物排放* Solid waste discharge*	單位 Unit	2024年 2024
無害固體廢棄物 Non-hazardous solid waste		
食品垃圾重量 Weight of food waste	噸 tons	3,884.09
生活垃圾重量 Weight of domestic waste	噸 tons	13.62
無害固體廢棄物排放總量 Total discharge of non-hazardous solid waste	噸 tons	3,897.71
無害固體廢棄物排放總密度 Total discharge intensity of non-hazardous solid waste	噸／百萬元收入 tons/million RMB revenue	0.38
有害固體廢棄物 Hazardous solid waste		
廢硒鼓／墨盒 Waste toner cartridge/ink cartridge	千克 kg	11.37
有害固體廢棄物排放總量 Total discharge of hazardous solid waste	千克 kg	11.37
有害固體廢棄物排放總密度 Total discharge intensity of hazardous solid waste	千克／百萬元收入 kg/million RMB revenue	0.001

* 加盟門店裝修建材等工程垃圾為非百果園自身產生的廢棄物，因此不計入。

* The construction waste from decoration materials for franchised stores is not generated by Pagoda so it is not included.

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廢水

本集團廢水主要來源於百果園果製品工廠的清洗廢水以及實驗室廢水，種植基地採用節水灌溉技術，不產生灌溉廢水。對於含有生物活性物質的實驗廢水，集團首先進行高壓滅菌處理，隨後與清洗廢水一同收集，通過廠區內的污水處理設施進行三級處理。處理後的廢水在達到《污水綜合排放標準》三級標準後，與辦公區的生活廢水一併排入市政管網，由城市污水處理廠進行進一步處理。此外，集團廠區實施嚴格的雨污分流措施，廠區屋頂安裝自動排水系統，雨水經管道直接排入特定雨水管道，再由雨水管道流入市政雨水管道，確保雨水與污水的獨立收集與合規處理。

WASTEWATER

The Group's wastewater mainly comes from the cleaning wastewater of the factory of Pagoda Fruit Products and laboratory wastewater, while the planting bases adopt water-saving irrigation technology, which does not produce irrigation wastewater. For laboratory wastewater containing biologically active substances, the Group first carries out high-pressure sterilization treatment, and then collects it together with the cleaning wastewater for tertiary treatment through the wastewater treatment facilities in the plant. After the treated wastewater reaches the level III standard of the Integrated Wastewater Discharge Standard (《污水綜合排放標準》), it will be discharged to the municipal pipe network and treated by the municipal sewage plant together with the wastewater in the office area. Furthermore, the Group has implemented strict rainwater and sewage segregation in our factory by installing an automatic drainage system on the roof of the factory, whereby rainwater is discharged directly into specific rainwater pipes, which then flow into municipal rainwater pipes to ensure that rainwater and sewage are treated independently and appropriately.

廢氣

本集團嚴格遵循《中華人民共和國大氣污染防治法》，建立廢氣排放管理體系，確保廢氣排放全面合規。目前，集團主營業務不涉及大規模廢氣排放，僅存在少量公務車輛燃油使用及供暖鍋爐燃煤產生的少量廢氣排放。

EXHAUST GAS

The Group strictly complies with the Atmospheric Pollution Prevention and Control Law of the People's Republic of China (《中華人民共和國大氣污染防治法》) and has established an emission management system to ensure that its emissions are in full compliance. Currently, the Group's main business does not involve large-scale exhaust gas emissions, and there are only a small amount of emissions from the use of fuel oil in public vehicles and coal combustion in heating boilers.

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2024年，本集團各類廢氣排放情況如下：

The Group's various types of exhaust gas emissions in 2024 are as follows:

廢氣排放 Exhaust gas emissions	單位 Unit	2024年 2024
氮氧化物 Nitrogen oxides	千克 kg	377.05
硫氧化物 Sulfur oxides	千克 kg	0.59
顆粒物 Particulates	千克 kg	35.67
廢氣排放總量 Total exhaust gas emissions	千克 kg	413.31
廢氣排放總密度 Total exhaust gas emission intensity	千克／百萬元收入 kg/million RMB revenue	0.04

4.2.3 包材減量及循環利用

本集團深刻領會循環經濟在實現可持續商業生態中的重要性，積極構建適合自身的循環經濟模式，以綠色包裝和物料循環為切入重點，努力探索適宜物料的綠色循環再利用方案，打造一個更加環保、高效的商業生態系統。

綠色包裝

本集團不斷優化產品全生命週期中的包裝方案，通過一系列舉措，在各個環節有效減輕了繁重物料使用對環境造成的負面影響。

4.2.3 REDUCTION AND RECYCLING OF PACKAGING MATERIALS

The Group deeply understands the importance of circular economy in realizing a sustainable business ecology, and actively constructs a circular economy model suitable for itself. Taking green packaging and material recycling as the entry point, the Group endeavors to explore the green recycling solutions for suitable materials, so as to create a more environmentally friendly and efficient business ecosystem.

GREEN PACKAGING

The Group has continuously optimized the packaging solutions in the whole life cycle of its products. Through a series of measures, the Group has effectively mitigated the negative impact of heavy materials on the environment at various stages.

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產品全生命週期的綠色物料方案
Green material program for the whole product life cycle

種植環節
Planting

執行料替代方案，將單果套袋技術升級為防蟲網使用，減少塑料及殺蟲劑的使用。
Implement the material substitution plan, upgrade the single-fruit bagging technology to the use of insect-proof nets, and reduce the use of plastics and insecticides.

運輸環節
Transportation

包裝減重：在轉運環節盡可能使用大體積包裝箱，以減少轉運箱的使用。
Packaging weight reduction: Reduce the use of transit boxes by utilizing large volume boxes in the transshipment segment as much as possible.

零售環節
Retail

包裝供應：在選擇零售包裝供應商的過程中，更傾向於選擇擁有ISO 9001質量管理體系、ISO 14001環境管理體系認證及FSC森林認證的環保供應商。
Retail Packaging supply: In the process of selecting retail packaging suppliers, we prefer environmentally friendly suppliers with ISO 9001 quality management system, ISO 14001 environmental management system certification and FSC forest certification.

包裝減塑：
Reduced plastic packaging:

- 全部吸管、部分購物袋及果品包裝盒採用包括甘蔗渣在內的生物可降解材料
- Use biodegradable materials, including bagasse, for all straws, some shopping bags and fruit boxes
- 普通產品包裝盒、包裝袋、果切盒採用食品接觸級的環保塑料
- Ordinary product boxes, bags, and fresh-cut fruits boxes are made of food contact grade and environmentally friendly plastics
- 水果禮品盒或禮品籃等採用不含塑料物料的紙質材料
- Fruit gift boxes or gift baskets and so on are made of paper with no plastic materials
- 產品外賣使用可重複利用的環保無紡布袋
- Use reusable, environmentally friendly non-woven bags for product takeaways
- 鼓勵到門店的消費者使用自帶購物袋
- Encourage shoppers to bring their own bags to stores

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本集團持續開發和推動門店環保類包裝物料使用，以此替代塑料製品包裝物料。在實地考察包裝主要產區的基礎上，集團積極探索優化包裝的可行性，在保障包裝美觀度及支撐性的前提下鼓勵包裝物料集中採購，推動產品包裝綠色轉型，踐行綠色環保理念。

The Group continues to develop and promote the use of environmentally friendly packaging materials in stores as a substitute for plastic packaging materials. On the basis of on-site inspections of major packaging production areas, the Group actively explores the feasibility of optimizing packaging and encourages the centralized procurement of packaging materials on the premise of safeguarding the aesthetics and supportiveness of packaging, so as to promote the green transformation of product packaging and to put the concept of green environmental protection into practice.

2024年，本集團使用環保類物料合計8,181萬個，包括：

A total of 81.81 million environmentally friendly materials were used by the Group in 2024, including:

- 生物全降解購物袋使用量：4,297.6萬個；
- 紙包裝盒使用量：1,552.5萬個；
- 生物全降解吸管使用量：10.6萬個；
- 生物全降解果切盒使用量：362.7萬個；
- 循環使用無紡布購物袋使用量：1,921.4萬個；
- 紙包裝手提袋使用量：36.1萬個。

- Use of biodegradable shopping bags: 42.976 million;
- Use of paper packaging boxes: 15.525 million;
- Use of biodegradable straws: 0.106 million;
- Use of biodegradable fresh-cut fruits boxes: 3.627 million;
- Use of recycled non-woven shopping bags: 19.214 million;
- Use of paper carrier bags: 0.361 million.

同時，集團與佳沛在低碳轉型領域持續深化戰略合作，共同推進包裝材料革新，協議將1/6的商品包裝綠色升級，在試點城市率先採用食品級牛卡紙與瓦楞紙等可循環材料替代傳統包裝。此外，制定在2026年實現佳沛奇異果包裝100%可回收、可再用或可堆肥的路線圖，通過建立綠色包裝解決方案標桿，引領水果零售行業可持續包裝轉型。

At the same time, the Group has deepened its strategic cooperation with Zespri in the area of low-carbon transformation, and jointly promoted packaging material innovation, agreeing to upgrade one-sixth of the packaging of products to green packaging, and take the lead in adopting food-accessible craft paper and corrugated paper as the first recycled materials to replace traditional packaging in pilot cities. In addition, the Group has formulated a roadmap to realize 100% recyclable, reusable or compostable packaging for Zespri kiwi fruit by 2026, leading the sustainable packaging transformation of the fruit retail industry by setting a benchmark for green packaging solutions.

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此外，集團設計通過技術設備創新優化推進綠色生產和消費，減少資源消耗和環境影響。2024年，百果園果製品工廠試行生產資質標籤和門店效期標籤合併，以此簡化操作流程，減少資源消耗。該系統已經成功上線，每月標籤打印紙使用量下降50%。同時，集團繼續推動門店電子標籤的使用，減少傳統紙質標籤造成的紙張浪費，2024年，使用電子標籤門店佔比約90%，紙質價格標籤使用量同比下降約65%，較上年減少超8,200千克紙張使用。

In addition, the Group's design optimizes green production and consumption through technological and equipment innovations to reduce resource consumption and environmental impact. In 2024, a factory of Pagoda Fruit Products piloted the integration of production quality labeling and store expiry labeling to streamline operational processes and reduce resource consumption. The system has been successfully implemented, reducing the use of label printing paper by 50% per month. At the same time, the Group continues to promote the use of electronic labels in stores to reduce the waste of paper caused by traditional paper labels. In 2024, the proportion of stores using electronic labels was approximately 90%, the use of paper price labels dropped by approximately 65% year-on-year, and the use of paper was reduced by more than 8,200 kilograms compared to the previous year.

2024年，本集團各類包裝材料消耗情況如下：

The Group's consumption of various types of packaging materials in 2024 is as follows:

包裝材料消耗 **Packaging material consumption**	單位 **Unit**	**2024年** **2024**
轉運紙箱消耗量 Transportation carton consumption	噸 tons	3,302.90
零售包裝消耗量 Retail packaging consumption	噸 tons	16,963.77
包裝消耗總量 Total packaging consumption	噸 tons	20,266.67
包裝消耗總密度 Total packaging consumption intensity	噸／百萬元收入 tons/million RMB revenue	1.97

資源循環利用

本集團持續優化資源循環利用體系，推動循環經濟發展，共建共享「無廢城市」，為實現綠色、可持續的未來貢獻力量。具體措施如下：

RESOURCE RECYCLING

The Group continues to optimize its resource recycling system, promotes the development of a circular economy, and jointly builds and shares a “waste-free city”, contributing a green and sustainable future. Specific measures are as follows:

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- **物料回收**：對大棚膜、保溫地膜、防蟲網、果袋等必需物料制定回收流程，使用後按年、按時回收利用；達到固定年限後統一交由廢品站合規處理。
- **Material recycling:** Develop a recycling process for essential materials such as greenhouse film, insulation mulching film, insect-proof nets and fruit bags, recycle them on time after each year's use and hand them over to the waste station uniformly for compliant processing after reaching a fixed lifespan.

- **可回收周轉箱**：倉到店包裝物使用可回收周轉箱替代紙箱。2024年，集團倉到店共計使用可回收包裝物235萬次，等同於減少235萬個紙箱。
- **Recyclable transit crate:** Use recyclable transit crates instead of cardboard boxes for warehouse-to-store packaging. In 2024, the Group used recyclable packaging for a total of 2.35 million times in warehouse-to-store operations, equivalent to a reduction of 2.35 million cardboard boxes.

- **折疊周轉筐試點**：在部分產地試點採用折疊周轉筐代替傳統包裝物料，折疊周轉筐依靠其可折疊、耐用性高、可回收利用的特點，能夠在保障產品運輸質量的同時減少包裝物料的耗用。
- **Foldable circulation basket pilot:** The use of foldable circulation baskets in place of traditional packaging materials was piloted in some of the production area. Foldable circulation baskets, with their folding, high durability and recyclable feature, can reduce the consumption of packaging materials while safeguarding the quality of products being transported.

4.3 呵護自然，夯實生態根基

本集團將生態環境保護作為企業可持續發展的重要支柱，通過創新生態技術應用推動業務綠色轉型，加強種植環節的生態系統技術研發，在確保食品安全與健康的同時，有效降低農作物種植對生態環境和生物多樣性的影響，努力打造一條環境友好、資源節約、效益顯著的可持續有機種植產業鏈。

4.3 CARING FOR NATURE AND STRENGTHENING THE ECOLOGICAL FOUNDATION

The Group regards the ecological environment protection as an important pillar for its sustainable development, promotes the green transformation of its business through the application of innovative ecological technologies, and strengthens the research and development of ecosystem technologies in the planting process, so as to effectively reduce the impact of crop cultivation on the ecological environment and biodiversity while ensuring food safety and health, endeavoring to build a sustainable organic planting industrial chain that is environmentally friendly, resource-saving and highly effective.

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4.3.1 生態種植技術

本集團積極推廣生態種植模式，通過技術賦能方式增加使用草生栽培種植技術與「三個零」蔬菜BLOF種植技術的農作面積，在提高土壤有機質含量和土壤生物多樣性的同時，為消費者生產出更為健康、安全、營養的產品。百果園構建了以技術驅動為核心的生態種植體系，通過大規模推廣水果草生栽培與「三個零」蔬菜BLOF種植技術，擴大生態種植面積。

本集團生態種植發展目標：

到2025年，較2024年新增5000畝水果生態種植賦能面積，其中35%使用有機肥和採用草生栽培模式。

本集團引入可持續生態種植技術，構建了以草生栽培為核心的生態種植體系賦能水果種植。該體系通過施用有機肥提升土壤有機質含量，培育根圈有益微生物群落，優化施肥結構與灌溉方式，顯著減少化肥與農藥使用量。同時，採用水平網架技術改善作物通風透光條件，實施疏花疏果管理確保產量與品質的平衡，最終產出生態自然的高品質水果。2024年，該技術已成功應用於金桔、荔枝、草莓、青棗、百香果、獼猴桃、冰糖橙、冬棗、黃桃、油桃、蘋果、柚子、冰糖梨、橙子、葡萄、西梅、李子、紅提等數十種水果的種植，覆蓋山東、江西、四川、雲南、廣西、陝西、新疆、湖南等多個省區共22,683畝種植面積，賦能面積同比增加5.5%，生態種植技術規模化應用取得顯著成效。

4.3.1 ECOLOGICAL PLANTING TECHNOLOGY

The Group actively promotes the ecological planting model and increases the farming area of fruit grass cultivation planting technology and the "Three Zeros" vegetable BLOF planting technology by means of technological empowerment, so as to increase the soil organic matter content and soil biodiversity, and produce healthier, safer and more nutritious products for the consumers. Pagoda has constructed an ecological planting system with the core of technology driver, and has expanded the ecological planting area through the mass promotion of the fruit grass cultivation planting technology and the "Three Zeros" vegetable BLOF planting technology.

The Group's ecological planting development target:

By 2025, fruit ecological cultivation-enabled area will increase by 333 hectares compared with 2024, of which 35% will use organic fertilizers and adopt grass cultivation model.

