

2025

環境、社會及管治報告

ENVIRONMENTAL SOCIAL AND GOVERNANCE REPORT

蜜雪冰城股份有限公司MIXUE Group



股份代號Stock Code:2097

(於中華人民共和國註冊成立的股份有限公司)

(A joint stock company incorporated in the People's Republic of China with limited liability)



蜜雪集團
MIXUE GROUP

目錄

Table of Contents



• 關於本報告 About The Report	01
• 董事會聲明 Board Statement	05
• 走進蜜雪冰城 MIXUE Group Introduction	07
• ESG 管理 ESG Management	16
01 / 合規經營，穩健發展 Operate with Integrity, Pursue Steady Development	25
02 / 精益求精，品質護航 Pursue Excellence, Safeguard Quality	34
03 / 綠色行動，守護環境 Green Initiatives, Protect the Environment	55
04 / 凝心聚力，共同成長 Work with One Heart, Grow Together	86
05 / 傳遞甜蜜，溫暖社會 Share Sweetness, Warm Society	106
• 附錄 1: 香港聯交所指標索引 Appendix 1: Hong Kong Stock Exchange Index	120
• 附錄 2: GRI 標準索引 Appendix 2: GRI Content Index	139
• 附錄 3: SASB 標準索引 Appendix 3: SASB Standards Index	146
• 附錄 4: UN SDGs 行動與索引 Appendix 4: UN SDGs Actions and Index	148

關於本報告 ABOUT THE REPORT

本報告是蜜雪冰城股份有限公司（以下簡稱“公司”）發佈的環境、社會及管治（“ESG”）報告，旨在客觀、公允地反映公司及其子公司（合稱“本集團”或“我們”）的 ESG 理念、管理方針以及 2025 年度在環境、社會與管治領域的重要工作進展與管理成效。本報告將全面披露與本集團相關的 ESG 議題，並重點回應對集團可持續發展產生潛在重大影響且利益相關方關注的重大 ESG 事宜。

有關管治部分的內容，建議與公司年報所載之企業管治報告章節一併閱讀，以便全面瞭解本集團的管治架構、管治原則及相關管理措施。

This is the Environmental, Social and Governance (“ESG”) Report published by MIXUE Group (hereinafter referred to as the “Company”), aiming to objectively and fairly reflect the ESG philosophy, management approach, and the key work progress and management effectiveness of the Company and its subsidiaries (collectively referred to as the “Group” or “we”) in the environmental, social and governance areas during 2025. This report provides a comprehensive disclosure of ESG issues relevant to the Group, with a particular focus on material ESG matters that may have a significant potential impact on the Group’s sustainable development and are of concern to stakeholders.

The governance section is recommended to be read in conjunction with the Corporate Governance chapter in our annual report, which gives a comprehensive description of the Group’s governance structure, principles, and related management measures.



報告範圍

除另有說明外，本報告的披露範圍與公司 2025 年年報所涵蓋的範圍保持一致，覆蓋本集團於報告期內的主要業務運營與管理活動。報告涵蓋期間為 2025 年 1 月 1 日至 2025 年 12 月 31 日（“報告期間”）。為保持信息的連貫性及便於讀者理解，本報告中可能包含超出此時間範圍的事項，並將在相關章節中作出適當說明。

編制依據

我們遵循香港聯合交易所有限公司（以下簡稱“香港聯交所”）《證券上市規則》附錄 C2《環境、社會及管治報告守則》（以下簡稱“ESG 守則”）編制本報告，並參考全球可持續標準委員會（GSSB）發佈的《GRI 可持續發展報告標準》（以下簡稱“GRI 標準”）。同時，本集團亦參考可持續發展會計準則委員會（SASB）與食品飲料行業相關的披露準則，以提升與行業重要性議題相關資訊披露的可比性與決策有用性，並在報告相關章節中對聯合國可持續發展目標（UN SDGs）作出回應，展示本集團在可持續發展方面的重點行動與貢獻方向。

匯報原則

本報告在編制過程中，依照 ESG 守則中有關“重要性”“量化”“平衡”及“一致性”原則要求，以界定報告內容及呈列方式。

REPORTING SCOPE

Unless otherwise stated, the disclosure scope of this report is consistent with that of the Company's 2025 annual report, covering the Group's principal business operations and management activities during the reporting period. This report covers the period from January 1, 2025 to December 31, 2025 (the “reporting period”). For more coherent disclosure and better understanding of readers, certain matters beyond this timeframe may also be included in this report, with appropriate explanations set out in the relevant sections.

REPORTING FRAMEWORK

This report is prepared in accordance with the Appendix C2 Environmental, Social and Governance Reporting Code (the “ESG Code”) set out in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (HKEx), and with reference to the GRI Sustainability Reporting Standards (the “GRI Standards”) issued by the Global Sustainability Standards Board (“GSSB”). Meanwhile, the Group also referred to the disclosure standards of the Sustainability Accounting Standards Board (“SASB”) relevant to the food and beverage industry, so as to enhance the comparability and decision-usefulness of disclosures relating to industry-specific material topics. In addition, this report responds to the United Nations Sustainable Development Goals (“UN SDGs”) in relevant sections, demonstrating the Group's key actions and areas of contribution in sustainable development.

REPORTING PRINCIPLES

In preparing this report, we adhered to the principles of “Materiality”, “Quantitative”, “Balance” and “Consistency” as outlined in the ESG Code to define the content and presentation of the report.

• 重要性

我們在編制過程中識別主要利益相關方及其關注的 ESG 議題，並結合本集團業務特點與內外部環境變化開展重要性評估，確定重大 ESG 議題的優先級，並在報告中進行有針對性的回應與披露。有關重要性評估工作的詳情，參見後文“利益相關方溝通”與“重要性議題評估”章節。

• 量化

本報告所披露的環境與社會關鍵績效指標 (KPI) 盡可能採用量化方式呈現。我們在相關章節對計量標準、數據來源、統計方法、關鍵假設及 / 或計算工具，以及適用的轉換係數來源等進行說明，以提升數據的可追溯性與可驗證性。

• 平衡

我們力求以不偏不倚的方式全面呈報報告期內本集團 ESG 管理與績效表現，在披露積極進展的同時，亦對主要挑戰、改進方向及後續舉措進行說明，以反映本集團在可持續發展管理方面的真實情況。

• 一致性

除另有說明外，本報告的數據統計口徑與其他公開披露信息保持一致，並在可行範圍內保持與往年披露方法的一致性，以便進行縱向比較。若因業務拓展或匯報邊界調整導致統計範圍、口徑或方法發生變化，我們將對變更原因與影響作出必要說明，並在適當情況下對可比數據進行重述或提供解釋，以提升信息的可比性。

• Materiality

During the preparation process, we identified key stakeholders and their ESG concerns, and conducted a materiality assessment in light of the Group's business characteristics as well as changes in the internal and external environment, so as to determine the priorities of material ESG issues and provide targeted responses and disclosures in this report. Details of the materiality assessment are set out in the sections headed "Stakeholder Engagement" and "Materiality Assessment".

• Quantitative

The environmental and social key performance indicators ("KPIs") disclosed in this report are presented quantitatively where practicable. In the relevant sections, we explain the measurement standards, data sources, statistical methodologies, key assumptions and/or calculation tools adopted, as well as the sources of applicable conversion factors, so as to enhance the traceability and verifiability of the data.

• Balance

We strive to present the Group's ESG management and performance during the Reporting Period in a comprehensive and unbiased manner. While disclosing positive progress, we also explain the key challenges, areas for improvement and follow-up measures, so as to reflect the Group's actual performance in sustainable development management.

• Consistency

Unless otherwise stated, the data collection scope and methodologies in this report are consistent with other publicly disclosed information, and are maintained, where practicable, in line with prior years' disclosure approaches to facilitate longitudinal comparison. Where changes in the scope, boundary or methodology arise due to business expansion or adjustments to reporting boundaries, we will provide necessary explanations on the reasons for and impact of such changes, and where appropriate, restate comparable data or provide explanatory notes, so as to enhance the comparability of information.

信息說明

本報告所使用的資訊、數據及案例主要來自本集團的正式檔、內部統計報表及相關公開檔，並經本集團各職能部門對報告期內的 ESG 管理與實踐資訊進行統計、匯總與復核後形成。

除另有注明外，本報告所列示的貨幣金額均以人民幣計值。董事會對本報告所載內容的真實性、準確性及完整性承擔最終責任，並對本集團 ESG 戰略及彙報負有整體監督責任。

報告獲取

本報告提供電子版本，可通過本集團官方網站 (www.mxbc.com) 及香港交易所披露易網站 (www.hkexnews.hk) 查閱及下載。

如您對本報告內容有任何意見或建議，歡迎發送郵件至：esg@mxbc.com。

本報告以中文及英文兩種語言發佈。如兩種文本之間存在任何差異或不一致之處，以中文版本為準。

SOURCES OF INFORMATION

The information, data, and cases presented in this report are primarily derived from the Group's official documents, internal statistical reports, and relevant public documents, and are compiled based on the statistics, consolidation, and review of ESG management and practice information for the Reporting Period by the Group's various functional departments.

Unless otherwise indicated, all monetary amounts stated in this report are denominated in RMB. The Board of Directors assumes ultimate responsibility for the authenticity, accuracy, and completeness of the contents of this report, and bears overall oversight responsibility for the Group's ESG strategy and reporting.

REPORT ACCESS

The electronic version of this report is available for review and download on the Group's official website (www.mxbc.com) and the HKEXnews website of the Hong Kong Stock Exchange (www.hkexnews.hk).

If you have any comments or suggestions regarding the contents of this report, please feel free to contact us at: esg@mxbc.com.

This report is published in both Chinese and English. In the event of any discrepancy or inconsistency between the two versions, the Chinese version shall prevail.

董事會聲明

BOARD STATEMENT

董事會是本集團 ESG 事務的最高負責與決策機構，全面監督本集團在環境、社會及管治方面的管理工作，並負責審閱與批准 ESG 相關策略、目標及年度披露信息。

本年度，董事會審閱了年度 ESG 報告及報告中呈列的重大 ESG 事項，包括 ESG 管治架構與管理機制、議題重要性評估過程與結果、與業務相關聯的環境與氣候目標及進展、重點風險識別與應對措施，以及 ESG 管理成效等，並持續檢視其與本集團長期發展戰略及經營活動的相關性與一致性。

為更好地落實 ESG 理念與戰略，本集團設立 ESG 委員會，並由相關業務與職能部門組成 ESG 工作小組，統籌推進 ESG 制度建設、目標管理、數據匯總與披露工作，促進 ESG 要求在日常運營與管理流程中有效落地。

本集團持續識別與業務相關的重大 ESG 風險與機遇，重點涵蓋食品安全與質量管理、供應鏈管理、信息安全與隱私保護、人力資源與職業健康安全、知識產權、商業道德與合規等領域，並結合業務發展與外部環境變化，進一步將氣候相關風險與機遇納入管理視野，完善識別、評估與應對安排，推動相關措施在運營管理中落實。

The Board of Directors serves as the highest responsible and decision-making body for ESG matters of the Group, and is responsible for comprehensively overseeing the Group's management of environmental, social and governance matters, as well as reviewing and approving ESG-related strategies, targets and annual disclosures.