The Group has introduced sustainable eco-planting technology and established an eco-planting system with herbaceous cultivation as the core to empower fruit cultivation. The system significantly reduces the use of chemical fertilizers and pesticides by applying organic fertilizers to increase the soil organic matter content, cultivating beneficial microbial communities in the rhizosphere, and optimizing the fertilizer application structure and irrigation methods. At the same time, the horizontal net frame technology is used to improve crop ventilation and light penetration, and flower and fruit management is implemented to ensure a balance between yield and quality, resulting in the production of ecologically natural, high-quality fruits. In 2024, the technology has been successfully applied to the planting of dozens of fruits, including kumquats, lychees, strawberries, green jujubes, passion fruits, kiwi fruits, rock sugar oranges, winter jujubes, yellow peaches, nectarines, apples, pomelos, rock sugar pears, oranges, grapes, prunes, plums, red grapes, etc., covering a total of 1,512 hectares of planting area in various provinces and regions, such as Shandong, Jiangxi, Sichuan, Yunnan, Guangxi, Shaanxi, Xinjiang and Hunan, and increasing the technology-enabled area by 5.5% year-on-year. The application of eco-planting technology on a large scale has achieved significant results.

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蔬菜種植方面，本集團持續深化BLOF (Biological Farming)生態和諧型種植技術體系。該技術通過科學利用農作物廢棄物，結合不同種植基地的土壤特性與作物需求，定制化設計有機肥料配方，實現碳水化合物、氨基酸、礦物元素三大營養的精準供給。同時，採用太陽熱養生處理技術優化土壤結構，顯著改善土壤的物理、化學和生物特性，提升作物抗逆能力。該技術實現在不使用化學合成肥料、農藥和激素的條件下，生產出高品質、高產量、高營養的農產品。2024年，BLOF生態和諧型種植技術已成功應用於娃娃菜、生菜、西蘭花、南瓜、黃瓜、青椒、聖女果等數十種蔬菜的種植，覆蓋寧夏、雲南、北京、廣東、江蘇等多個區域，種植面積達20,000餘畝。在全國範圍內開展生態種植技術試驗與應用，結果顯示，生態種植技術能顯著改善土壤環境，提升作物品質。例如，寧夏固原基地利用有機肥進行土壤改良，處理後的土壤疏鬆層達到60cm，對比未處理的地塊土壤疏鬆層在40cm左右，土壤疏鬆層深度增加50%左右；海南王品在「金香玉」蜜瓜基地大規模推廣BLOF有機肥，畝均用肥1-2噸，逆轉了土壤酸化和鹽漬化趨勢，蜜瓜品質止跌回升，質優價廉的有機肥得到廣大農戶認可。

In respect of vegetable cultivation, the Group continued to deepen the BLOF (BioLogical Farming) ecological harmony planting technology system. Through the scientific use of crop wastes and the customized design of organic fertilizer formulas by combining the soil characteristics and crop requirements of different planting bases, the technology realizes the precise supply of the three major nutrients, namely carbohydrates, amino acids and mineral elements. At the same time, the soil structure is optimized using solar thermal nutritional treatment technology, which significantly improves the physical, chemical and biological properties of the soil and enhances crop resilience. The technology enables the production of products with high quality, high yield and rich nutrition without the use of synthetic fertilizers, pesticides or hormones. In 2024, the BLOF ecological harmony planting technology has been adopted in the cultivation of dozens of vegetables, including baby Chinese cabbage, lettuce, broccoli, pumpkin, cucumber, green peppers, cherry tomatoes, etc., and covered various regions including Ningxia, Yunnan, Beijing, Guangdong and Jiangsu, with a total of more than 1,333 hectares of planting area. The trial and application of eco-planting technology nationwide has shown that eco-planting technology can significantly improve the soil environment and enhance crop quality. For example, the Ningxia Guyuan base used organic fertilizer for soil improvement, and the loose layer of soil after treatment reached 60cm, compared with the loose layer of soil without treatment (40cm), increasing the depth of the loose layer of soil by about 50%; Hainan Wangpin promoted BLOF organic fertilizer on a large scale in the “Jinxiangyu” Honeydew Melon base and the fertilizer used in each 0.06 hectares was 1-2 tons on average, which reversed the trend of soil acidification and salination, and the quality of the melons stopped declining and rebounded, so that the quality of the organic fertilizer with good quality and favorable price was recognized by the majority of the farmers.

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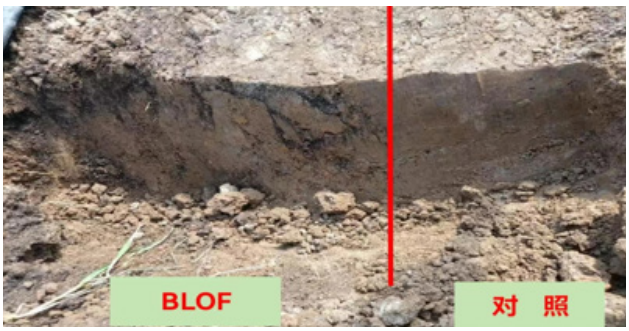
雲南勐海縣BLOF技術種植西瓜試驗
BLOF technology watermelon planting trial in Menghai County, Yunnan

集團在雲南勐海縣進行12畝BLOF技術種植西瓜的試驗。結果表明，通過應用BLOF技術，在土壤36厘米深處輕鬆挖出大量蚯蚓，顯示土壤生態環境得到顯著改善；土壤中的微生物數量明顯增加，顯示出良好的擴繁表現；土壤團粒結構和孔隙度得到顯著優化，進一步證明瞭土壤結構的明顯改良。

The Group conducted a 0.8-hectare watermelon planting trial with BLOF technology in Menghai County, Yunnan. The results showed that through the application of BLOF technology, a large number of earthworms were easily dug out at a depth of 36cm, indicating the significant improvement in ecological environment of soil; the number of microorganisms in the soil had increased significantly, showing sound expansion performance; and the soil dough structure and porosity had been optimized significantly, further proving that the soil structure had been significantly improved.



西瓜採收後土壤截面
Soil Cross-section after Watermelon Harvesting

4.3.2 有機肥料開發

在有機肥生產過程中，集團高度注重科學配方和嚴格的質量控制。在生產前，結合肥料廠原材料的碳氮比、水分和養分含量計算出生產有機肥的碳氮比，制定合理配方，確保生產的有機肥具有最佳的營養成份和效果；建立嚴格的出廠安全檢測機制，在出廠前對所有有機肥產品進行產品內檢，涵蓋pH值、含水率、種子發芽指數、有機質含量等指標檢測，確保每一批次的有機肥產品都符合高質量標準。2024年，本集團制定並發佈《有機肥生產管理制度》，對有機肥工廠選址、生產注意事項及安全檢測進行詳細規範，進一步優化生產管理要求。

4.3.2 ORGANIC FERTILIZER DEVELOPMENT

In the production of organic fertilizers, the Group places great emphasis on scientific formula and strict quality control. Before production, the carbon nitrogen ratio of organic fertilizers is calculated by combining the carbon nitrogen ratio, moisture and nutrient content of raw materials in the fertilizer plant, and a reasonable formula is formulated to ensure that the organic fertilizers produced have the best nutrient content and effect; a strict safety inspection mechanism is established for the delivery of products, and all organic fertilizers are subjected to an internal inspection before leaving the factory, which covers the pH value, moisture content, seed germination index, organic matter content, and other indicators, to ensure that every batch of organic fertilizers meets the high quality standards. In 2024, the Group formulated and published the Organic Fertilizer Production Management System (《有機肥生產管理制度》), which further optimized the production management requirements by regulating in detail the location of organic fertilizer factories, production notes and safety inspections.

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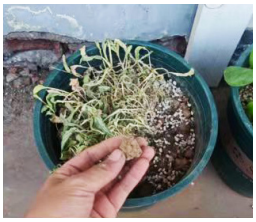
安全，保水透氣，抗逆提質
Safe, water – and air-retaining, resilient and quality-improving



100%土壤
結塊嚴重
不抗旱
油菜死亡
100% soil
Severe soil crusting
Not drought-resistant
Death of Bok choy

加入1/3百果農資有機肥
土壤不結塊
土質濕潤
油菜長勢良好
Add 1/3 of organic fertilizer from Baiguo Agricultural Means
No soil crusting
Moist soil
Bok choy grows well

加入2/3百果農資有機肥
土壤鬆散
保水能力強
油菜生長健壯
Add 2/3 of organic fertilizer from Baiguo Agricultural Means
Loose soil
High water retention capacity
Bok choy grows strongly

100%百果農資有機肥
安全
保水透氣
油菜生長健壯
100% of organic fertilizer from Baiguo Agricultural Means
Safe
Water retention and aeration
bok choy grows strongly

百果農資－高碳氮比有機肥長勢對比
Baiguo Agricultural Means – Comparison of the Growth of Organic Fertilizers with High Carbon Nitrogen Ratios

4.3.3 環保防蟲體系

本集團創新性地將病蟲害防治理念從傳統的被動滅殺轉向主動防控，建立病蟲害監測預警體系，系統記錄病蟲害發生規律並編製物候期年曆，為科學防治提供依據。同時，在害蟲孵化期、幼蟲期及病害初期實施精準防控，顯著減少農藥使用量，推動農業生產向綠色可持續方向轉型。

4.3.3 ENVIRONMENTAL PROTECTION AND PEST CONTROL SYSTEM

The Group has innovatively shifted the concept of pest control from traditional passive extermination to active prevention and control by establishing a pest monitoring and early warning system, systematically recording the occurrence patterns of pests and diseases and compiling an annual calendar of climatic seasons to provide a basis for scientific control. At the same time, the implementation of precise prevention and control over pests in the incubation, larval and early stages of disease significantly reduces the use of pesticides and promotes the transformation of agricultural production into a green and sustainable direction.

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物理防蟲
Physical pest control

- **防蟲網**
- **Pest control nets**

通過物理方式進行隔離，適用於農作物全生長週期，防治害蟲的種類廣泛，防蟲效率防效在90%以上。

Physical isolation, applicable to the whole growth cycle of crops. It can control a wide range of pests, and pest control efficiency reaches more than 90%.

- **誘捕器**
- **Trapper**

基於害蟲生物學特性，系統部署誘蟲燈、誘殺球、黏蟲板等物理防治設備。同時，誘捕器兼具監測功能，可定期收集害蟲活動數據、分析出沒規律，為制定精準的防治策略提供科學依據，實現病蟲害的早發現、早預警、早防控。

Based on the biological characteristics of pests, systemically deploy physical control equipment such as trap lights, trapping balls and sticky boards. At the same time, the trappers have the monitoring function, which can regularly collect data on pest activities, and analyze the pattern of absence, to provide a scientific basis for the development of accurate control strategies, and achieve early detection, early warning, and early prevention and control over pests.

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生物防蟲
Biological pest control

- 以菌治蟲
- **Pest control with a bacterium**

施用微生物菌劑，通過干擾害蟲的生理代謝與繁殖週期，破壞其生態系統平衡，從而實現保護作物的目的。

apply microbial fungicides to interfere with the physiological metabolism and reproduction cycle of pests, and disrupt their ecosystem balance, so as to realize the purpose of crop protection.

- 以菌治菌
- **Bacterium control with another bacterium**

利用微生物代謝過程中產生的抗生素，抑制病原菌的生長與繁殖。

Utilize antibiotics produced during the metabolic process of microorganisms to inhibit the growth and reproduction of pathogenic bacteria.

- 動物防蟲
- **Pest control with animals**

構建生態多樣性種植園區，通過分區養殖雞、鴨、鵝等禽畜，並嚴格保護鳥類、蛙類等有益生物，通過特定環境營造吸引天敵生物(如種毛苕子吸引草蛉可以消滅很大一部分果園害蟲)，利用自然天敵的捕食作用實現有效的害蟲防控，打造完整的生態鏈系統。

Construct ecological diversity plantation area, raise livestock such as chickens, ducks and geese in different zones, and strictly protect birds, frogs and other beneficial organisms, attract natural enemy organisms (for example, planting Hairy Vetch to attracts lacewings can eliminate a large portion of pests in the orchard) through constructing specific environment, and utilize the predatory effect of natural enemy to achieve effective pest control and prevention, so as to create a complete ecological chain system.

- 植物防蟲
- **Pest control with plants**

基地外圍種植防蟲植物，利用植物本身的特性來驅趕或抑制害蟲。

Plant pest control plants outside the base, and use the characteristics of these plants to drive away or inhibit pests.

化學防蟲
Chemical Pest Control

- 植物源防蟲試劑
- **Plant-derived pest control reagents**

由從植物體中提取的全部或部分有效成份及其次生代謝產物加工形成，針對特定種類害蟲、特定作物，以預防為主，作為其他防蟲措施的補充手段。

Process from all or part of the active ingredients extracted from plants and their secondary metabolites, targeting specific types of pests and specific crops, mainly for prevention, as complementary means to other pest control measures.

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同時，在上述病蟲害防控措施的基礎上，集團進一步優化生產措施，構建多維度作物保護策略：

Meanwhile, on the basis of the above pest control measures, the Group further optimizes its production measures and builds up a multi-dimensional crop protection strategy:

- 通過抹芽、打頂、摘心等生產技術，調控作物生長週期，減少病蟲害發生；
- Adjust and control the growth cycle of crops to reduce the occurrence of pests and diseases through production techniques such as sprouting, topping and centering;

- 科學佈局防護林帶，利用生態屏障效應阻斷木虱、紅蜘蛛等害蟲的傳播途徑；
- Deploy protective forest belts in a scientific manner, utilize the effect of ecological barriers to block the transmission pathways of woodlice, red spiders and other pests;

- 建立嚴格的病樹管理制度，實施病株清除與消毒機制，有效控制病毒傳播風險。
- Establish a strict management system for diseased trees and implement a mechanism for removing and sterilizing diseased plants to effectively control the risk of virus transmission.

此外，2024年，集團開展，「梨的病蟲害植保經驗分享」等經驗分享活動，深入淺出地剖析了梨常見病蟲害的種類、生長規律以及危害特徵，並介紹各種科學有效的防治方法和藥劑使用技巧，從源頭上幫助員工了解病蟲害的發生機制，為精準防治提供了理論支持。

In addition, in 2024, the Group launched experience sharing activities such as “Pest Experience Sharing for Diseased Pear Tree Protection”, which analyzed in depth the types of common pests and diseases of pear, their growth patterns and hazardous characteristics, and introduced a variety of scientific and effective prevention and treatment methods and techniques for the use of pharmaceuticals, which helped the employees to understand the occurrence mechanism of pests and diseases from the source, and provided theoretical support for accurate prevention and treatment.

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CHAPTER 5

本章節回應的SDGs
SDGs addressed in this chapter

共創員工成長美好未來
JOINING HANDS TO CREATING A BETTER FUTURE FOR EMPLOYEES

本集團將員工視為企業發展的「源頭活水」，打造安全、舒適的工作環境，不斷提升員工的幸福感，為員工提供有競爭力的薪酬福利和公平晉升機會，支持員工成長，實現個人價值的同時推動集團可持續發展。

Regarding its employees as the source for development, the Group strives to create a safe and comfortable working environment, continuously improve the happiness of employees, and provide competitive remuneration and welfare and fair promotion opportunities for employees. The Group supports the growth of employees to achieve personal value of employees while promoting its sustainable development.

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2024年度亮點績效：
2024 Performance Highlights:

- 集團管理層女性員工佔比為28.12%，STEM（科學、技術、工程和數學）相關崗位中女性員工佔比達84.43%。
- The proportion of the Group's female executives reached 28.12%; the proportion of female employees in STEM (Science, Technology, Engineering and Mathematics) related positions reached 84.43%.

- 開展幹部人才盤點，識別優秀幹部，評估各部門人才梯隊健康度，並根據盤點結果制定相應改善計劃，加強幹部人才隊伍建設。
- Cadres and talents were recorded to identify outstanding cadres, assessed the soundness of the talent team in each department, and prepared improvement plans based on the record results, so as to strengthen the building of cadre and talent team.

- 新增線上608條微課，線上課程培訓市場77.86萬小時。
- 608 new online micro-courses were added, and online course training reached 778,600 hours.

- 開展282,482店次／倉次的安全巡查，潛在隱患問題解決率100%。
- 282,482 safety inspections against stores and warehouses were organized, and all the potential hazards were solved.

- 年內末次滿意度調研覆蓋超11,000人，其中表示正向或中性滿意的員工佔比達九成。
- The last satisfaction survey during the year covers 11,000 participants, of which 90% were positively or normally satisfied.

- 開展一次總部整體樂業度調研，得分4.32分（滿分5分），同比提升6.25%。
- A survey on the overall pleasure of the headquarter was conducted and the score was 4.32 (full score for 5), an increase of 6.25% year-on-year.

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5.1 保障權益，關愛員工幸福

本集團嚴格遵守《中華人民共和國勞動法》《中華人民共和國勞動合同法》及《中華人民共和國未成年人保護法》等法律法規，制定並落實《百果園總部員工手冊》《百果園總部招聘管理規定》等內部管理制度，建立公平合規的員工招聘與解僱流程，持續完善薪酬體系，為員工提供多種福利，同時鼓勵員工參與企業管理，讓員工與集團共同成長、共享發展成果。

5.1 PROTECTION OF RIGHTS AND INTERESTS AND CARE FOR EMPLOYEES' HAPPINESS

The Group strictly complies with the Labor Law of the People's Republic of China (《中華人民共和國勞動法》), the Labor Contract Law of the People's Republic of China (《中華人民共和國勞動合同法》), the Law of the People's Republic of China on the Protection of Minors (《中華人民共和國未成年人保護法》) and other laws and regulations, and has formulated and implemented the Pagoda Headquarter Employee Handbook (《百果園總部員工手冊》), the Regulations of Pagoda Headquarter on Recruitment (《百果園總部招聘管理規定》) and other internal management regulations. We have established fair and compliant recruitment and dismissal procedures for our employees, continued to improve the remuneration system, and provided a variety of welfare benefits for its employees. At the same time, employees are encouraged to participate in corporate management so that they can grow with the Group and share the fruits of development.

5.1.1 合規僱傭

本集團嚴格遵守僱傭相關法律法規，通過制度化管理確保僱傭體系的合規透明，確保所有員工的權益得到充分保障，為員工打造健康、陽光的職場環境。

5.1.1 COMPLIANCE WITH EMPLOYMENT

The Group strictly complies with employment-related laws and regulations, ensures the compliance and transparency of the employment system through institutionalized management and the full protection of rights and interests of all employees, and creates a sound and sunny workplace environment for employees.

平等僱傭

本集團始終遵循平等和非歧視的用工政策，秉承公平、公開、公平的原則，根據業務發展的實際需求制定招聘計劃，堅決杜絕因性別、年齡、種族、國籍、宗教信仰或其他社會及個人因素導致的歧視行為，結合社會和集團發展共同需求設置僱傭目標，從專業技能、工作經驗和綜合素質等維度對應聘者進行全面評估，為每一位有才能、有潛力的求職者提供平等的工作機會。

EQUAL EMPLOYMENT

The Group always adheres to the employment policy of equality and non-discrimination, follows the principles of fairness, openness and equity, formulates recruitment plans based on the actual needs of business development, resolutely eliminates discriminatory behavior due to gender, age, race, nationality, religious beliefs or other social and personal factors, sets employment targets in conjunction with the common needs of the society and the Group's development, and conducts a comprehensive assessment of the candidates in terms of their professional skills, working experience and overall qualities, and provides equal job opportunities to each talented and promising job applicant.

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考慮到加盟門店單獨招聘存在困難，集團亦受加盟商委託幫忙進行門店員工招聘。在此基礎上，集團打造校園招聘、內部招聘和社會招聘三大渠道，通過深化校企合作、舉辦校招宣講會和開展內部推薦等活動，着力吸引優秀人才，為集團及加盟門店注入新鮮血液。2024年，集團進一步優化校園招聘評估體系和招聘流程，借助數字化技術革新招聘模式，應用AI技術開發簡歷與崗位智能匹配系統，精準分析應聘者與崗位的適配度，確保每位應聘者都能被推薦至最契合的崗位，大幅提升招聘效率，有效推動人才精準配置。

In view of the difficulties in recruiting employees for the franchised stores alone, the Group has also been commissioned by the franchisees to assist in the recruitment of employees for the stores. On this basis, the Group has established three major recruitment channels, namely campus recruitment, internal recruitment and social recruitment. Through deepening school-enterprise cooperation, organizing school recruitment seminars and launching internal recommendation activities, the Group strives to attract outstanding talents and introduce fresh talents into the Group and the franchised stores. In 2024, the Group further optimized the campus recruitment assessment system and recruitment process, innovated the recruitment mode with the help of digital technology, applied AI technology to develop an intelligent matching system between resumes and positions, and accurately analyzed the suitability of applicants and positions to ensure that each applicant can be recommended to the most suitable position, significantly enhancing recruitment efficiency and effectively promoting the accurate allocation of talents.

本集團持續探索校企合作模式，將集團自身優勢與高校教育資源相結合，打造具備專業知識和實際操作技能的高素質人才隊伍，促進科教融合、產教協同，為社會經濟發展提供技術技能人才支撐。

The Group continues to explore the mode of school-enterprise cooperation, combining the Group's own strengths with the educational resources of universities to create a team of high-quality talents with professional knowledge and practical skills, promote the integration of science and education, and synergy between industry and education, so as to provide technical and skilled talents to support the development of society and economy.

百果園2024年校園宣講會現場
Pagoda's Campus Roadshow in 2024

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合作項目 Cooperation Project	合作院校 College Partner
戰略深度合作 **In-depth strategic cooperation**	江西陶瓷工藝美術職業技術學院 銅仁職業學院 龍崗職業中專學校 等13所學校 Jiangxi Arts & Ceramics Technology Institute Tongren Polytechnic College Shenzhen Longgang Vocational School Totaling 13 colleges
學徒制試點項目 **Pilot project for apprenticeship system**	廣東科貿職業學院 廣東工貿職業學院 廣西經貿職業學院 黑龍江農業經濟職業學院 4所學校 Guangdong Polytechnic of Science and Trade Guangdong Polytechnic of Industry and Commerce Guangxi Economic and Trade Vocational Institute Heilongjiang Agricultural Economy Vocational College Totaling 4 colleges
「訂單班」人才培養 **Talent development at "Order Class"**	貴州電子商務職業學院 貴州食品工程職業學院 漳州城市職業學院 等7所學校 Guizhou Electronic Commerce Vocational College Guizhou Vocational College of Foodstuff Engineering Zhangzhou City Vocational College Totaling 7 colleges

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百果園－銅仁職業學院「零售人才」聯合培養計劃
Pagoda – Tongren Polytechnic College "Retail Talent" Joint Cultivation Program

2024年，本集團與銅仁職業學院開展校企合作，通過構建理論與實踐結合的培養模式，用心打磨課程設置、實習實訓和就業指導等內容，打造多維度、多層次的培訓課程體系，為生鮮零售行業培育兼具專業知識與實操技能的人才。
In 2024, the Group launched a school-enterprise cooperation with Tongren Polytechnic College to cultivate talents with both professional knowledge and practical skills for the live product retail industry through the construction of a cultivation mode that combines theory and practice, and the careful improvement of curriculum setting, internship training and employment guidance, in order to create a multi-dimensional and multi-level training program system.

- 課程設置：與銅仁職業學院共同制定教學方案，涵蓋生鮮供應鏈管理、水果品質控制、門店運營管理等實用內容；
- Curriculum setting: The teaching program is jointly developed with Tongren Polytechnic College, covering practical contents such as fresh products supply chain management, fruit quality control, and store operation and management;

- 實習實訓：由經驗豐富的員工指導學生在百果園門店進行實踐操作；
- Internship training: Experienced employees will guide students to do practical operation in Pagoda stores;

- 就業指導：提供職業規劃與面試技巧等培訓。
- Employment guidance: The training on career planning, interview skills, etc. is provided.

本次校企合作有力促進雙方在學術研究、技術創新等領域的合作，同時也為集團輸送了一批應用性的高質量人才。截至2024年末，該項目吸引超90名學生參與，其中表現優異的學生已獲集團正式錄用。
The university-enterprise cooperation has promoted cooperation between the two parties in academic research and technological innovation, and has sent a batch of outstanding applied talents to the Group. By the end of 2024, the program has attracted more than 90 students, among which the top performers have been formally recruited by the Group.

銅仁職業學院校招宣講會
Recruitment Seminar of Tongren Polytechnic College

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百果園－貴州食品工程職業學院「儲備店長」輸送計劃
Pagoda – Guizhou Vocational College of Foodstuff Engineering "Store Manager Reserve" Transfer Program

2024年，本集團與貴州食品工程職業學院共同打造了針對門店管理崗位的「儲備店長」校企合作項目，共同選拔具備良好溝通能力、團隊合作精神及一定管理潛力的畢業生，作為未來門店管理儲備人才培養。

In 2024, the Group joined hands with Guizhou Vocational College of Foodstuff Engineering to create the "Store Manager Reserve" school-enterprise cooperation program for store management positions, selecting graduates with good communication skills, teamwork spirit and certain management potential and training them as the future store management talent reserves.

項目啟動以來，已有超過30名學生成功加入百果園門店團隊，成為提升門店運營與服務質量的關鍵力量。該項目在增強集團於校園品牌影響力的同時，吸引更多優秀人才關注，為集團人才儲備與長遠發展夯實基礎，實現校企互利共贏。

Since the launch of the program, more than 30 students have successfully joined the Pagoda store team, becoming the key force to improve store operations and service quality. The program enhanced the Group's brand influence in the campus and attracted more outstanding talent to concern the Group, which laid a solid foundation for the Group's talent reserve and long-term development, and achieved mutual benefit and win-win situation between the college and the Group.

貴州食品工程職業學院「儲備店長」校企合作項目開班典禮
School-Enterprise Cooperation Project Opening Ceremony of the Guizhou Vocational College of Foodstuff Engineering "Store Manager Reserve"

第 5 章 CHAPTER 5

嚴禁強制勞工和童工

本集團始終將杜絕強制勞工和童工作為不可逾越的紅線，堅定維護員工基本權益。集團嚴格遵循《禁止使用童工規定》等相關法律法規，擁護《世界人權宣言》和國際勞工組織(ILO)的國際勞工標準，嚴禁一切僱傭童工、強迫勞動、職場騷擾等侵權行為發生。在招聘環節，集團通過嚴謹的背景調查、身份核實等流程，確保入職員工均為自願且符合法定勞動年齡；在聘用環節，定期開展內部審計與合規檢查，對可能存在的強制勞工或童工風險進行全面排查，一經發現，嚴肅處理。此外，集團設立專門的舉報渠道，鼓勵員工、合作夥伴及社會各界對違規行為進行監督舉報，切實保障員工的合法權益，營造健康的工作環境。本報告期內，集團未發生任何使用童工、強迫勞動、歧視和騷擾的事件。

PROHIBITION OF FORCED AND CHILD LABOR

The Group has always regarded the elimination of forced labor and child labor as an insurmountable red line, and firmly protects the basic rights and interests of employees. The Group strictly complies with relevant laws and regulations such as the Provisions on the Prohibition of Using Child Labor (《禁止使用童工規定》), upholds the Universal Declaration of Human Rights (《世界人權宣言》) and the international labor standards of the ILO, and strictly prohibits any form of child labor, forced labor or workplace harassment. In the recruitment process, the Group ensures that employees are recruited voluntarily and meet the legal working age through rigorous background checks and identity verification. In the employment process, the Group regularly conducts internal audits and compliance checks to comprehensively investigate the possible risks of forced labor or child labor. We will deal with forced labor or child labor in a serious manner once they are detected. In addition, the Group has set up a dedicated reporting channel to encourage employees, partners and all sectors of society to monitor and report on non-compliance, so as to safeguard the legitimate rights and interests of employees and create a sound working environment. The Group had no incident of child labor, forced labor, discrimination or harassment during the Reporting Period.

多元僱傭

本集團致力於打造一個多元化、包容性的工作環境，尊重每一位員工的差異性，對歧視、騷擾、虐待、強迫和暴力行為等任何形式的歧視行為零容忍，為所有員工提供平等的發展機會，保障每一位員工的權益。

集團持續推進多元僱傭策略，設定了積極的目標和行動計劃，旨在建立一個更加多元化和包容性的工作環境，推動集團長期可持續發展。截至2024年末，集團管理層女性員工佔比為28.12%，STEM（科學、技術、工程和數學）相關崗位中女性員工佔比達84.43%。

DIVERSIFIED EMPLOYMENT

The Group is committed to creating a diversified and inclusive working environment, respecting the differences between employees, and never tolerating any form of discrimination such as discrimination, harassment, abuse, coercion and violence. We provide all employees with equal development opportunities to protect the rights and interests of each employee.

We continues to promote our diversity employment strategy and has set proactive goals and action plans, aiming to creating a more diverse and inclusive work environment and driving the Group's long-term sustainable development. As of the end of 2024, the proportion of the Group's female executives reached 28.12%; and the proportion of female employees in STEM (Science, Technology, Engineering and Mathematics) related positions reached 84.43%.

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2024年，集團進一步優化員工留存管理，及時了解離職員工去向，針對集團總部員工離職原因進行回訪和分析，並基於分析結果持續優化人力資源管理措施。2024年，集團人才流失率為16.45%，較去年有所下滑。

In 2024, the Group further optimized its employee retention management to know whereabouts of resigning employees in a timely manner, conducted visits and analyses focusing on the reason of departure from the Group's headquarters, and continued to optimize its human resources management measures based on the results. In 2024, the Group's talent turnover rate was 16.45%, down from last year.

5.1.2 薪酬福利

本集團搭建健全的績效薪酬體系，為員工提供具有競爭力薪酬的同時，提升薪酬績效核算與發放的合理性，確保所有薪酬福利政策均合法合規。

5.1.2 REMUNERATION AND WELFARE

The Group has established a sound performance-based remuneration system to provide employees with competitive remuneration while enhancing the reasonableness of the accounting and payment of remuneration, and ensuring that all remuneration and benefit policies are in compliance with the law.

薪酬體系

為吸引和留存優秀人才、激發員工的工作熱情與潛力，本集團不斷優化員工薪酬激勵體系，制定《薪酬管理辦法》《股權獎勵計劃》等內部制度，綜合考慮崗位價值、個人能力、績效表現以及市場行情等因素，確保員工薪酬與貢獻相匹配。同時，本集團設立多樣化的激勵機制，包括現金激勵和榮譽激勵等形式，助力員工實現自我價值，增強員工的歸屬感與成就感。2024年，集團針對不同業務部分，對原有激勵政策進行更新，新增《百果園大區銷售增長PK激勵方案》《般果公司超額激勵方案》等政策，採用現金激勵的形式，激發員工的工作熱情與主動性，驅動員工創新及成果產出，帶動團隊向共同的目標努力。

REMUNERATION SYSTEM

In order to attract and retain outstanding talents and to stimulate the enthusiasm and potential of its employees, We have continuously optimized our remuneration incentive system and formulated the Remuneration Management Measures (《薪酬管理辦法》), the Stock Award Plan (《股權獎勵計劃》) and other internal policies, taking into account the value of positions, individual capabilities, performance and market conditions to ensure that the remuneration of our employees matches with their contributions. At the same time, the Group has established various incentive mechanisms, including cash incentives and honorary incentives, to help employees realize their value and enhance their sense of belonging and achievement. In 2024, we updated our original incentive policies for different business segments by adding new policies such as the PK Incentive Scheme for Sales Growth of Different Regions of Pagoda (《百果園大區銷售增長PK激勵方案》) and the Banguo Excess Incentive Scheme (《般果公司超額激勵方案》), which adopted the form of cash incentives to stimulate the enthusiasm and initiative of employees, drive innovation and production of results, and motivate the team to work towards a common goal.