During the year, the Board reviewed the annual ESG report and the material ESG matters presented therein, including the ESG governance structure and management mechanism, the process and results of the materiality assessment, business-related environmental and climate targets and progress, key risk identification and response measures, as well as ESG management effectiveness, and continuously examined their relevance and alignment with the Group's long-term development strategy and business operations.

To better implement ESG philosophy and strategy, the Group has established an ESG Committee and an ESG Work Team composed of relevant business and functional departments to coordinate and advance ESG system development, target management, data consolidation and disclosure, and to promote the effective integration of ESG requirements into daily operations and management processes. Through a regular reporting mechanism, the Board keeps informed of the progress of ESG work and provides guidance and oversight on key issues, major risks and improvement initiatives.

The Group continues to identify material ESG risks and opportunities relevant to its business, with a focus on areas including food safety and quality management, supply chain management, information security and privacy protection, human resources and occupational health and safety, intellectual property, business ethics and compliance. In light of business development and changes in the external environment, the Group has further incorporated climate-related risks and opportunities into its management perspective, refined relevant identification, assessment and response arrangements, and promoted the implementation of relevant measures in operational management.

本年度，我們持續收集並分析利益相關方關注的 ESG 議題，通過調研、訪談等方式開展議題重要性評估，以明確重大議題的優先順序並形成針對性管理與披露安排。

During the year, we continued to collect and analyze ESG issues of concern to stakeholders, and carried out a materiality assessment through questionnaires, interviews and other means, so as to clarify the order of priority of material issues and formulate targeted management and disclosure arrangements.

本報告對本集團 2025 年度環境、社會及管治相關事宜與進展進行披露，並已於二零二六年三月二十四日經董事會審閱批准。

This report discloses the Group's ESG-related matters and progress for 2025, and was reviewed and approved by the Board of Directors on March 24, 2026.



mixue

走進蜜雪冰城

MIXUE GROUP INTRODUCTION



- 公司簡介
Company Profile
- ESG戰略
ESG Strategy
- 年度榮譽與獎項
External Accreditation

公司簡介 COMPANY PROFILE

我們是一家全球領先的現制飲品企業，聚焦為廣大消費者提供高質平價的現制果飲、茶飲、冰淇淋、咖啡和現打鮮啤等產品。我們旗下有現制茶飲品牌“蜜雪冰城”、現磨咖啡品牌“幸運咖”及現打鮮啤品牌“鮮啤福鹿家”。以2025 年度的終端零售額計，我們在全球食品飲料行業排名第 62 位。

我們持續打造並強化以“供應鏈+品牌 IP+ 門店運營”為核心的競爭力，力爭實現“三位一體的總成本領先”。首先，積極建設行業領先的端到端供應鏈體系，全面覆蓋採購、生產、物流、研發等環節，同步實施嚴格的品質管控與效率優化舉措，為消費者提供更高質平價的產品。其次，著力打造家喻戶曉的全民品牌和深受消費者喜愛的 IP，形成獨特的消費者心智占位。與此同時，建立標準化的運營管理體系，通過健康、可持續發展的加盟模式實現規模化運營；並持續提升數位化運營能力，從而為消費者提供更優的消費體驗。

圍繞“雪王”IP，我們持續開展優質、充滿趣味且多樣化的內容創作，從朗朗上口、旋律優美的“蜜雪冰城”主題音樂短片（“你愛我，我愛你，蜜雪冰城甜蜜蜜”），到 2023 年首部動畫作品《雪王駕到》，再到 2024 年推出的另一部動畫作品《雪王之奇幻沙州》，通過豐富的視聽內容，不斷強化 IP 影響力。報告期內，我們推出了《雪王駕到》的英語、法語及葡萄牙語等 5 個語言版本，面向全球發行，將以“雪王”為主角的甜蜜故事傳播至全球各地。此外，我們持續豐富“雪王”IP 的文化內涵，挖掘其文化潛力。年內，我們與《西遊記》、非遺·唐三彩等展開聯名合作，以“雪王”IP 為載體，讓傳統文化以更生動、活潑的方式觸達消費者，實現了品牌 IP 與傳統文化的匠心融合。

We are a world-leading freshly-made drinks company, focusing on providing consumers with value-for-money freshly-made fruit drinks, tea drinks, soft ice cream, coffee and freshly-tapped beer products. We operate three major brands, namely the freshly-made tea drinks brand “MIXUE”, the freshly-ground coffee brand “Lucky Cup” and the freshly-tapped beer brand “FULU Fresh Beer”. In terms of retail sales at consumer end in 2025, we ranked 62nd in the global food and beverage industry.

We continue to build and strengthen our core competitiveness centred on “supply chain + brand IP + store operations”, striving to achieve integrated total cost leadership. First, we have actively developed an industry-leading end-to-end supply chain system, comprehensively covering procurement, production, logistics and research and development, while implementing stringent quality control and efficiency optimisation measures to provide consumers with products of better quality and better value. Second, we are committed to building a household brand and well-loved IP that resonate widely with consumers, thereby forming a distinctive position in consumers’ minds. At the same time, we have established a standardized operation and management system to achieve scaled operations through a healthy and sustainable franchise model, while continuously enhancing our digital operation capabilities so as to deliver a better consumption experience to consumers.

Centred around the “Snow King” IP, we continued to create high-quality, engaging and diversified content. From the catchy and melodious themed music video of “MIXUE” (“I love you, you love me, MIXUE Ice Cream & Tea”), to the launch of our first animated production Snow King Arrives in 2023, and then to another animated production Snow King: Fantasy Shazhou released in 2024, we have continuously strengthened the influence of our IP through rich audiovisual content. During the Reporting Period, we launched five language versions of Snow King Arrives, including English, French and Portuguese, for global distribution, bringing sweet stories featuring the “Snow King” to audiences around the world. In addition, we continued to enrich the cultural connotation of the “Snow King” IP and explore its cultural potential. During the year, we carried out co-branding collaborations with Journey to the West and intangible cultural heritage Tang Tri-coloured Ceramics, among others. With the “Snow King” IP as a carrier, we enabled traditional culture to reach consumers in a more vivid and lively manner, achieving a creative integration of our brand IP with traditional culture.

2025年1月，我們在中國河南省的重要交通樞紐——鄭州東站附近開設了“蜜雪冰城”旗艦店。該旗艦店充分發揮區位客流優勢，通過特色飲品與“雪王”IP文創消費場景的創新融合，打造了集品牌展示、消費體驗與文化傳播於一體的綜合性空間。該旗艦店的運營不僅有效提升了“蜜雪冰城”品牌及“雪王”IP形象，更成為區域消費新地標，並提供了旗艦店示範樣板。截至報告期末，我們已在淄博、保定、重慶、杭州等國內23個城市落地“蜜雪冰城”旗艦店，持續提升品牌及“雪王”IP影響力。通過多年的內容創作和IP運營，“雪王”已經成為了中國現制飲品行業中唯一一個超級IP，不僅加深了我們與消費者的情感聯結，也將我們的品牌和其他品牌區別開來。

2025年，在國內及海外市場，我們持續聚焦供應鏈強化、品牌IP建設和門店運營優化，旨在為消費者打造更高質平價的產品和更優的消費體驗。截至2025年12月31日，我們已在全球（涵蓋中國及海外13個國家）構建起約60,000家的門店網路。

In January 2025, we opened a flagship “MIXUE” store near Zhengzhou East Railway Station, a major transportation hub in Henan Province, China. Leveraging the advantages of its prime location and high customer traffic, the flagship store has created an integrated space combining brand display, consumer experience and cultural communication through the innovative integration of specialty beverages with consumption scenarios featuring “Snow King” IP-themed cultural and creative products. The operation of this flagship store has not only effectively enhanced the image of the “MIXUE” brand and the “Snow King” IP, but has also become a new local consumption landmark and a model for flagship store operations. As of the end of the Reporting Period, we had established “MIXUE” flagship stores in 23 cities across China, including Zibo, Baoding, Chongqing and Hangzhou, continuously enhancing the influence of the brand and the “Snow King” IP. Through years of content creation and IP operation, “Snow King” has become the only super IP in China’s freshly-made drinks industry, not only deepening our emotional connection with consumers, but also differentiating our brand from others.

In 2025, we continued to focus on supply chain enhancement, brand IP building, and store operation optimization in domestic and overseas markets, aiming to create high-quality value-for-money products and engaging experiences for our consumers. As of December 31, 2025, we had built a store network of approximately 60,000 stores worldwide, covering China and 13 overseas countries.

ESG 戰略

ESG STRATEGY

我們以集團層面的 ESG 管治為基礎，堅持“高質平價”的價值理念，圍繞產品質量、夥伴福祉、回饋社會、環境保護四個重點方向，系統推進可持續發展實踐，持續提升公司經營韌性與長期價值創造能力。

Based on ESG governance at the Group level and adhering to the value concept of “high-quality value-for-money”, we systematically advance our sustainable development practices around four key areas, namely product quality, partner well-being, giving back to society and environmental protection, so as to continuously enhance the Company’s operational resilience and long-term value creation capability.



蜜雪冰城：真實負責的可持續發展 MIXUE: True and Responsible Sustainability

保障產品質量 Safeguard Product Quality	提升夥伴福祉 Enhance Partners' Well-being	積極回饋社會 Actively Give Back to Society	加強環境保護 Reinforce Environmental Protection
<ul style="list-style-type: none"> • 高質平價 Value-for-money • 食品安全與質量管理 Food Safety and Quality Management • 消費者權益與客戶體驗 Consumer Rights and Customer Experience • 負責任行銷與合規宣傳 Responsible Marketing and Compliant Promotion • 產品與原料合規 / 敏感人群信息提示 Product and Raw Material Compliance / Information Alerts for Sensitive Consumer Groups 	<ul style="list-style-type: none"> • 加盟商賦能與合規經營支持 Franchisee Empowerment and Compliance • 多元、平等與包容 Diversity, Equality and Inclusion • 福利與關懷 Welfare and Care • 培訓及發展 Training and Development • 職業健康與安全 Occupational Health and Safety • 共同致富 / 價值鏈共贏 Shared Prosperity / Win-win Value Chain 	<ul style="list-style-type: none"> • 扶危濟困與應急回應 Help the Vulnerable and Emergency Response • 產業助農與可持續農業 Industry for Agriculture and Sustainable Agriculture • 創業就業與技能提升 Entrepreneurship, Employment and Skills Enhancement • 社區參與與公益合作 Community Engagement and Public Welfare Collaboration 	<ul style="list-style-type: none"> • 應對氣候變化 Respond to Climate Change • 減少碳排放 Reducing Carbon Emissions • 能源管理與能效提升 Energy Management and Energy Efficiency Improvement • 廢棄物及包裝管理 Waste and Packaging Management • 水資源與污水管理 Water Resources and Wastewater Management • 綠色價值鏈 / 綠色採購 Green Value Chain / Green Procurement • 物流與冷鏈減排 Logistics and Cold Chain Emissions Reduction