此外，集團推出員工股份獎勵計劃，在公開市場對公司股份進行回購後，為管理層人員及核心員工按照一定價格進行授予。該計劃旨在調動高級管理層及核心骨幹員工的積極性，將股東利益、企業利益及員工利益實現有效融合，激勵各方共同助力實現集團長期戰略目標。

In addition, the Group formally launched the Employee Share Award Scheme, which is granted to management personnel and core employees at a certain price after the repurchase of the Company's shares in the open market. The Scheme is launched to inspire the senior executives and core employees, effectively combine the interests of the shareholders, the Group and employees and inspire all stakeholders to jointly help the Group deliver the long-term strategic objectives.

第 5 章 CHAPTER 5

福利待遇

本集團致力於構建全面且優質的員工福利體系，切實提升員工的幸福感與對企業的認可度。除對全體員工依法提供五險一金等法定福利外，集團基於全體員工的日常生活需求設計了一系列福利措施，並對員工考勤彈性管理，全方位響應員工的物質與精神需求，讓員工真切感受到集團的關懷與重視。

WELFARES

The Group is committed to building a comprehensive and quality employee welfare system to enhance employees' happiness and acknowledgment of the Company. In addition to the normal welfares such as the five social insurances and housing provident fund provided to all employees in accordance with the law, the Group has designed a series of welfare measures based on the daily needs of all employees, and has also flexibly managed the attendance of employees to respond to their material and spiritual needs in a comprehensive manner, so as to enable employees to truly feel cared for and valued by the Group.

節假日禮品 **Holiday gifts**	**內部員工充值贈送** **Gifts for internal employees' charges**
團建活動 **Organizational event**	**優秀員工獎勵旅遊** **Tourism award for excellent employees**

員工福利（部分）
Employee Welfares (Partial)

5.1.3 民主溝通與管理

本集團努力保障員工聲音被充分聽取和尊重，提供員工投訴熱線、信箱和員工座談會等公開、透明、便捷的溝通渠道，促進信息高效流通，夯實員工與集團之間的信任根基。

5.1.3 DEMOCRATIC COMMUNICATION AND MANAGEMENT

The Group endeavors to ensure that employees' voices are fully heard and respected by providing open, transparent and convenient communication channels such as employee complaint hotlines, mailboxes and employee seminars to facilitate the efficient communication and strengthen the foundation of trust between employees and the Group.

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員工投訴
Employee complaint

設置信箱、電話熱線反饋意見等員工投訴渠道供員工反饋意見，並對所有的投訴採取保密措施，加強投訴人保護，暢通投訴渠道。

We keep in place the mail box, telephone hotline, opinion feedback and other employee compliant channels for employees to give opinions, take the measure to keep confidential all complaints, strengthen the protection for complainants and maintain the smooth compliant channel.

員工座談會
Employee seminar

每月固定舉辦員工座談會，加強新老員工的感情，讓老員工起到「傳、幫、代」的標桿作用，增強員工歸屬感。

Every month, we organize the employees' seminar to strength the feelings between new employees and old ones, allow old employees play the benchmark role of "transmission, help and guide", and strengthen employees' sense of belonging.

同時，集團持續加強民主管理，建立健全職工代表大會機制，在日常業務中充分保障員工的知情權、參與權、表達權和監督權，鼓勵員工參與本集團的民主決策、民主管理及民主監督流程，共同助力集團可持續發展。集團不定期召開職工代表大會，審議通過集體合同、員工手冊、勞動安全衛生協議等協議文件，審議討論企業獎懲辦法等涉及職工切身利益的重要規章制度，切實保障員工的合法權益及主人公地位。

Meanwhile, the Group has kept strengthening democratic management and set up the operation mechanism of the workers' congress. In daily operation, the Group fully guarantees employees' right to know, right to participate, right to express and right to supervise. We encourage employees to participate in our democratic decision-making, management and supervision for the common development of the Group. The Group held the workers' congress irregularly. We review and approves the collective contract, employee handbook, labor safety and health agreement and other agreement documents. We examined and discussed the measures of rewards and punishments as well as other important rules and regulations concerning the immediate interests of the employee, so as to guarantee the lawful rights and interests of the employees and their positions of masters.

2024年，為加強集團與員工間溝通，新開設多個線下和線上溝通渠道，供員工發表意見和建議，反饋訴求。

In 2024, in order to strengthen the communication between we and our employees, a number of offline and online communication channels were opened for employees to express their opinions and suggestions and to give feedback.

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持續強化線下員工溝通渠道
Continuously enhance employees' offline communication channels

- 每月召開全國月度經營和文化大會，集團全員、門店店長以上全員參會；
- 新增門店員工大會等線上線下活動、門店店長以下全員參會。
- Hold monthly national management and culture meetings with the participation of all the employees of the Group, store managers and above;
- Add store employee meetings and other offline activities with the participation of all the employees of the Group, store managers and above.

增加員工線上溝通交流渠道
Add online communication channels for employees

- 建設百果園內部員工論壇，提供線上自由交流發聲的平台。2024年，論壇全年發佈帖子151篇，總回帖量1842個，總瀏覽量為超32,000人次；
- 建設「百果園大家庭」萬人群，覆蓋集團中高層及加盟體系人員，創造集中發聲、交流的渠道。
- Establish the internal employee forum of Pagoda to provide a platform for online free feedback and communication. In 2024, 151 posts were published on the forum, with a total of 1,842 replies and over 32,000 views;
- Establish the "Pagoda Family", a group of 10,000 members covering the middle and senior management of the Group as well as the staff of the franchising system, to create a centralized channel for feedback and communication.

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5.2 激勵成長，助力員工發展

本集團重視員工的職業發展和個人成長，秉持「激勵成長，包容錯誤」的理念，建立健全的員工培訓體系，打造多樣化的職業發展通道，全方位提升員工專業技能及職業素養，助力每一位員工提升競爭力，激發個人潛力。

5.2.1 晉升發展

本集團設立規範的職級體系及晉升機制，制定《百果園集團幹部管理規定》《培訓計劃與培訓費用預算管理規定》和《學習平台線上考試管理規定》等內部制度，並於2024年修訂《幹部管理規定》《關於百果園員工(含幹部)晉升流程規範的通知》等制度，進一步明確晉升標準、優化員工晉升路徑，讓員工更好地規劃個人職業發展。

5.2 MOTIVATING GROWTH AND ENHANCING EMPLOYEE DEVELOPMENT

We value the professional development and personal growth of our employees, adheres to the education philosophy of "Encouraging Growth and Tolerating Mistakes", establishes a sound employee training system, sets up diversified occupational development paths for employees, to enhance their professional skills and occupational quality in all aspects, and help every employee enhance competitiveness and stimulate personal potential.

5.2.1 PROMOTION AND DEVELOPMENT

The Group has established a standard ranking system and promotion mechanism, formulated internal systems such as the Regulations of Pagoda on the Management of Cadres (《百果園集團幹部管理規定》), the Regulations of Pagoda on the Management of Training Plan and Training Expense Budget (《培訓計劃與培訓費用預算管理規定》) and the Regulations of Pagoda on the Management of Online Test on the Learning Platform (《學習平台線上考試管理規定》), and amended the Regulations on the Management of Cadres (《幹部管理規定》), the Circular on the Promotion Procedures of Pagoda's Employees (Including Cadres) (《關於百果園員工(含幹部)晉升流程規範的通知》), etc. in 2024, to further clarify the promotion standards and optimize the promotion paths of employees. By this way, we better enable employees to develop their potentials.

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集團為所有員工提供多重職業發展平台，並按照崗位層級及區域為員工提供管理序列、技術序列、職能序列及操作序列四條職業發展通道，提供實現價值和成就事業的廣闊平台。2024年，集團進一步優化集團職位體系，擴寬員工職業發展路徑，保障所有員工均能獲得適合自己的職場發展機會。

The Group prepares multiple career development platforms for all employees, and offers four career development paths, including management line, technological line, functional line and operational line, based on position levels and regions, providing a broad platform for the realization of values and career achievement. In 2024, we further optimized our job system and broaden the career development paths of its employees, so as to ensure that all employees have access to suitable career development opportunities.

為推動戰略目標實現，集團依據戰略地圖制定了全面的人才能力成長戰略，通過識別關鍵崗位能力要求，構建人才畫像與能力模型，設計崗位認證學習地圖等，為員工提供清晰的職業發展規劃指引。

In order to realize our strategic objectives, we have formulated a comprehensive talent capability growth strategy based on the strategic map, providing employees with clear guidelines for career development planning by identifying the competency requirements of key positions, constructing talent profiles and competency models, and designing learning maps for position certification.

同時，集團構建完善的人才儲備管理流程。針對後備店長，設計從人才盤點、入池、培養到驗收的系列環節，並安排資深店長進行上任帶教，確保新任店長能夠快速勝任崗位，為集團高質量發展儲備充足的人才力量。2024年，集團開展幹部人才盤點，識別優秀幹部，評估各部門人才梯隊健康度，並根據盤點結果制定相應改善計劃，加強幹部人才隊伍建設。

At the same time, the Group has established a comprehensive talent reserve management process. For reserve store managers, the Group has designed a series of procedures from talent record, entry into the pool, training to acceptance, and has also arranged senior store managers to provide on-the-job support to ensure that the new store managers are able to quickly take up their positions, and the Group can reserve sufficient human resources for our high-quality development. In 2024, the Group conducted cadres and talents recording to identify outstanding cadres, assessed the soundness of the talent team in each department, and prepared improvement plans based on the record results, so as to strengthen the building of cadre and talent team.

此外，集團設立了針對門店運營條線的「鷹系列」、針對供應鏈採購條線的「採系列」等一系列針對不同業務的全面人才培養項目，開設面向核心幹部團隊的「黃埔講師訓練營」和面向品類總經理的「銅牆鐵壁計劃」，實施針對校招新進員工開展的果核計劃、果創計劃、星火計劃及雛鷹計劃，保障所有員工能得到適合自己的成長路徑。

In addition, the Group has set up a series of comprehensive talent development programs for different businesses, including the “Eagle Series” for store operations and the “Purchasing Series” for supply chain purchasing, the “Huangpu Lectures’ Training Camp” for core cadre teams and the “Impassable Barrier Plan” for general managers of product lines. We implemented the Guohe Plan, Guochuang Plan, Spark Plan and Eyas Plan for new employees recruited from schools, so as to ensure that all employees can get a suitable growth path.

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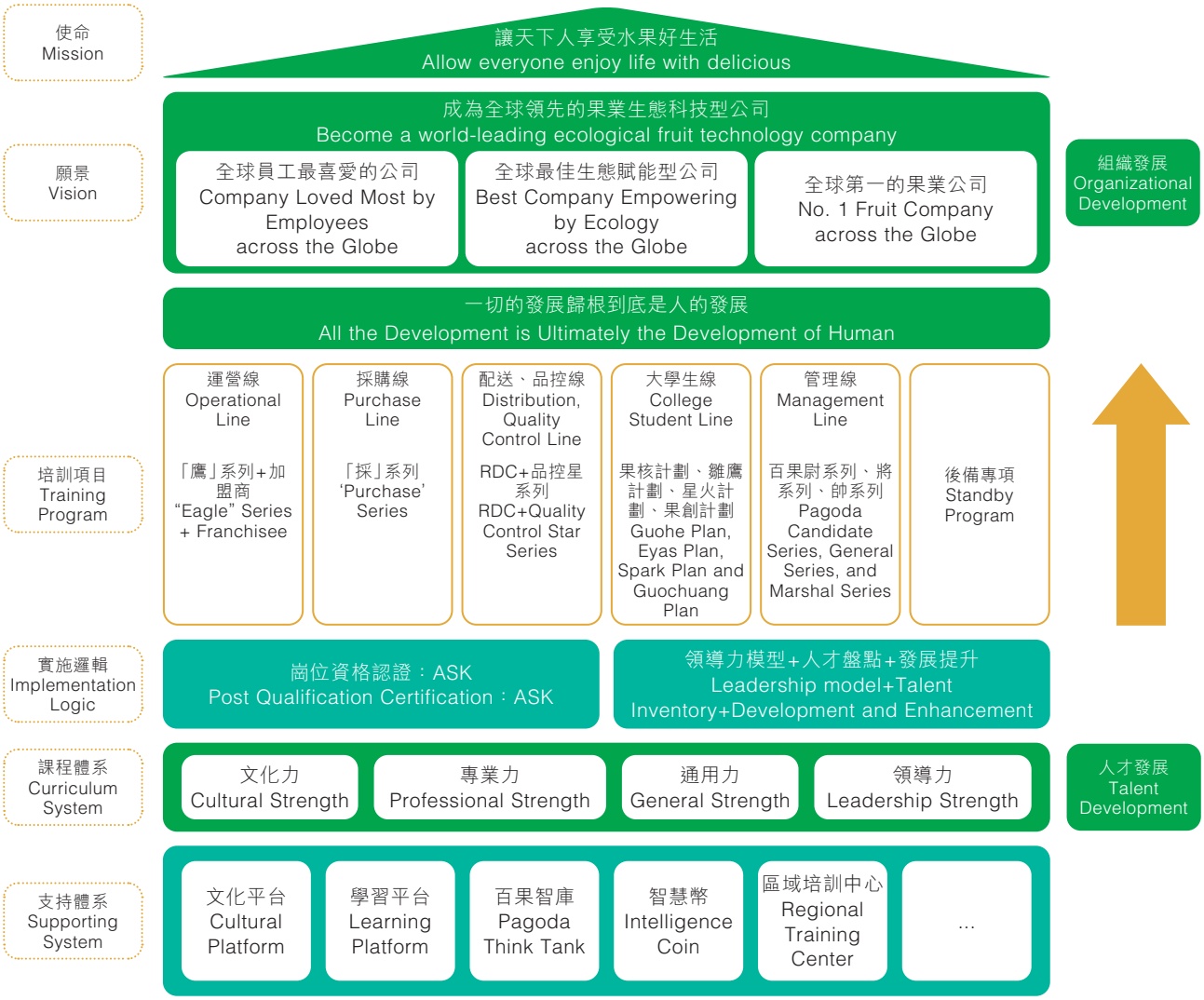

百果園員工培訓體系
Pagoda's employee training system

第 5 章 CHAPTER 5

5.2.2 員工培訓

為助力「高品質與高性價比水果專家與領導者」新戰略的實現，持續賦能員工及加盟商全方面成長，集團基於業務發展及個人能力提升需求，不斷完善健全培訓體系，通過線上線下的方式向員工提供文化類、通用類、專業力類、領導力類培訓課程，夯實員工職業發展能力基礎。2024年，集團新增線上微課608條，線上課程培訓時長達77.86萬小時。

文化類培訓

本集團堅持「公司經營，文化先行」的理念，推出系列企業文化培訓課程，提升全體百果園員工對企業文化的認同感、信任感。同時，集團着力打造高水平文化講師隊伍，通過系統化的培訓提升講師授課能力，賦能講師以紮實的文化基礎和生動的實操體驗帶動並激勵員工，確保企業文化深入人心，為傳播和弘揚最新企業文化築牢教育根基。

5.2.2 EMPLOYEE TRAINING

In order to help the realization of the new strategy of "expert and leader in high-quality and cost-effective fruit industry" and continue to empower employees and franchisees to grow in all aspects, the Group constantly improves and optimizes the training system based on the needs of business development and personal capacity enhancement, and provides employees with cultural, general, professional, and leadership training courses through online and offline methods, so as to consolidate the career development of employees. In 2024, the Group added 608 new online micro-courses, and online course training reached 778,600 hours.

CULTURAL TRAINING

The Group adheres to the "Operations Begin with Culture" concept and has launched a series of corporate culture training courses to enhance the sense of identification and trust of all Pagoda's employees in the corporate culture. At the same time, the Group strives to build a team of high-level cultural lecturers, enhance their capability to teach through systematic training, and empower them to motivate and inspire employees with solid cultural foundation and vivid practical experience to ensure that the corporate culture is deeply rooted in people's hearts, and to build a solid educational foundation for the dissemination and promotion of the latest corporate culture.

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百果園「黃埔幹部淬煉成鋼訓練營」
Pagoda "Huangpu Cadre Forge Training Camp"

2024年，為深入貫徹百果園公司文化中堅韌不拔、勇於挑戰的精神，集團組織「黃埔幹部淬煉成鋼訓練營」活動，覆蓋門店、區域總部以及集團總部員工。培訓以「身體與心靈雙重感悟」的核心理念設置課程，通過系列沉浸式體驗與實踐活動，磨礪員工意志，提升其問題解決能力，並將所學融入實際行動，培養員工面對困難時的堅韌與勇氣。

In 2024, in order to thoroughly implement the spirit of perseverance and challenge in the corporate culture of Pagoda, the Group organized the "Huangpu Cadre Forge Training Camp", covering the employees of stores, regional headquarters and the Group's headquarters. Based on the core concept of "physical and spiritual enlightenment", the training was designed to sharpen the will of employees through a series of immersive experiences and practical activities, enhance their problem-solving capabilities, and integrate what they learnt into practical actions, so as to cultivate their resilience and courage in the face of difficulties.

本次活動在全國累計開展49場，共計2,963人次參與，有效強化員工對企業文化的認同感，增強團隊凝聚力，為集團持續發展提供源源不斷的精神動力。

A total of 49 training sessions were held in China, with 2,963 participants, which effectively strengthened employees' identification with the corporate culture, enhanced team cohesion, and provided continuous spiritual impetus for the Group's sustainable development.

黃埔訓練營現場互動
Live interaction of Huangpu Training Camp

第 5 章 CHAPTER 5

專項培訓

為提升員工綜合素養，夯實其職業根基，集團採用理論與實踐融合的教學模式，聚焦業務實操、專業技能、食品安全、領導力等領域，打造多元化的專項培訓，全方位助力員工能力進階。

SPECIAL TRAINING

In order to enhance the comprehensive quality of employees and strengthen their career foundation, the Group adopts a teaching mode that integrates theory and practice, focusing on practical business, professional skills, food safety, leadership and other areas, to create diversified and specialized training, and to assist employees in advancing their capabilities in an all-round way.

班長技能實操培訓
Practical training for shift managers

2024年7月起，集團開啟小班制實操培訓，對門店員工日常操作技能進行強化，培訓圍繞陳列實操、三無退貨流程、後台操作、收銀步驟、ERP組裝打包、顧客思維培養等內容，有效提升門店班長崗位技能勝任力。截至2024年末，全國各區域已組織開展實操培訓253場。

Since July 2024, the Group has launched small-group proactive training to strengthen the daily operation skills of store employees. The training centers on display practices, the return process of instant refund, back end operations, cashiering steps, ERP assembly and packing, and customer mindset cultivation, which effectively enhances the skills competency of store shift managers. By the end of 2024, 253 practice training sessions had been organized and conducted in various regions nationwide.

班長技能實操培訓現場
Practice training for shift managers

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2024年，集團優化領導力培養體系，在關注全員能力提升的基礎上，進一步聚焦核心幹部團隊開展深化培訓，針對集團部門總、區域總以及區域人資經理等幹部崗位，着重提升領導能力、競爭意識，以及解決經營問題的能力，打造更強大人才梯隊。

In 2024, we optimized our leadership training system, focusing on the enhancement of all employees' capabilities, and further focusing on deepening the training of the core cadre team, focusing on the cadre positions of the Group's departmental heads, regional heads and regional human resources managers, with an emphasis on enhancing leadership, competitive awareness and the capability to solve operational problems, so as to build a stronger talent team.

「百果英將」培訓課程
"Pagoda Talents" training program

2024年，集團採用總部集中面授與區域遠程連線相結合的培訓模式，針對集團及區域總部儲備中層幹部組織開展專項培訓，內容涵蓋企業核心文化樹立與鞏固、管理理念提升和管理方式優化等，旨在助力儲備中層幹部快速實現角色轉換，增強團隊影響力。2024年，百果英將培訓覆蓋720人。

In 2024, the Group adopted a training mode combining centralized face-to-face instruction at the headquarters and regional remote links to organize special training for middle-level cadres of the Group and regional headquarters, covering the establishment and consolidation of the core corporate culture, the enhancement of management concepts and the optimization of management styles, etc., with the aim of helping middle-level cadres in the reserves to quickly transform their roles and strengthen the influence of the team. In 2024, the "Pagoda Talents" training covered 720 people.

「百果英將」儲備中層賦能訓練營
"Pagoda Talents" Middle-Level Reserve Training Camp

第 5 章 CHAPTER 5

講師隊伍建設

本集團持續完善高素質講師隊伍建設，推動工作知識與經驗的高效轉化，精準傳承企業文化精髓，為集團穩健發展提供堅實助力。集團持續優化講師管理制度，組織開展半年度講師評優活動，樹立優秀典範，激發講師工作積極性，提升其專業素養與教學能力。

截至2024年末，本集團共有1,569名講師，全年開展1,795個培訓班，賦能21.48萬人次，合力講授6,259門課程，授課時長長達10,496.5小時。

COMMITMENTS TO THE LECTURER TEAM

The Group has continued to improve the construction of a team of highly qualified lecturers to promote the efficient transfer of working knowledge and experience, accurately convey the essence of corporate culture and provide solid support for the Group's steady development. We constantly optimized our lecturer management system and organized semi-annual lecturer evaluation activities to set up excellent examples, motivate lecturers to work and enhance their professionalism and teaching capability.

As of the end of 2024, a total of 1,569 instructors at the Group conducted 1,795 training courses throughout the year, empowering 214,800 people, and collectively taught 6,259 courses for 10,496.5 hours of instruction.

「312植樹育人節活動」及「910尊師感恩節活動」
"312 Arbor and Education Day" and "910 Teacher Appreciation Day"

2024年，為進一步強化講師管理，提升講師團隊的凝聚力與歸屬感，集團策劃開展「312植樹育人節活動」與「910尊師感恩節活動」兩場大型講師活動。在「312植樹活動」中，特別組織了講師團隊參與植樹。通過親手種下樹苗，講師們不僅體驗到了綠化環境的實際行動，更加深刻地領悟到育人如同培育樹苗的道理—需要耐心、關愛和持續的努力。活動有效地增強了講師們的使命感，激勵他們在教育崗位上更加用心地培養每一位學生。

In 2024, in order to further strengthen the management of lecturers and enhance the cohesion and sense of belonging of the lecturer team, the Group planned to organize two large-scale lecturer activities, namely the "312 Arbor and Education Day" and "910 Teacher Appreciation Day". In the "312 Arbor and Education Day", the lecturer team was specially organized to participate in tree planting. By planting saplings personally, the lecturers not only experienced the practical action of greening the environment, but also deeply realized that nurturing people is like cultivating saplings – it requires patience, care and continuous efforts. The activity effectively strengthened the sense of mission of the lecturers and inspired them to be more dedicated to nurturing each student in their educational positions.

講師活動
Lecturers' activities

第 5 章 CHAPTER 5

5.3 聆聽心聲，加強職場關懷

本集團秉持以人為本理念，重視員工福祉，全方位打造健康安全工作環境，並通過開展文體活動、節日慰問等多樣關愛行動，豐富員工生活，營造健康、舒適、溫暖的工作氛圍。

5.3.1 職業健康與安全

集團始終關注員工健康與安全，嚴格遵守《中華人民共和國安全生產法》《生產安全事故應急預案管理辦法》等法律法規，於報告期內修訂《安全生產經營管理規定》，不斷完善運營場所的日常安全預防與管理工作，守護員工健康與安全。

集團持續完善員工健康與安全管理架構，成立集團層面的安全管理委員會，負責指導統籌開展各項管理工作，在各全資子公司設立安全管理小組，負責各項安全事項的具體執行。集團推進安全責任書簽訂工作，以確保安全主體責任落實及責任到具體人員，2024年，集團簽訂安全責任書7,076份。同時，為加強安全管理能力，集團每季度對配送中心、員工宿舍等地點進行飛行安全檢查，對安全隱患問題進行及時跟進整改，降低安全事故發生風險，全面提高安全管控效率。2024年內，集團季度飛行安全檢查實現全國區域全覆蓋；共開展368,001店次／倉次的安全巡查，涵蓋門店安全日自查及安全員抽查等多種方式，潛在隱患問題解決率達100%。

5.3 LISTENING TO THE INNER VOICES AND STRENGTHENING WORKPLACE CARE

The Group adheres to the people-oriented philosophy. We emphasize the well-being of our employees, create a sound and safe working environment in all aspects, and enrich the lives of our employees through a variety of caring actions such as cultural and sports activities and festive sympathy, so as to create a sound, comfortable and warm working atmosphere.

5.3.1 OCCUPATIONAL HEALTH AND SAFETY

The Group always pays attention to the health and safety of its employees, strictly observes the Work Safety Law of the People's Republic of China (《中華人民共和國安全生產法》), the Administrative Measures on Emergency Response Plan for Work Place Accidents (《生產安全事故應急預案管理辦法》) and other laws and regulations, revised the Regulations on the Management of Safety Production and Operation (《安全生產經營管理規定》) during the Reporting Period. Moreover, we have kept improving the daily safety prevention and management on the workplace to safeguard employees' health and safety.

The Group has continuously improved the employees' health and safety management architecture, and set up the safety management committee at the Group level to instruct and coordinate the management. We set up the safety management team at the exclusively-owned subsidiaries to take charge of specific implementation of safety affairs. The Group promoted the signing of the letters of safety responsibility, to ensure the implementation of the safety subjects and attribution to specific personnel. In 2024, the Group signed 7,076 letters of safety responsibility. At the same time, to strengthen the safety management capacity, the Group performs the quarterly unannounced safety inspection against the distribution center, employees' dormitory and other sites, follows up the rectification of the potential safety problem found to reduce the safety accident risk, and comprehensively improve the efficiency of safety control. In 2024, the Group conducted quarterly unannounced safety inspection covering all the regions nationwide; 368,001 safety inspections against stores and warehouses were organized, which covered the self-inspection of the stores on the safety day and the selective inspection by the safety specialist, and resolved 100% of potential hazards.

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此外，集團以「安全管理，理念為先」為核心理念，組織全體員工開展安全培訓月和多項常規安全培訓活動，強化全員安全意識，豐富員工安全知識儲備，提升員工應急響應和事故防範能力。

In addition, the Group upholds the core concept of "Concept Is First for Safety Management", organizes all employees to carry out safety training month and a number of regular safety training activities, to strengthen the safety awareness of all employees, enrich the employee's safety knowledge base and enhance their capability to respond to emergencies and prevent accidents.

2024年「人人講安全、個個會應急 – 暢通生命通道」主題安全培訓月主要舉措
The main initiatives of the 2024 safety training month event themed "Everyone Stresses Safety, Everyone Knows Emergency – Smoothing Lifesaving Passage"

安全宣導 Safety Promotion	推送安全知識推文25篇，覆蓋全國30個區域；制定宣傳板報和橫幅，結合區域性會議或部門會議進行宣導。 Share 25 articles on safety knowledge, covering 30 regions nationwide; develop publicity boards and banners, and conduct publicity in conjunction with regional or departmental meetings.
教育培訓 Education and Training	全國30個區域開展多元化安全培訓，邀請外部專業講師授課或內部組織安全培訓，增強了員工的安全知識儲備和應對風險的能力。 Conduct diversified safety training in 30 regions nationwide, inviting external professional lecturers to teach classes or organizing safety training internally to enhance employees' safety knowledge and capability to cope with risks.
應急演練 Emergency Drill	全國29個配送倉開展消防應急疏散及器材實操，提高員工在緊急情況下的應對能力和自我保護意識。 Conduct fire emergency evacuation and equipment drills in the 29 distribution warehouses nationwide to improve employees' capability to respond to emergencies and their awareness of self-protection.
隱患治理 Hazard Treatment	梳理排查發現安全隱患430餘處，已全部整改完成，有效降低安全風險。 More than 430 potential safety hazards were identified during the inspection, all of which have been rectified, effectively reducing safety risks.

安全海報
Safety poster

應急演練
Emergency drill

安全月活動宣導
Publicity of safety month activities

第 5 章 CHAPTER 5

海南區新員工安全培訓
Safety training for new employees in Hainan

2024年11月，集團在海南區針對新入職員工組織「新員工安全培訓」。培訓過程中，講師詳細講解了辦公室配備的滅火器、防毒面具等消防器具的正確使用方法，系統傳授各類消防安全知識。此次培訓有效提升了學員的消防安全意識，確保新員工熟練掌握消防器具操作技能，強化其安全問題應對能力。

In November 2024, the Group organized a "New Employee Safety Training" for new employees in Hainan. During the training, the lecturers explained in detail the proper use of fire extinguishers, gas masks and other firefighting equipment equipped in the office, and systematically taught various types of firefighting safety knowledge. The training effectively raised the trainees' awareness of fire safety, ensured that the new employees mastered the operating skills of fire-fighting equipment and strengthened their capability to cope with safety problems.

新員工安全培訓講堂
Safety training seminar for new employees

5.3.2 員工關愛

人才是百果園可持續發展的核心資產。本集團致力於完善員工關懷體系，覆蓋工作環境到生活需求多個維度，全方位關懷每一位員工，讓員工感受愛與溫暖，增強員工歸屬感和幸福感。

女性關懷

本集團重視「她」力量，全力為女性員工的職業發展與生活需求保駕護航。集團關注女性心理健康，提供專業心理諮詢服務，助力她們平衡工作與生活；建設母嬰室，為處於特殊時期的女性員工提供便利。同時，集團成立女職委組織，為女性員工提供堅實的權益保障，實時關注女性員工訴求，讓女性員工在關懷中以飽滿的熱情投入工作，實現個人價值與企業發展的雙贏。

5.3.2 CARE FOR EMPLOYEES

Talents are always the core asset for the sustainable development of Pagoda. We are committed to optimizing our employee care system, covering multiple dimensions from the working environment to living needs, to care for every employee in an all-round way, so as to let employees feel love and warmth, and to enhance their sense of belonging and happiness.

CARE FOR FEMALE EMPLOYEES

We emphasize the power of female and makes every effort to protect the career development and life needs of our female employees. The Group pays attention to female employees' mental health and provides professional psychological counseling services to help them balance their work and life; We also build mother and baby rooms to provide convenience to female employees in special times. At the same time, the Group has set up a female employee committee to provide solid protection for the rights and interests of female employees, and pay real-time attention to the demands of female employees, so as to enable female employees to work with full enthusiasm and realize a win-win situation between their personal values and corporate development.

第 5 章 CHAPTER 5

員工活動

本集團秉持家文化的理念，策劃組織一系列精彩紛呈的活動，讓員工在工作之餘釋放壓力、放鬆身心。集團組建足球社、長亭書社、一舞社等9個員工興趣社團，在經費提供及組織方式上給予充分支持，推動社團蓬勃發展，幫助員工樹立積極向上的生活態度。

同時，集團員工打造節日活動、文化活動、暖心活動等趣味活動，在提升員工幸福感的同時，搭建起員工交流互動的橋樑，讓情誼在活動中升溫，營造出團結友愛、積極奮進的企業氛圍。2024年，集團圍繞夏日送清涼、中秋節和感恩節三個主題分別組織大型活動，邀請全員共同參與；各區域開展包括生日會、座談會、主題團建和到店做飯等形式多樣的趣味活動共680餘個；組織家庭日3次，參與人次達735，覆蓋超350家店，特別滿意率達98%。

EMPLOYEE ACTIVITIES

The Group adheres to the concept of family culture and plans and organizes a series of exciting activities for employees to release their stress and relax after work. The Group has organized the football club, the Long Pavilion Book House, the Dancing Club among a total of nine interest groups of employees, and has provided full support in terms of funding and organizing to promote the flourishing development of these clubs and help employees develop a positive attitude towards life.

At the same time, the Group provides festival events, cultural events, heart-warming events and other interesting events for employees, which enhance employees' sense of happiness, build bridges for employee exchanges and interactions, and warm up their friendship in the activities, creating a corporate atmosphere of solidarity, love and positive progress. In 2024, the Group organized large-scale activities around the three themes of Summer Cooling, Mid-Autumn Festival and Thanksgiving Day, inviting all employees to participate in these activities; The Group held more than 680 fun activities in various regions in various forms, including birthday parties, seminars, themed group building activities and cooking in stores; and we organized three family days with 735 participants covering more than 350 stores, with a special satisfaction rate of 98%.