◎ 保障產品品質

堅持以消費者為中心，持續提升食品安全與質量治理水準，強化從原料採購、生產加工、倉儲物流到終端門店的全鏈條管控與追溯管理；完善消費者權益保護與投訴回應機制，對每一位消費者負責，切實維護消費者權益。

◎ 提升夥伴福祉

秉持“英雄不論出身，不放过每一匹千里馬”的人才理念，倡導務實積極的職場文化，持續為員工提供多樣化培訓與職業發展通道，完善健康安全與關懷機制；同時，重視並賦能加盟商、供應商及上游農戶等合作夥伴，推動價值鏈各方共享發展成果，促進共同成長。

◎ 積極回饋社會

關注社會需求與民生議題，積極參與應急救災與公益行動；持續投入可持續農業與鄉村發展相關項目，助力穩產增收與產業升級；在教育支持、就業創造與社會共建等方面持續貢獻力量，推動行業與社會向善發展。

◎ 加強環境保護

推進綠色低碳運營，持續建設低碳與綠色工廠，探索能源結構優化與節能減排措施；推動環保包裝與減塑實踐，完善廢棄物與資源循環管理，打造更具韌性的綠色價值鏈，並逐步提升與氣候相關風險與機遇的識別、管理與披露水平。

◎ SAFEGUARD PRODUCT QUALITY

Adhering to a consumer-centric approach, we continue to enhance our food safety and quality governance, strengthen full-chain control and traceability management from raw material procurement, production and processing, warehousing and logistics to terminal stores, and improve mechanisms for consumer rights protection and complaint response, so as to be responsible for every consumer and effectively safeguard consumer rights and interests.

◎ ENHANCE PARTNERS' WELL-BEING

Upholding the human resource philosophy of “talents are not judged by their background, and we won't miss anyone's potential”, we advocate a pragmatic and positive workplace culture, continuously provide employees with diversified training and career development pathways, and improve health, safety and care mechanisms. At the same time, we attach importance to and empower partners such as franchisees, suppliers and upstream farmers, promote all parties along the value chain to share development outcomes, and foster mutual growth.

◎ ACTIVELY GIVE BACK TO SOCIETY

Focusing on social needs and livelihood-related issues, we actively participate in emergency relief and public welfare initiatives. We continue to invest in projects related to sustainable agriculture and rural development, contributing to stable production, income growth and industrial upgrading. We also continue to contribute to education support, job creation and co-building society, thereby promoting the industry and society towards a more positive and inclusive future.

◎ REINFORCE ENVIRONMENTAL PROTECTION

We advance green and low-carbon operations, continue to build low-carbon and green factories, and explore energy structure optimisation as well as energy conservation and emissions reduction measures. We promote environmentally friendly packaging and plastic reduction practices, improve waste management and resource recycling, build a more resilient green value chain, and progressively enhance the identification, management and disclosure of climate-related risks and opportunities.

年度榮譽與獎項 EXTERNAL ACCREDITATION



《時代》雜誌 2025 年“全球最具影響力公司 100 強”入選

Included in TIME's "100 Most Influential Companies in the World 2025".



入選《2025 希爾斯·胡潤全球餐飲企業價值 TOP50》，蜜雪集團位列第 7（前十）

Included in the 2025 Hiersun-Hurun Global Restaurant Enterprises Value Top 50, with MIXUE Group ranking 7th (among the top ten).



ESG 可持續創新生態大會 2025 年社會貢獻優秀雇主

ESG Sustainable Innovation Ecosystem Conference: Outstanding Employer for Social Contribution 2025



新華社 2025 年外國人喜歡的中國茶品牌

Xinhua News Agency: Chinese Tea Brand Favoured by Foreign Consumers 2025



中新經緯 2025 中國品牌出海典型案例

China News Service – Zhongxin Jingwei: Typical Case of Chinese Brands Going Global 2025



21 世紀經濟報導 2025 消費新勢力案例年度品牌案例

21st Century Business Herald: Annual Brand Case of New Consumer Forces 2025



首屆世界品牌大會“中國品牌國際化標杆 100”入選

Included in the "China Brand Internationalization Benchmark 100" at the inaugural World Brand Conference.



年度榮譽與獎項

EXTERNAL ACCREDITATION



經濟觀察報：2025 美好生活高質量發展標杆

The Economic Observer: Benchmark for High-quality Development in Better Living 2025



36 氦：年度消費品牌價值共鳴企業

36Kr: Annual Consumer Brand Value Resonance Enterprise



餐飲老闆內參：中國餐飲創新 2025 頭部品牌榜

The Catering Boss Insider: China Catering Innovation 2025 Leading Brand List



咖門：中國飲品飲力獎——萬店增長獎

Kamen: China Beverage Power Award – Ten-thousand-store Growth Award



紅餐網：中國餐飲紅鷹獎

Hongcanwang: China Catering Red Eagle Award



美團：第八屆餐飲產業創新大會——年度創新品牌

Meituan: 8th Catering Industry Innovation Conference – Annual Innovative Brand



阿裏巴巴公益：公益先鋒

Alibaba Philanthropy: Public Welfare Pioneer



年度榮譽與獎項 EXTERNAL ACCREDITATION



鮮啤福鹿家

FULU fresh beer



尚普諮詢：中國鮮啤連鎖門店數量第一

Shangpu Consulting: No. 1 Fresh Beer Chain by Number of Stores in China



華測檢測認證：國內首個“鮮啤酒”認證

CTI Certification: China's First "Fresh Beer" Certification



2025 中國國際啤酒挑戰賽德式小麥榮獲一星天祿獎

Awarded the One-Star Tianlu Award for German Wheat Beer at the 2025 China International Beer Challenge



2025 中國國際啤酒挑戰賽渾濁 IPA 二星天祿獎

Awarded the Two-Star Tianlu Award for Hazy IPA at the 2025 China International Beer Challenge



亞洲啤酒國際錦標賽渾濁 IPA 斬獲主席推薦獎

Won the Chairman's Recommendation Award for Hazy IPA at the Asia Beer International Championship



年度榮譽與獎項

EXTERNAL ACCREDITATION



Daka International Food Co., Ltd.