各類員工活動
Various employee activities

第 5 章 CHAPTER 5

員工樂業度與滿意度

本集團高度重視員工滿意度和樂業度，將其視為企業持續健康發展的重要指標。通過定期開展全面的員工滿意度和樂業度調研，我們廣泛收集員工的真實意見與反饋，及時發現並解決企業管理中的潛在問題，確保每一位員工的聲音都能被聽到和重視。

2024年，集團開展三次全面的員工滿意度調研，年內末次調研實際參與人數超11,000人，其中表示正向或中性滿意的員工佔比達九成；開展一次總部整體樂業度調研，得分4.32分(滿分5分)，同比提升6.25%。調查結果的提升不僅體現了集團對員工福祉的高度關注，也為集團可持續發展奠定了堅實基礎。未來，集團將繼續堅持方向，不斷完善員工關懷機制，共同創造更加和諧高效的工作環境。

PLEASURE AND SATISFACTION OF EMPLOYEES

We attach great importance to employee satisfaction and pleasure, which are important indicators for our sustainable and sound development. By conducting comprehensive employee satisfaction and pleasure surveys regularly, we fully collect genuine opinions and feedback from our employees, identify and resolve potential problems in corporate management in a timely manner, and ensure that the voices of each employee are heard and valued.

In 2024, the Group conducted three comprehensive employee satisfaction surveys, with more than 11,000 actual participants at the last survey during the year, of which 90% were positively or normally satisfied; The Group conducted one survey on the overall pleasure of the headquarter and the score was 4.32 (full score for 5), an increase of 6.25% year-on-year. The improvement of survey results not only reflected the Group's great concern for the well-being of employees, but also laid a solid foundation for the Group's sustainable development. In the future, we will continue to adhere to our direction and improve our employee care mechanism, with a view to creating a more harmonious and efficient working environment.

第 6 章
CHAPTER 6

本章節回應的SDGs
SDGs addressed in this chapter

堅守大愛初心回饋社會
Adhering to the Original Spirit of Love and Contributing to Society

本集團密切關注社會需求，全方位投身於各項公益事業，堅持不懈履行社會責任，充分發揮產業鏈整合及技術研發優勢推進鄉村振興工作，為社會可持續發展持續貢獻力量。

The Group pays close attention to the needs of the society, devotes itself to various public welfare undertakings in an all-round manner, perseveres in fulfilling its social responsibilities, and fully utilizes its advantages in industrial chain integration and technology research and development to promote the rural revitalization, thus contributing to the sustainable development of the society.

第 6 章 CHAPTER 6

2024年度亮點績效：
2024 Performance Highlights:

- 與四川、寧夏、甘肅、雲南等26個國家級鄉村振興與重點幫扶縣開展產銷合作，累計採購金額超7,000萬元。
- Production and marketing cooperation with a total of 26 national key counties for rural revitalization, including Sichuan, Ningxia, Gansu and Yunnan, with a purchase amount totaling over RMB70 million.
- 志願服務時長達5,426小時，參與達1,182人次，成功開展72個志願服務項目。
- Volunteer service hours reached 5,426 hours, with 1,182 participants, and 72 volunteer projects were successfully launched.

6.1 鄉村振興

本集團緊跟國家戰略步伐，圍繞「鄉村振興根本是產業振興，產業振興首先是銷售拉動」的核心理念，充分發揮自身在產業鏈中的關鍵紐帶作用，搭建起連接上游農產品種植與下游民生消費的穩固橋樑，憑藉集團在助農增收、產業拓展的豐富經驗與實力，將自身優勢轉化為推動鄉村振興的強勁動力。2024年，集團與四川、寧夏、甘肅、雲南等26個國家級鄉村振興與重點幫扶縣開展產銷合作，累計採購金額超7,000萬元。

6.1 RURAL REVITALIZATION

The Group closely follows the pace of the national strategy and centers on the core concept that "the key to rural revitalization is the industrial revitalization, and the priority of industrial revitalization is sales driving". It gave full play to its role as a key link in the industrial chain, building a solid bridge connecting the upstream agricultural production and downstream consumption of people's livelihoods, and transforming its strengths into a driving force for the rural revitalization by virtue of its rich experience and strengths in assisting farmers in increasing their incomes and expanding the industrial sector. In 2024, the Group conducted production and marketing cooperation with a total of 26 national key counties for rural revitalization, including Sichuan, Ningxia, Gansu and Yunnan, with a purchase amount totaling over RMB70 million.

第 6 章 CHAPTER 6

百果百縣戰略：「造血式」產業賦能，激活產業助農增收
Pagoda 100-county Ambition Strategy: "blood-creation" empowerment for industries, activating industries to help farmers increase income

自2018年「百果百縣」扶貧戰略啟動以來，集團持續精選100餘個果品品種，在100個幫扶地區，通過產銷合作、共建種植基地等多種形式，持續推進果業產業扶貧項目。目前，集團在湖南、寧夏、海南、陝西、新疆、雲南等多個地區開展「公司+合作社+農戶」的定向合作，紮根上下游進行產業和技術幫扶，整合採銷各個環節，成功摸索出一套讓果農和當地產業長久受益的「造血式」增收模式。

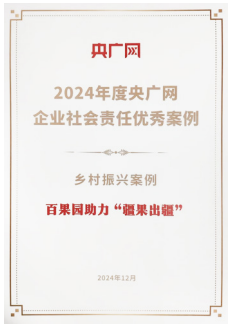
Since the launch of the poverty alleviation strategy "Pagoda 100-county Ambition" in 2018, the Group has continued to select more than 100 fruit varieties and promote fruit industry poverty alleviation projects in 100 support areas through various forms of cooperation in production and marketing, and the joint construction of planting bases. At present, the Group has launched the oriented cooperation, "Company + Cooperative + Farmer", in Hunan, Ningxia, Hainan, Shaanxi, Xinjiang, Yunnan and other regions, integrated all aspects of harvesting and marketing through rooting in the upstream and downstream industries and technical assistance, and has successfully worked out a set of "blood-creation" income-generating model that will benefit the fruit farmers and the local industries in the long run.

- 2024年7月，攜手深圳市對口支援新疆工作前方指揮部聯合舉辦「第六屆新疆水果節」，在深圳、上海等城市打造了近100家新疆水果主題店，並結合快閃活動等方式，將新疆產地優質水果推向全國市場。目前，集團已與新疆地區農戶、企業建立長期合作關係，直接從新疆採購當季新鮮水果，為新疆果農建立長期、穩定且可靠的銷售渠道。
- In July 2024, the Group joined hands with the Shenzhen Counterpart Support Work Front Command in Xinjiang to organize the "Sixth Xinjiang Fruit Festival", and built nearly 100 Xinjiang fruit theme stores in Shenzhen, Shanghai and other cities, and to promote Xinjiang's high-quality fruits to the national market in combination with the flash mob activity, etc. At present, the Group has established long-term cooperative relationships with farmers and enterprises in Xinjiang, purchasing seasonal fresh fruits directly from Xinjiang and establishing long-term, stable and reliable sales channels for Xinjiang fruit farmers.

第六屆新疆水果節
The Sixth Xinjiang Fruit Festival

第 6 章 CHAPTER 6

- 2025年1月，百果園「疆果出疆」項目入選「2024年央廣網企業社會責任案例」。自2007年以來，百果園持續助力新疆水果產業發展，至今已成功開發近20款新疆特色水果單品，推動新疆地區鄉村振興進程。
- In January 2025, the "External Sales of Xinjiang Fruits" project of Pagoda was selected as one of the "2024 Corporate Social Responsibility Cases of CNR". Since 2007, Pagoda has continued to support the development of Xinjiang's fruit industry, and has so far successfully developed nearly 20 Xinjiang fruit products, promoting the process of rural revitalization in Xinjiang.



「疆果出疆」項目入選「2024年央廣網企業社會責任案例」
The "External Sales of Xinjiang Fruits" project was selected as one of the "2024 Corporate Social Responsibility Cases of CNR"

- 2025年1月，攜手馬關縣人民政府舉辦「百果園招牌墨珍寶紅果參新品上市發佈會」。紅果參是我國獨有珍稀漿果，生長環境要求嚴苛，馬關縣自然條件獨特，較適合種植紅果參。2022年起，集團通過在當地參與建立紅果參分選廠、推動規模化種植，大力開展紅果參保護和推廣工作，助力紅果參產業幫扶。截至2024年末，馬關縣紅果參種植面積已超過1萬畝，使其成為全國最大的紅果參種植基地。紅果參不僅成功走出了大山，還走進了千家萬戶的果盤，這正是集團助力鄉村振興的一個生動縮影。
- In January 2025, the Group joined hands with the People's Government of Maguan County to organize the "New Launch of Mozhenbao Red Guoseng (墨珍寶紅果參), Excellent Fruit of Pagoda". Red Guoseng (紅果參) is a unique and rare berry in China, with stringent requirements for the growing environment. The natural conditions in Maguan County are unique and more suitable for the cultivation of Red Guoseng (紅果參). Since 2022, the Group has been vigorously promoting the protection and promotion of Red Guoseng (紅果參) through the establishment of a Red Guoseng (紅果參) selection factory in the county and the promotion of large-scale cultivation, with a view to assisting the Red Guoseng (紅果參) industry. By the end of 2024, the planting area of Red Guoseng (紅果參) in Maguan County had exceeded 666 hectares, making it the largest Red Guoseng (紅果參) planting base in China. The Red Guoseng (紅果參) has not only made its way out of the mountains, but has also be sold to thousands of households, which is a vivid microcosm of the Group's efforts to help revitalize the villages.

百果園招牌墨珍寶紅果參上市
Launch of Mozhenbao Red Guoseng (墨珍寶紅果參), excellent fruit of Pagoda

第 6 章 CHAPTER 6

賦能丹東東港草莓產業，引領鄉村振興加速度
Empowering the strawberry industry in Donggang City, Dandong, leading the acceleration of rural revitalization

丹東東港被稱為「中國草莓第一縣」，全域草莓產值破百億，是推動當地鄉村振興的主導產業。近年來，集團與當地多家企業合作社簽訂購銷合同，並指導培訓種植戶生產高品質草莓，採用太陽能養生處理對土壤進行無害化消殺解決草莓土傳病害；採用生物菌劑和綠色植保防控技術解決草莓高品質和安全問題，並採用短日照低溫處理技術將丹東東港草莓鮮果上市時間提早1個月以上。

Donggang City, Dandong, is known as the "No. 1 Strawberry County in China", with a regional strawberry output value of over RMB10 billion, and is the leading industry in promoting the local rural revitalization. In recent years, the Group has signed purchase and sales contracts with a number of local enterprises and cooperatives, and has provided guidance and training to growers to produce high-quality strawberries. It has adopted solar-powered biochemical treatment for the soil to solve the problem of soil-borne diseases of strawberries, and applied biological fungicide and green plant protection and prevention and control technology to solve the problems of high quality and safety of strawberries. In addition, short-sunshine and low-temperature treatment was adopted to bring the fresh strawberries of Donggang City, Dandong to market more than one month earlier.

集團持續推進丹東東港的草莓標準化程度不斷提升，助力草莓成為丹東東港名副其實的「當家果」和「致富果」。

The Group continues to promote the standardization of strawberries in Donggang City, Dandong, helping strawberries to become the "fruit of the family" and "fruit of prosperity" in Donggang City, Dandong.

丹東東港草莓種植基地
Donggang strawberry planting base in Dandong

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6.2 教育助學

集團積極投身教育公益事業，採用「引資」與「引智」相結合的方式，為家庭經濟困難的學子提供資助，提升留守兒童受教環境，創造平等教育機會，促進鄉村教育事業發展。

6.2 EDUCATION SUPPORT

The Group has been actively involved in the public welfare cause of education, adopting a combination of "attracting capital" and "attracting talent" to provide subsidies to students from economically disadvantaged families, enhance the education environment for left-behind children, create equal opportunities for education, and promote the development of rural education.

「佳果好學屋」公益助學，點亮留守兒童成長路
Public welfare cause of education "Zespri Learning House", lighting the way for left-behind children to grow up

集團於2021年攜手佳沛與愛德基金會，共同發起「佳果好學屋」公益項目，通過整合各方資源、匯聚資金支持，為孩子們創造更加健康、豐富的成長天地。2024年9月，「佳果好學屋」公益項目第四期正式啟動，項目區域為雲南省紅河州。集團攜手佳沛投入善款50萬元，共計支持金平縣與河口縣8所鄉村學校新建多功能活動室，進一步惠及留守兒童，為孩子們成長注入更多新希望。截至2025年2月，項目共為四川涼山州、四川南充及雲南紅河州的32間「佳果好學屋」多功能活動室，服務超過2.5萬名鄉村師生。

In 2021, the Group joined hands with Zespri and Amity foundation to jointly initiate the public welfare program "Zespri Learning House", which aimed to create a healthier and richer environment for children to grow up through the integration of resources from the three parties and the financial support. In September 2024, the fourth phase of the public welfare program "Zespri Learning House" was officially launched in Honghe Hani and Yi Autonomous Prefecture, Yunnan Province. The Group, together with Zespri, donated RMB500,000, supported the construction of new multi-functional activity rooms in 8 rural schools in Jinping County and Hekou County, further benefiting the left-behind children and bringing new more hope to their growth. As of February 2025, the project has provided 32 "Zespri Learning House" multi-functional activity rooms in Liangshan Yi Autonomous Prefecture, Nanchong City, Sichuan Province and Honghe Hani and Yi Autonomous Prefecture, Yunnan Province, serving more than 25,000 rural teachers and students.

「佳果好學屋」關愛留守兒童
Caring for Left-behind Children in "Zespri Learning House"

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「築夢鄉村 • 讓『莓』好發生」鄉村支教生資助計劃項目，為鄉村教育隊伍注入新活力
The rural teaching volunteer sponsorship program “Building Dreams in the Village – Let’s Make ‘Berry’ Better” injects new vitality into the rural education force

集團與怡顆莓攜手中國鄉村發展基金會開展「鄉村支教生資助計劃項目」，旨在為參與鄉村志願支教的高校青年提供經濟補助，培養青年關注鄉村建設的意識、志願服務精神和社會責任感，助力鄉村教育發展。2022年以來，該項目已支持支教老師前往雲南省、甘肅省、廣西壯族自治區等地進行志願支教服務超170餘人次。

The Group and Driscoll’s joined hands with the China Foundation for Rural Development to initiate the “Rural Teaching Volunteer Sponsorship Program”, which aims to provide financial subsidies to young people from higher education institutions who volunteer to teach in villages, cultivate young people’s awareness of rural development, their spirit of volunteerism and sense of social responsibility, and contribute to the development of rural education. Since 2022, the program has supported more than 170 volunteers providing teaching supports to Yunnan Province, Gansu Province, Guangxi Zhuang Autonomous Region, etc.

2024年11月，集團、怡顆莓和中國鄉村發展基金會一行前往百色市凌雲縣中國工農紅軍凌雲彩架紅軍小學，開展2024年度「築夢鄉村，讓『莓』好發生」公益探訪活動，積極支持鄉村支教工作，共同繪製鄉村振興美好藍圖。

In November 2024, the Group, Driscoll’s and China Foundation for Rural Development visited the Lingyun Caijia Chinese Workers’ and Peasants’ Red Army Primary School (中國工農紅軍凌雲彩架紅軍小學) in Lingyun County, Baise City, to carry out the 2024 public welfare visit, “Building Dreams in the Village – Let’s Make ‘Berry’ Better”. By this way, the Group actively supported rural education and jointly draw a beautiful blueprint for rural revitalization.