- 中華全國工商業聯合會辦公廳：2025 中國民營企業社會責任優秀案例
General Office of the All-China Federation of Industry and Commerce: Outstanding Case of Corporate Social Responsibility of Chinese Private Enterprises 2025
- 中華全國工商業聯合會、人力資源社會保障部、中華全國總工會：全國就業與社會保障先進民營企業
All-China Federation of Industry and Commerce, Ministry of Human Resources and Social Security, and All-China Federation of Trade Unions: National Advanced Private Enterprise in Employment and Social Security
- 河南省工業和信息化廳：2025 年河南省數字化轉型“小燈塔”企業
Department of Industry and Information Technology of Henan Province: Henan Province “Small Lighthouse” Enterprise for Digital Transformation 2025
- 河南省發展和改革委員會：河南省物流業和製造業融合創新發展典型案例
Development and Reform Commission of Henan Province: Typical Case of Integrated Innovation Development in the Logistics and Manufacturing Industries of Henan Province
- 河南省市場監督管理局辦公室：河南省企業首席質量官質量變革創新典型案例
General Office of the Market Supervision Administration of Henan Province: Typical Case of Quality Reform and Innovation by Chief Quality Officers of Enterprises in Henan Province
- 河南省工商聯：2025 河南民營企業 100 強
Henan Federation of Industry and Commerce: Top 100 Henan Private Enterprises 2025
- 河南省企業聯合會、河南省企業家協會：2025 河南製造業企業 100 強
Henan Enterprise Confederation and Henan Entrepreneurs Association: Top 100 Henan Manufacturing Enterprises 2025

ESG管理

ESG MANAGEMENT



- 董事會多元化 Board Diversity 13
- ESG管治架構 ESG Governance Structure 14
- 利益相關方溝通 Stakeholder Engagement 16
- 重要性議題評估 Materiality Assessment 19

本集團積極踐行可持續發展理念，持續完善 ESG 管治與管理體系，將 ESG 要求融入公司治理與日常運營管理，系統識別並應對相關風險與機遇，致力於為股東及各利益相關方創造長期、可持續的價值。

The Group actively practices the concept of sustainable development and continuously improves its ESG governance and management system, integrating ESG requirements into corporate governance and daily operation and management, systematically identifying and responding to relevant risks and opportunities, and striving to create long-term and sustainable value for shareholders and all stakeholders.

董事會多元化 BOARD DIVERSITY

本公司已採納董事會多元化政策，並規定了實現董事會多元化的方式。本公司認識到並接受多元化董事會的裨益，並將提升董事會層面的多元化視為令本公司保持可持續發展及達成戰略目標的基本要素。

The Company has adopted the Board Diversity Policy and stipulated the means to achieve Board diversity. The Company recognises and embraces the benefits of having a diverse Board and sees enhanced diversity at the Board level as an essential element in maintaining the Company's sustainable development and achieving its strategic goals.

根據董事會多元化政策，對所有董事的任命均以用人唯才為原則，於選擇董事會成員候選人時，在符合適當條件的前提下，充分考慮董事會成員多元化的裨益。本公司將於選擇董事候選人時進行多個方面的考量，包括但不限於性別、年齡、文化及教育背景、專業經驗、技能、知識及服務任期。是否獲任命最終取決於篩選出的候選人能為董事會創造的價值和貢獻。

Pursuant to the Board Diversity Policy, all appointments to the Board are based on the principle of meritocracy, and the benefits of diversity of Board members are fully taken into consideration with appropriate conditions when considering candidates. The Company will consider a number of aspects when selecting the candidates to the Board, including but not limited to gender, age, cultural and educational background, professional experience, skills, knowledge and length of service. The ultimate decision of the appointment will be based on merit and the contribution which the selected candidates will bring to the Board.

提名委員會負責檢討董事會多元化政策，制訂及檢討可計量目標，以推行該政策，並確定為達致該等目標而取得的進展。

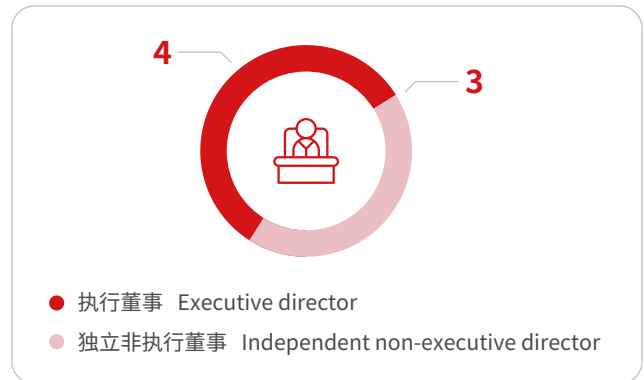
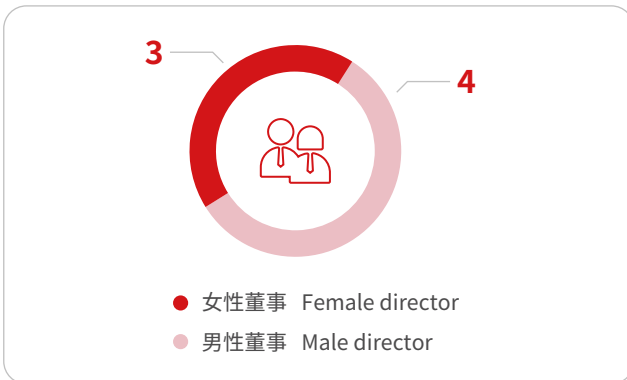
The Nomination Committee is responsible for reviewing the Board Diversity Policy, setting and reviewing measurable objectives to implement the policy and ascertain the progress made towards achieving those objectives.