「築夢鄉村 • 讓『莓』好發生」公益探訪
The public welfare visit “Building Dreams in the Village – Let’s Make ‘Berry’ Better”

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6.3 志願服務

本集團深知企業發展與社會進步一脈相系，積極打造志願服務團隊，開展愛心獻血、護海淨灘、關愛孤困兒童、圖書捐贈等多項公益慈善活動，有力推進公益慈善事業。自成立百果園志願服務隊以來，集團志願服務總時長達10,113小時；2024年服務時長5,426小時，參與1,182人次，開展志願服務項目72個，有效支持和引導員工們投身於社會責任的履行之中。

6.3 VOLUNTEER SERVICE

The Group fully understands that corporate development is closely connected with social progress. It has actively built up its volunteer service team and launched a number of public welfare and charitable activities, such as philanthropic blood donation, sea and beach protection, caring for orphaned children and book donation, in order to promote the cause of public welfare and charitable undertakings. Since the establishment of the volunteer service team of Pagoda, the total hours of volunteer service has reached 10,113. In 2024, the total hours of service were 5,426, with 1,182 participants and 72 volunteer service projects, which effectively supported and guided the employees to devote themselves to the fulfillment of their social responsibilities.

點亮知識之光，開展書香浸潤心靈圖書捐贈活動
Lighting up the light of knowledge and launching book donation activity “Nourishing Soul with Books”

2024年3月，集團聯合海口市秀英區志願服務聯合會開展「雷鋒精神傳承，書香浸潤心靈」的圖書捐贈活動，上百位孩子和老師參與。本次活動共捐贈愛心圖書600餘本，為孩子們帶去希望和知識的力量。

In March 2024, the Group joined hands with the Xiuying District Volunteer Service Association in Haikou (海口市秀英區志願服務聯合會) to launch a book donation activity entitled “Passing on the Lei Feng Spirit, Nourishing Soul with Books”, which was attended by hundreds of children and teachers. A total of more than 600 books were donated, bringing hope and the power of knowledge to the children.

「雷鋒精神傳承，書香浸潤心靈」的圖書捐贈活動
Book donation activity “Passing on the Lei Feng Spirit, Nourishing Soul with Books”

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守護綠色生態，開展「清灘護河淨山」志願者項目
Protecting Green Ecology and Launching the Volunteer Program "Cleaning the Beach, Protecting the River and Cleaning the Mountain".

2024年4月，公司黨委積極響應綠色發展號召，攜手深圳市鹽田區藍色海岸環保服務社及深圳市海岸游泳協會，秉持「品牌煥新公益先行，志願擔當百果領航」的核心理念，開展「清灘護河淨山」志願者行動項目。行動不僅凸顯了集團社會責任感，更是對「生態環保，全民參與、全民推動、全民踐行」理念的鮮活演繹。

In April 2024, the Party Committee of the Company actively responded to the call for green development by joining hands with the Blue Coast Environmental Protection Service Society of Yantian District of Shenzhen City (深圳市鹽田區藍色海岸環保服務社) and the Shenzhen Coastal Swimming Association (深圳市海岸游泳協會) to carry out the volunteer program "Cleaning the Beach, Protecting the River and Cleaning the Mountain" adhering to the core concept of "Public Welfare for Brand Rejuvenation, Volunteer to Be Leader of Pagoda". The program not only highlighted the Group's sense of social responsibility, but also was a vivid interpretation of the concept of "Ecological Environment Protection: Public Participation, Public Promotion, and Public Practice".

「清灘護河淨山」志願者行動
Volunteer program "Cleaning the Beach, Protecting the River and Cleaning the Mountain"

無償獻血傳真情，助力生命暖人心
Voluntary blood donation transmits true love

2024年9月，公司黨委攜手深圳市龍崗區中心血站舉辦無償獻血活動。此次活動中，集團獻血志願者獻血量達7100毫升，21位獻血志願者用自己的熱血奉獻愛心，傳遞正能量，助力生命續航。

In September 2024, the Party Committee of the Company joined hands with Shenzhen Longgang District Central Blood Station (深圳市龍崗區中心血站) to organize a blood donation activity. In this activity, the blood donation volunteers of the Group donated 7,100ml of blood, and 21 blood donation volunteers used their blood to dedicate their love, convey positive energy and help to sustain life.

無償獻血活動
Voluntary blood donation activities

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ESG關鍵績效指標 ESG KEY PERFORMANCE INDICATORS

環境範疇績效指標 Environmental Key Performance Indicators		單位 Unit	2024年 2024	2023年 2023
A1排放物 A1 Emissions				
廢氣排放 Exhaust gas emissions	氮氧化物排放量 Nitrogen oxides emission	千克 kg	377.05	495.54
	硫氧化物排放量 Sulphur oxides emission	千克 kg	0.59	416.75
	顆粒物排放量 Particulates emission	千克 kg	35.67	36.25
	廢氣排放總量 Total exhaust gas emissions	千克 kg	413.31	948.54
	廢氣排放總密度 Total exhaust gas emission intensity	千克／百萬元收入 kg/million RMB revenue	0.04	0.08
溫室氣體排放 Greenhouse gas emission	溫室氣體排放量(範圍一) Greenhouse gas emission (Scope 1)	噸二氧化碳當量 tCO_2e	21,371.27	18,035.50
	溫室氣體排放量(範圍二) Greenhouse gas emission (Scope 2)	噸二氧化碳當量 tCO_2e	10,255.40	13,345.08
	溫室氣體總排放量 Total greenhouse gas emissions	噸二氧化碳當量 tCO_2e	31.626.67	31,380.59
	溫室氣體總排放密度 Total greenhouse gas emission intensity	噸二氧化碳當量／百萬元收入 tCO_2e/million RMB revenue	3.08	2.75

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環境範疇績效指標 Environmental Key Performance Indicators		單位 Unit	2024年 2024	2023年 2023
無害廢棄物排放 Discharge of Non-hazardous Waste	食品垃圾重量 Weight of food waste	噸 tons	3,884.09	3,332.24
	生活垃圾重量 Weight of domestic waste	噸 tons	13.62	4.419
	無害廢棄物總量 Total discharge of non-hazardous waste	噸 tons	3,897.71	3,336.66
	無害廢棄物總密度 Total intensity of non-hazardous waste	噸／百萬元收入 tons/million RMB revenue	0.38	0.29
有害廢棄物排放 Discharge of Hazardous Waste	廢硒鼓／墨盒重量 Weight of waste toner cartridge/ink cartridge	千克 kg	11.37	119
	有害廢棄物總量 Total discharge of hazardous waste	千克 kg	11.37	119
	有害廢棄物總密度 Total intensity of hazardous waste	千克／百萬元收入 kg/million RMB revenue	0.001	0.01

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環境範疇績效指標 Environmental Key Performance Indicators			單位 Unit	2024年 2024	2023年 2023
A2資源使用 A2 Use of Resources					
能源消耗 Energy consumption	直接能源消耗 Direct energy consumption				
	可再生能源 Renewable energy	生物質燃油消耗量 Biomass fuel consumption	千個千瓦時 kWh in '000s	0	2.45
	不可再生能源 Non-renewable energy	煤炭消耗量 Coal consumption	千個千瓦時 kWh in '000s	0	914.21
		液化石油氣消耗量 LPG consumption	千個千瓦時 kWh in '000s	68.25	73.66
		煤氣消耗量 Gas consumption	千個千瓦時 kWh in '000s	4.80	4.8
		汽油消耗量 Gasoline consumption	千個千瓦時 kWh in '000s	196.16	155.82
		柴油消耗量 Diesel consumption	千個千瓦時 kWh in '000s	331.11	160.94
	間接能源消耗 Indirect energy consumption				
	電力消耗量 Electricity consumption		千個千瓦時 kWh in '000s	19,111.82	23,400.11
	能源消耗總量 Total energy consumption		千個千瓦時 kWh in '000s	19,712.14	24,711.99
	能源消耗總密度 Total energy consumption intensity		千個千瓦時／百萬元收入 kWh in '000s/million RMB revenue	1.92	2.17

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環境範疇績效指標 Environmental Key Performance Indicators			單位 Unit	2024年 2024	2023年 2023
用水量 Water consumption	用水量 Water consumption		立方米 m^3	219,694.40	236,123.02
	用水密度 Water consumption intensity		立方米／百萬元收入 m^3/million RMB revenue	21.39	20.73
包裝使用 Packaging consumption	轉運紙箱消耗量 Transportation carton consumption		噸 tons	3,302.90	2,776.48
	零售包裝消耗量 Retail packaging consumption	可生物降解塑料 Biodegradable plastics	噸 tons	703.06	730.63
		環保塑料 Environmentally friendly plastics	噸 tons	12,204.10	6,513.71
		紙質 Paper	噸 tons	4,056.61	2,544.32
	包裝消耗總量 Total packaging consumption		噸 tons	20,266.67	12,565.14
	包裝消耗總密度 Total packaging consumption intensity		噸／百萬元收入 tons/million RMB revenue	1.97	1.10

環境數據與系數說明：

1. 環境數據的時間跨度為二零二四年一月一日至二零二四年十二月三十一日；數據收集範圍覆蓋集團16個配送中心、百果園果製品、總部辦公室以及下屬全資子公司（優果聯、百果科技、百果農資、海陽津成泰、海南王品、江西王品和三個零）。

EXPLANATIONS FOR ENVIRONMENTAL DATA AND COEFFICIENTS:

1. The environmental data spanned from January 1, 2024 to December 31, 2024; the data collected covered 16 distribution centers, Pagoda Fruit Products, the headquarter office of the Group and wholly-owned subsidiaries (Youguolian, Baiguo Technology, Baiguo Agricultural Means, Haiyang Jinchengtai, Hainan Wangpin, Jiangxi Wangpin and Shenzhen Sangeling).

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2. 溫室氣體排放(範圍一)主要來自機械設備與公務車輛的燃料消耗，溫室氣體排放(範圍二)主要產生於外購電力消耗，數據來源為相關費用的繳費單以及行政統計台賬。二零二四年範圍一直接能源排放系數參考香港聯交所發佈的《環境關鍵績效指標匯報指引》；範圍二外購電力的溫室氣體排放系數參考國家生態環境部發佈的最新排放因子。

2. Greenhouse gas emissions (Scope 1) were mainly from the fuel consumption of mechanical equipment and official vehicles, while greenhouse gas emissions (Scope 2) were mainly from the consumption of purchased electricity, and the data sources were the related expense receipts and administrative statistics ledgers. The direct energy emission factor (scope 1) in 2024 was referred to the Reporting Guidance on Environmental KPIs issued by the Hong Kong Stock Exchange. For the greenhouse gas emission factor of the purchased electricity (scope 2), we referred to the Announcement on the latest emission factor issued by Ministry of Ecology and Environment of People's Republic of China.

3. 集團消耗的能源類型包括機械設備及公務車輛用燃料、外購電力，數據來源為相關費用的繳費單以及行政統計台賬。二零二四年能耗轉換系數參考國際能源署提供的轉換因子、國家《GB/T2589 – 2020綜合能耗計算通則》及《排放源統計調查產排污核算方法和系數手冊》、政府間氣候變化專門委員會《2006年IPCC國家溫室氣體清單指南》等。

3. The types of energy consumed by the Group included fuel for mechanical equipment and official vehicles, as well as purchased electricity. The data source was the bill of payment of relevant expenses and the administrative statistical ledgers. For the energy consumption conversion factor in 2024, we referred to the ones provided by the International Energy Agency, GB/T2589 – 2020 General Rules for Calculation of the Comprehensive Energy Consumption, the Manual on Accounting Methods and Coefficients of Pollutant Discharge from Statistical Survey of Emission Sources and the 2006 IPCC Guidelines for National Greenhouse Gas Inventory issued by the Intergovernmental Panel on Climate Change.

4. 集團用水來源於市政管網供水，數據來源為財務記錄以及行政統計台賬。

4. The water consumption of the Group was from the municipal pipe network, and the data was from the financial records and the administrative statistics ledgers.

5. 無害廢棄物為果皮等食品垃圾以及生活垃圾。

5. Non-hazardous waste contains food waste such as fruit peels and household waste.

6. 有害廢棄物為廢棄硒鼓及墨盒。

6. Hazardous waste is waste toner cartridges and ink cartridges.

7. 包裝類型包括轉運紙箱及門店零售包裝，二零二四年包裝材料主要為紙類及塑料類包材，暫不涉及金屬及玻璃類包材。

7. Packaging came in transportation cartons and retail packaging in stores. In 2024, the packaging materials were mainly paper and plastic package materials, and temporarily didn't involve metal and glass materials.

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社會範疇績效指標 Social Performance Indicators		2024年 2024	
B1 僱員 B1 Employees			
按性別、僱傭類型、年齡組別及地區劃分的僱員總數 Total workforce by gender, employment type, age group and geographical region		員工人數(人) Number of employees (person)	佔比 Percentage
員工總人數 Total number of employees		2,581	100%
按性別劃分 By gender	男 Male	1,488	57.65%
	女 Female	1,093	42.35%
按僱傭類型劃分 By employment type	全職 Full-time employees	2,581	100%
	兼職 Part-time employees	0	–
按職級劃分 By employee category	高層 Senior management employees	9	0.35%
	中層 Middle management employees	336	13.02%
	基層 Grass-roots employees	2,236	86.63%
按年齡組別劃分 By age group	30周歲以下 Below 30	1,021	39.56%
	31-50周歲 31-50	1,446	56.02%
	50周歲以上 Above 50	114	4.42%

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社會範疇績效指標 Social Performance Indicators		2024年 2024	
按地區劃分 By geographical region	中國華北地區 North China	261	10.11%
	中國東北地區 Northeast China	0	0.00%
	中國華東地區 East China	448	17.36%
	中國華南地區 South China	1,593	61.72%
	中國華中地區 Central China	135	5.23%
	中國西南地區 Southwest China	124	4.80%
	中國西北地區 Northwest China	17	0.66%
	港澳台 Hong Kong, Macao and Taiwan	3	0.12%
	境外 Overseas	0	0.00%
按性別、年齡組別及地區劃分的僱員流失比率 Employee turnover rate by gender, age group and geographical region		離職人數(人) Number of employees leaving office (person)	離職率 Turnover rate
全體員工離職人數 Number of all the employees leaving office		508	16.45%
按性別劃分 By gender	男 Male	285	16.07%
	女 Female	223	16.95%

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社會範疇績效指標 Social Performance Indicators		2024年 2024	
按年齡組別劃分 By age group	30周歲以下 Below 30	258	20.17%
	31-50周歲 31-50	232	13.83%
	50周歲以上 Above 50	18	13.64%
按地區劃分 By geographical region	中國華北地區 North China	97	27.09%
	中國東北地區 Northeast China	0	0.00%
	中國華東地區 East China	88	16.42%
	中國華南地區 South China	231	12.66%
	中國華中地區 Central China	72	34.78%
	中國西南地區 Southwest China	19	13.29%
	中國西北地區 Northwest China	1	5.56%
	港澳台 Hong Kong, Macao and Taiwan	0	0.00%
	境外 Overseas	0	0.00%

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社會範疇績效指標 Social Performance Indicators	2024年 2024	
新招聘員工人數(人) Number of new employees (person)	331	
各管理層級女性員工的比例 Percentage of female employees at each management level		
女性管理層類別 Categories of female management	人數(人) Number of employees (person)	佔比 Percentage
中層管理層女性員工 Percentage of female employees at middle management level	96	28.57%
高層管理層女性員工 Total number of female employees at the management level (middle and senior)	1	11.11%
管理層女性員工總人數(中層及高層) Total number of female employees at the management level (middle and senior)	97	28.12%
除職能部門員工(例如HR、法律、IT等)以外，剩餘員工中女性員工數量 Number of female employees in the other departments, excluding functional departments (e.g. HR, Legal, IT, etc.)		
除職能部門員工以外，剩餘員工中女性員工人數(人) Number of female employees in the other departments, excluding functional departments (persons)	890	
除職能部門員工以外，剩餘員工中女性員工的比例 Percentage of female employees in the other departments, excluding functional departments	55.25%	
STEM(科學、技術、工程和數學)相關崗位中女性員工數量 Number of female employees in STEM (Science, Technology, Engineering and Mathematics) related positions		
STEM相關崗位中女性員工人數(人) Number of female employees in STEM-related positions (persons)	998	
STEM相關崗位中總人數(人) Total number of employees in STEM-related positions (persons)	1,182	
STEM相關崗位中女性員工的比例 Percentage of female employees in STEM -related positions	84.43%	

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社會範疇績效指標 Social Performance Indicators		2024年 2024
B2 健康與安全 B2 Health and Safety		
因工死亡的人數（人）[1] Number of work-related fatalities (person)[1]		0
因工傷損失的工作日數（天） Lost days due to work injury (day)		36
B3 發展及培訓 B3 Development and Training		
按性別及僱傭類別劃分的受訓僱員百分比 The percentage of employees trained by gender and employee category		受訓百分比 Percentage of employees trained
按性別劃分 By gender	男 Male	46.84%
	女 Female	37.08%
按職級劃分 By employee category	高層 Senior management employees	4.69%
	中層 Middle management employees	22.47%
	基層 Grass-roots employees	59.16%
按性別及僱員類別劃分的受訓平均時數 Average training hours completed per employee by gender and employee category		受訓平均時數（小時） Average training hours (hour)
按性別劃分 By gender	男 Male	13.86
	女 Female	9.44
按職級劃分 By employee category	高層 Senior management employees	8.19
	中層 Middle management employees	12.1
	基層 Grass-roots employees	8.53

1. 2022年因工死亡人數為0人；2023年因工死亡人數為1人。
1. The number of work-related fatalities in 2022 is 0. The number of work-related fatalities in 2023 is 1.

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社會範疇績效指標 Social Performance Indicators	2024年 2024
B5 供應鏈管理 B5 Supply Chain Management	
按地區劃分的供應商數目 Number of suppliers by region	供應商數目(家) Number of suppliers
中國大陸地區及境外供應商 Suppliers in China Mainland and overseas suppliers	1,049
中國華北地區 North China	61
中國東北地區 Northeast China	17
中國華東地區 East China	307
中國華南地區 South China	268
中國華中地區 Central China	119
中國西南地區 Southwest China	116
中國西北地區 Northwest China	68
境外 Overseas	93

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社會範疇績效指標 Social Performance Indicators	2024年 2024
B6 產品責任 B6 Product Responsibility	
客戶投訴數量(件) Number of customer complaints (case)	17,706
處理客戶投訴數量(件) Number of handled customer complaints (case)	17,706
服務及品質投訴數量(件) Number of complaints about service and quality (case)	14,063
因安全及健康召回的產品百分比 Percentage of products recalled due to safety and health concerns	0
有機產品銷售收入佔比 Percentage of the revenue from organic products sales	0.36%
B7 反貪污 B7 Anti-corruption	
報告期內發生且已審結的貪污案件數量 Number of cases of embezzlement that occurred and were concluded during the Reporting Period	1

社會數據說明：

社會數據的時間跨度為二零二四年一月一日至二零二四年十二月三十一日；僱員數據範圍覆蓋百果園總部及子公司；供應商數目為集團果品相關供應商。

Explanations of social data:

The social data spanned from January 1, 2024 to December 31, 2024. The employee data covered the headquarter of Pagoda and its subsidiaries. The number of suppliers is the Group's fruit-related suppliers.

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香港聯交所《ESG報告守則》索引表

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
A 環境 A. Environmental		
層面A1 Aspect A1	排放物 Emissions	
一般披露 General Disclosure	有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non – hazardous waste	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future 4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 4.3呵護自然，夯實生態根基 4.3 Caring for Nature and Strengthening the Ecological Foundation
A1.1	排放物種類及相關排放數據 The types of emissions and respective emissions data	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future 4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
A1.2	直接(範圍1)及能源間接(範圍2)溫室氣體排放量(以噸計算)及(如適用)密度(如以每產量單位、每項設施計算) Direct (Scope 1) and energy direct (Scope 2) greenhouse gas emissions (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
A1.3	所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算） Total discharge of hazardous waste (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
A1.4	所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算） Total discharge of non-hazardous waste (in tons) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
A1.5	描述所訂立的排放量目標及為達到這些目標所採取的步驟 Description of emission target(s) set, and steps taken to achieve them	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future 4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment
A1.6	描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟 Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment
層面A2 Aspect A2	資源使用 Use of Resources	
一般披露 General Disclosure	有效使用資源（包括能源、水及其他原材料）的政策 Policies on the efficient use of resources, including energy, water and other raw materials	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment
A2.1	按類型劃分的直接及／或間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算） Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility)	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
A2.2	總耗水量及密度(如以每產量單位、每項設施計算) Water consumption in total and intensity (e.g. per unit of production volume, per facility)	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
A2.3	描述所訂立的能源使用效益目標及為達到這些目標所採取的步驟 Description of energy use efficiency target(s) set, and steps taken to achieve them	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment
A2.4	描述求取適用水源上可有任何問題，以及所訂立的用水效益目標及為達到這些目標所採取的步驟 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set, and steps taken to achieve them	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment
A2.5	製成品所用包裝材料的總量(以噸計算)及(如適用)每生產單位佔量 Total packaging material used for finished products (in tons) and, if applicable, with reference to per unit produced	4.2綠色運營，守護美好環境 4.2 Green Operation, Protecting the Beautiful Environment 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
層面A3 Aspect A3	環境及天然資源 The Environment and Natural Resources	
一般披露 General Disclosure	減低發行人對環境及天然資源造成重大影響的政策 Policies on minimizing the issuer's significant impacts on the environment and natural resources	4.3呵護自然，夯實生態根基 4.3 Caring for Nature and Strengthening the Ecological Foundation
A3.1	描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	4.3呵護自然，夯實生態根基 4.3 Caring for Nature and Strengthening the Ecological Foundation

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
層面A4 Aspect A4	氣候變化 Climate Change	
一般披露 General Disclosure	識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策 Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future
A4.1	描述已經及可能會對發行人產生影響的重大氣候相關事宜，及其應對行動 Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them	4.1氣候轉型，共赴綠色未來 4.1 Climate Transformation for a Green Future
B.社會 B. Social		
層面B1 Aspect B1	僱傭 Employment	
一般披露 General Disclosure	有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例的資料 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, holidays, equal opportunity, diversity, anti-discrimination, and other benefits and welfare	5.1保障權益，關愛員工幸福 5.1 Protection of Rights and Interests and Care for Employees' Happiness 5.2激勵成長，助力員工發展 5.2 Motivating Growth and Enhancing Employee Development 5.3聆聽心聲，加強職場關懷 5.3 Listening to the Inner Voices and Strengthening Workplace Care
B1.1	按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的僱員總數 Total workforce by gender, employment type (for example, full – or part-time), age group and geographical region	5.1保障權益，關愛員工幸福 5.1 Protection of Rights and Interests and Care for Employees' Happiness 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
B1.2	按性別、年齡組別及地區劃分的僱員流失比率 Employee turnover rate by gender, age group and geographical region	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
層面B2 Aspect B2	健康與安全 Health and Safety	
一般披露 General Disclosure	有關提供安全工作環境及保障僱員避免職業性危害的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例的資料 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards	5.3聆聽心聲，加強職場關懷 5.3 Listening to the Inner Voices and Strengthening Workplace Care
B2.1	過去三年(包括匯報年度)每年因工亡故的人數及比率 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
B2.2	因工傷損失工作日數 Lost days due to work injury	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
B2.3	描述所採納的職業健康與安全措施，以及相關執行及監察方法 Description of occupational health and safety measures adopted, and how they are implemented and monitored	5.3聆聽心聲，加強職場關懷 5.3 Listening to the Inner Voices and Strengthening Workplace Care
層面B3 Aspect B3	發展與培訓 Development and Training	
一般披露 General Disclosure	有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities	5.2激勵成長，助力員工發展 5.2 Motivating Growth and Enhancing Employee Development
B3.1	按性別及僱員類別(如高級管理層、中級管理層等)劃分的受訓僱員百分比 The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
B3.2	按性別及僱員類別劃分，每名僱員完成受訓的平均時數 The average training hours completed per employee by gender and employee category	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
層面B4 Aspect B4	勞工準則 Labour Standards	
一般披露 General Disclosure	有關防止童工或強制勞工的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例的資料 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to prevention of child or forced labour	5.1保障權益，關愛員工幸福 5.1 Protection of Rights and Interests and Care for Employees' Happiness
B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工 Description of measures to review employment practices to avoid child and forced labour	5.1保障權益，關愛員工幸福 5.1 Protection of Rights and Interests and Care for Employees' Happiness
B4.2	描述在發現違規情況時消除有關情況所採取的步驟 Description of steps taken to eliminate such practices when discovered	5.1保障權益，關愛員工幸福 5.1 Protection of Rights and Interests and Care for Employees' Happiness
層面B5 Aspect B5	供應鏈管理 Supply Chain Management	
一般披露 General Disclosure	管理供應鏈的環境及社會風險政策 Policies on managing environmental and social risks of the supply chain	3.1價值共創，構建可持續供應鏈 3.1 Join Hands to Create Values and Sustainable Supply Chains
B5.1	按地區劃分的供貨商數目 Number of suppliers by geographical region	3.1價值共創，構建可持續供應鏈 3.1 Join Hands to Create Values and Sustainable Supply Chains 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
B5.2	描述有關聘用供貨商的慣例，向其執行有關慣例的供貨商數目，以及相關執行及監察方法 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	3.1價值共創，構建可持續供應鏈 3.1 Join Hands to Create Values and Sustainable Supply Chains
B5.3	描述有關識別供應鏈每個環節的環境及社會風險的慣例，以及相關執行及監察方法 Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored	3.1價值共創，構建可持續供應鏈 3.1 Join Hands to Create Values and Sustainable Supply Chains
B5.4	描述在揀選供貨商時促使多用環保產品及服務的慣例，以及相關執行及監察方法 Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored	3.1價值共創，構建可持續供應鏈 3.1 Join Hands to Create Values and Sustainable Supply Chains
層面B6 Aspect B6	產品責任 Product Responsibility	
一般披露 General Disclosure	有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例的資料 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters of products and services provided and methods of redress	2.1質量護航，堅守品質初心 2.1 Quality Guarantee, Upholding the Original Spirit of Quality 2.2專研蓄勢，守護天然健康 2.2 Specialized Research to Safeguard Nature and Health 2.3重視顧客，打造優質服務 2.3 Emphasis on Customers and Quality Service
B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比 Percentage of total products sold or shipped subject to recalls for safety and health reasons	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
B6.2	接獲關於產品及服務的投訴數目以及應對方法 Number of products and service related complaints received and how they are dealt with	2.3重視顧客，打造優質服務 2.3 Emphasis on Customers and Quality Service 附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
B6.3	描述與維護及保障知識產權有關的慣例 Description of practices relating to observing and protecting intellectual property rights	2.2專研蓄勢，守護天然健康 2.2 Specialized Research to Safeguard Nature and Health
B6.4	描述質量檢定過程及產品回收程序 Description of quality assurance process and recall procedures	2.3重視顧客，打造優質服務 2.3 Emphasis on Customers and Quality Service
B6.5	描述消費者數據保障及私隱政策，以及相關執行及監察方法 Description of consumer data protection and privacy policies, and how they are implemented and monitored	2.3重視顧客，打造優質服務 2.3 Emphasis on Customers and Quality Service
層面B7 Aspect B7	反貪污 Anti-corruption	
一般披露 General Disclosure	有關防止賄賂、勒索、欺詐及洗黑錢的： Information on: (a) 政策；及 (a) the policies; and (b) 遵守對發行人有重大影響的相關法律及規例的資料 (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering	1.1內部控制與風險管理 1.1 Internal Control and Risk Management 1.2商業道德與廉潔建設 1.2 Business Ethics and Integrity Building
B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果 Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the Reporting Period and the outcomes of the cases	附錄ESG關鍵績效指標 Appendix ESG Key Performance Indicators
B7.2	描述防範措施及舉報程序，以及相關執行及監察方法 Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored	1.2商業道德與廉潔建設 1.2 Business Ethics and Integrity Building

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議題 Topic	披露項 Disclosure Item	對應章節 Corresponding section
B7.3	描述向董事及員工提供的反貪污培訓 Description of anti-corruption training provided to directors and staff	1.2商業道德與廉潔建設 1.2 Business Ethics and Integrity Building
層面B8 Aspect B8	社區投資 Community Investment	
一般披露 General Disclosure	有關以社區參與來了解營運所在小區需要和確保其業務活動會考慮社區利益的政策 Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests	6.1鄉村振興 6.1 Rural Revitalization 6.2教育助學 6.2 Education Support 6.3志願服務 6.3 Volunteer Service
B8.1	專注貢獻範疇(如教育、環境事宜、勞工需求、健康、文化、體育) Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture and sport)	6.1鄉村振興 6.1 Rural Revitalization 6.2教育助學 6.2 Education Support 6.3志願服務 6.3 Volunteer Service
B8.2	在專注範疇所動用資源(如金錢或時間) Resources contributed (e.g. money or time) to the focus area	6.1鄉村振興 6.1 Rural Revitalization 6.2教育助學 6.2 Education Support 6.3志願服務 6.3 Volunteer Service
D部分： Part D:	氣候相關披露 Climate-related Disclosures	
該部分將於2025年1月1日或之後開始的財政年度生效，於報告期內，仍按照2023年12月31日版本附錄C2《環境、社會及管治報告指引》披露，詳見「4.1 氣候轉型，共赴綠色未來」小節。 The part will take effect for the fiscal year starting on or after January 1, 2025. During the reporting period, it was disclosed in accordance with the version of Appendix C2, ESG Reporting Guidance, dated December 31, 2023. For details, please refer to "4.1 Climate Transformation for a Green Future".		

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讀者反饋表

尊敬的讀者：

感謝您閱讀本集團《2024年度環境、社會及管治報告》，為更好地向利益相關方提供有價值的信息，提高可持續發展管理水平，本集團誠摯邀請您對本報告提出寶貴意見和建議。

您可填寫反饋表，並通過以下方式反饋給本集團：

地址：深圳市鹽田區海山街道深鹽路2005號百果園科技大廈
電話：400-181-1212/0755-84656341
Email：pagodazq@pagoda.com.cn

1. 您對本集團環境、社會及管治報告的總體評價：

   ☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐ 不滿意

2. 您對本集團履行經濟、社會、環境責任的評價：

READER'S FEEDBACK FORM

Dear reader,

Thank you for reading the 2024 Environmental, Social and Governance Report of the Group. To better provide valuable information to stakeholders and improve the sustainable development management level, the Group sincerely invites you to provide valuable opinions and suggestions on this Report.

You may fill out the feedback form and provide feedback to the Group through the following methods:
Address: Pagoda Technology Building, No. 2005 Shenyan Road, Haishan Street, Yantian District, Shenzhen
Tel: 400-181-1212/0755-84656341
Email: pagodazq@pagoda.com.cn

1. Your overall comment on the ESG Report of the Group:

   ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied

2. Your comment on the economic, social and environmental responsibilities of the Group:

經濟責任 Economic responsibility	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied
社會責任 Social responsibility	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied
環境責任 Environmental responsibility	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied

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3. 您認為本報告能否反映本集團的ESG責任實踐對經濟、社會、環境的影響？

☐ 能很好反映 ☐ 能較好反映 ☐ 能一般反映 ☐ 不太能反映 ☐ 不能反映

3. Do you think this Report can reflect the economic, social and environmental impacts from the ESG responsibility practices of the Group?

☐ Reflect well ☐ Reflect fairly ☐ Reflect a little ☐ Unable to reflect very much ☐ Not reflect

4. 您認為本報告披露信息和數據的清晰度、準確度和完整性如何？

清晰度 Clarity	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied
準確度 Accuracy	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied
完整性 Integrity	☐ 非常滿意 ☐ 滿意 ☐ 不太滿意 ☐不滿意 ☐ Extremely Satisfied ☐ Satisfied ☐ Not very satisfied ☐ Unsatisfied

4. How do you like the clarity, accuracy and integrity of the information and data disclosed in this Report?

5. 您認為本報告的內容安排和版式設計是否方便閱讀？

☐ 是 ☐ 一般 ☐ 否

5. Do you think the content arrangement and layout design of this Report are easy to read?

☐ Yes ☐ Ordinary ☐ No

6. 您對本集團ESG工作和本報告的其他意見和建議：

6. Your other suggestions and advice on the ESG work and this Report of the Group:

_____

_____