性別多元化方面，截至相關公告日期，董事會共 7 名董事，其中女性董事 3 名、男性董事 4 名，女性董事占比約 42.9%。其中：

- 執行董事 4 名：女性董事 2 名、男性董事 2 名；
- 獨立非執行董事 3 名：女性董事 1 名、男性董事 2 名。

In terms of gender diversity, as of the date of the relevant announcement, the Board consisted of seven Directors, including three female Directors and four male Directors, with female Directors accounting for approximately 42.9% of the Board. Among them:

- 4 Executive Directors: 2 Female Directors and 2 Male Directors;
- 3 independent non-executive Directors: 1 Female Director and 2 Male Directors.



ESG 管治架構 ESG GOVERNANCE STRUCTURE

本集團構建並持續優化以董事會為最高決策層的三層管治架構，涵蓋“決策層 - 管理層 - 執行層”的自上而下管治體系，明確各層級的職能與目標，確保 ESG 管理深度融入本集團的日常運營與業務實踐。

The Group has established and continuously optimised a three-tier governance structure with the Board as the highest decision-making body, forming a top-down governance system encompassing “leadership – management – execution”. The Group has clearly defined the functions and objectives of each level to ensure that ESG management is deeply integrated into the Group’s daily operations and business practices.



決策層：董事會 Decision Level: Board

董事會是本集團 ESG 事務的最高負責及決策機構，負責審議 ESG 戰略與目標，監督 ESG 工作推進，並審閱及批准年度 ESG 報告，推動 ESG 理念與要求融入公司治理與經營管理。

The Board of Directors is the highest responsible and decision-making body for ESG matters of the Group. It is responsible for reviewing ESG strategies and targets, overseeing the advancement of ESG work, and reviewing and approving the annual ESG report, thereby promoting the integration of ESG philosophy and requirements into corporate governance and business management.

管理層：ESG 委員會 Management Level: ESG Committee

公司設立 ESG 委員會，協助董事會開展 ESG 管治工作，負責制定並檢視 ESG 戰略與目標、相關政策制度與工作計畫，統籌重大議題與關鍵風險管理，指導並監督 ESG 工作小組推進各項工作。ESG 委員會由創始人兼董事長張紅超先生擔任主任，聯席董事長及執行董事張紅甫先生擔任副主任。

The Company has established an ESG Committee to assist the Board in carrying out ESG governance. The ESG Committee is responsible for formulating and reviewing ESG strategies and targets, relevant policies and systems, and work plans, coordinating the management of material issues and key risks, and guiding and supervising the ESG Work Team in advancing various tasks. The ESG Committee is chaired by Mr. Zhang Hongchao, the Founder and Chairman, and vice-chaired by Mr. Zhang Hongfu, the Joint Chairman and Executive Director.

執行層：ESG 工作小組 Execution Level: ESG Working Group

為推動 ESG 戰略與目標有效落地，本集團組建由各業務部門及附屬公司負責人牽頭的 ESG 工作小組，負責落實具體 ESG 工作事項，包括（但不限於）指標數據收集與核驗、重點專案實施、內外部溝通與培訓宣導等，並按既定機制向 ESG 委員會彙報工作進展，形成“決策—管理—執行”閉環管理。

To ensure the effective implementation of ESG strategies and targets, the Group has established an ESG Work Team led by heads of various business departments and subsidiaries, which is responsible for carrying out specific ESG tasks, including but not limited to KPI data collection and verification, implementation of key projects, internal and external communication, and training and awareness promotion. The ESG Work Team reports its progress to the ESG Committee in accordance with the established mechanism, thereby forming a closed-loop management system of “leadership – management – execution”.

同時，本集團將氣候相關議題納入 ESG 管治框架，明確董事會及管理層在氣候相關風險與機遇監督、策略審議信息披露方面的職責，規定 ESG 委員會定期向董事會就氣候相關風險評估進行匯報，重大事項可隨時提呈，並逐步完善相關管理與披露安排。

At the same time, the Group has incorporated climate-related governance into its ESG governance framework, clearly defining the responsibilities of the Board and management in overseeing climate-related risks and opportunities, reviewing relevant strategies and disclosures. It stipulates that the ESG Committee shall regularly report to the Board of Directors on climate-related risk assessments, and may submit major matters at any time. Related management and disclosure arrangements will be improved progressively.

利益相關方溝通 STAKEHOLDER ENGAGEMENT

本集團建立多元化溝通機制，與各利益相關方保持高效、暢通的交流。我們透過多種渠道持續了解其關注重點，並在 ESG 報告編製過程中主動收集相關議題，結合重要性分析結果納入 ESG 管治與管理決策，以持續優化管理實踐並提升信息披露品質。

The Group has established diversified communication mechanisms to maintain efficient and transparent dialogue with all stakeholders. Through multiple channels, we continuously understand their key concerns, and during the preparation of this ESG report, we proactively collected relevant issues and incorporated them into ESG governance and management decision-making in conjunction with the results of the materiality assessment, so as to continuously optimise management practices and enhance the quality of information disclosure.

利益相關方 Stakeholders	關注議題 Issues Concerned	溝通渠道 Communication Channels
股東與投資者 Shareholders and investors	可持續治理 Sustainable governance 商業道德 Business ethics	公司公告 Company announcements 來訪接待 Visiting reception 專項會議 Special meetings
政府和監管部門 Government and regulators	商業道德 Business ethics 應對氣候變化 Respond to climate change 溫室氣體排放 GHG emissions 水資源管理 Water resource management 生物多樣性 Biodiversity 廢棄物管理 Waste management 食品質量與安全 Food quality and safety 鄉村振興 Rural revitalisation 負責任行銷 Responsible marketing 員工權益保護 Protection of employee rights and interests	信息報送 Information disclosure 視察接待 Inspection reception 公文往來 Official correspondence 專項會議 Special meetings

利益相關方 Stakeholders	關注議題 Issues Concerned	溝通管道 Communication Channels
董事會、管理層、員工 Board, management and employees	可持續治理 Sustainable governance 商業道德 Business ethics 隱私保護與數據安全 Privacy protection and data security 公司文化建設 Corporate culture development 食品質量與安全 Food quality and safety 供應鏈管理 Supply chain management 食品產業鏈創新 Food industry chain innovation 員工培訓發展 Employee training and development 平等包容職場 Equal and inclusive workplace 員工權益保護 Protection of employee rights and interests 員工關愛 Employee care 職業健康與安全 Occupational health and safety	公司會議 Company meetings 公司培訓 Company training 公司郵箱與電話 Company email and hotline 員工熱線 Employee hotline
消費者 Consumers	食品質量與安全 Food quality and safety 高質量商品普惠性 Accessibility of high-quality products 新鮮健康產品 Fresh and healthy products 健康與營養 Health and nutrition 負責任行銷 Responsible marketing 貼心優質服務 Considerate quality service 隱私保護與數據安全 Privacy protection and data security 產品碳足跡 Product carbon footprint	電話及媒體溝通平臺 Telephone and media communication platforms 消費者服務熱線 Consumer service hotline 滿意度調查 Satisfaction surveys 透明工廠 Transparent factory 線下活動 Offline events

利益相關方 Stakeholders	關注議題 Issues concerned	溝通管道 Communication Channels
<p>加盟商 Franchisees</p>	<p>加盟商夥伴共贏 Win-win Partnership with Franchisees</p> <p>食品質量與安全 Food quality and safety</p> <p>高質量商品普惠性 Accessibility of high-quality products</p> <p>供應鏈管理 Supply chain management</p> <p>食品產業鏈創新 Food industry chain innovation</p> <p>貼心優質服務 Considerate quality service</p>	<p>加盟商溝通平臺 Franchisee communication platform</p> <p>加盟商服務熱線 Franchisee service hotline</p> <p>加盟調研 Franchisee surveys</p>
<p>供應商 Suppliers</p>	<p>產品碳足跡 Product carbon footprint</p> <p>可持續包裝 Sustainable packaging</p> <p>廢棄物管理 Waste management</p> <p>供應鏈管理 Supply chain management</p> <p>食品產業鏈創新 Food industry chain innovation</p>	<p>供應商會議 Supplier meetings</p> <p>商務往來 Business exchange</p> <p>供應商培訓 Supplier training</p> <p>供應商審核 Supplier review</p>
<p>社區 Communities</p>	<p>鄉村振興 Rural revitalisation</p> <p>興建有愛社會 Co-building a caring society</p> <p>應對氣候變化 Respond to climate change</p> <p>生物多樣性 Biodiversity</p>	<p>公益活動 Public welfare activities</p> <p>志願者行動 Volunteer activities</p>

重要性議題評估 MATERIALITY ASSESSMENT

報告期內，我們持續完善 ESG 議題重要性分析的工作流程，全面識別與本集團經營活動、價值鏈及外部環境變化相關的 ESG 議題，並從“對本集團的重要性”與“對利益相關方的重要性”兩個維度開展評估與排序。重要性評估結果作為我們制定 ESG 管理重點、優化資源配置及開展信息披露的重要依據，並在適用情況下對評估過程、標準與結果進行披露。

結合香港交易所自 2025 年起強化的氣候相關披露要求，我們在重要性評估中同步關注氣候相關風險與機遇，並將其納入相關議題識別和管理視野，以支持後續在治理、策略、風險管理、指標與目標等方面的披露與改進。

During the reporting period, we continuously improved the workflow for analysing the materiality of ESG issues, comprehensively identified ESG issues relevant to the Group's business activities, value chain and changes in the external environment, and assessed and ranked them from two dimensions, namely "materiality to the Group" and "materiality to stakeholders". The results of the materiality assessment serve as an important basis for us to formulate ESG management priorities, optimize resource allocation and carry out information disclosure, and where applicable, we disclose the assessment process, criteria and results.

In light of the HKEx strengthened requirements for climate-related disclosures from 2025 onwards, we also paid attention to climate-related risks and opportunities in the materiality assessment, and incorporated them into the identification and management perspective of relevant issues, so as to support subsequent disclosures and improvements in areas such as governance, strategy, risk management, metrics and targets.

• 識別 Identification:

我們通過內部訪談、問卷調研、專題溝通等方式，廣泛收集內外部利益相關方的關注點與建議，結合行業趨勢、監管要求及本集團戰略與業務特點，形成 ESG 議題清單。

Through internal interviews, questionnaire surveys, thematic communications and other means, we extensively collected the concerns and suggestions of internal and external stakeholders. In combination with industry trends, regulatory requirements, and the Group's strategy and business characteristics, we formulated a list of ESG issues.

• 評估 Assessment:

我們依據“對本集團的重要性”和“對利益相關方的重要性”兩項維度，對議題進行評估與排序；評估過程中綜合考慮議題對經營管理、風險與合規、品牌聲譽、財務與運營韌性，以及對相關方影響程度等因素。

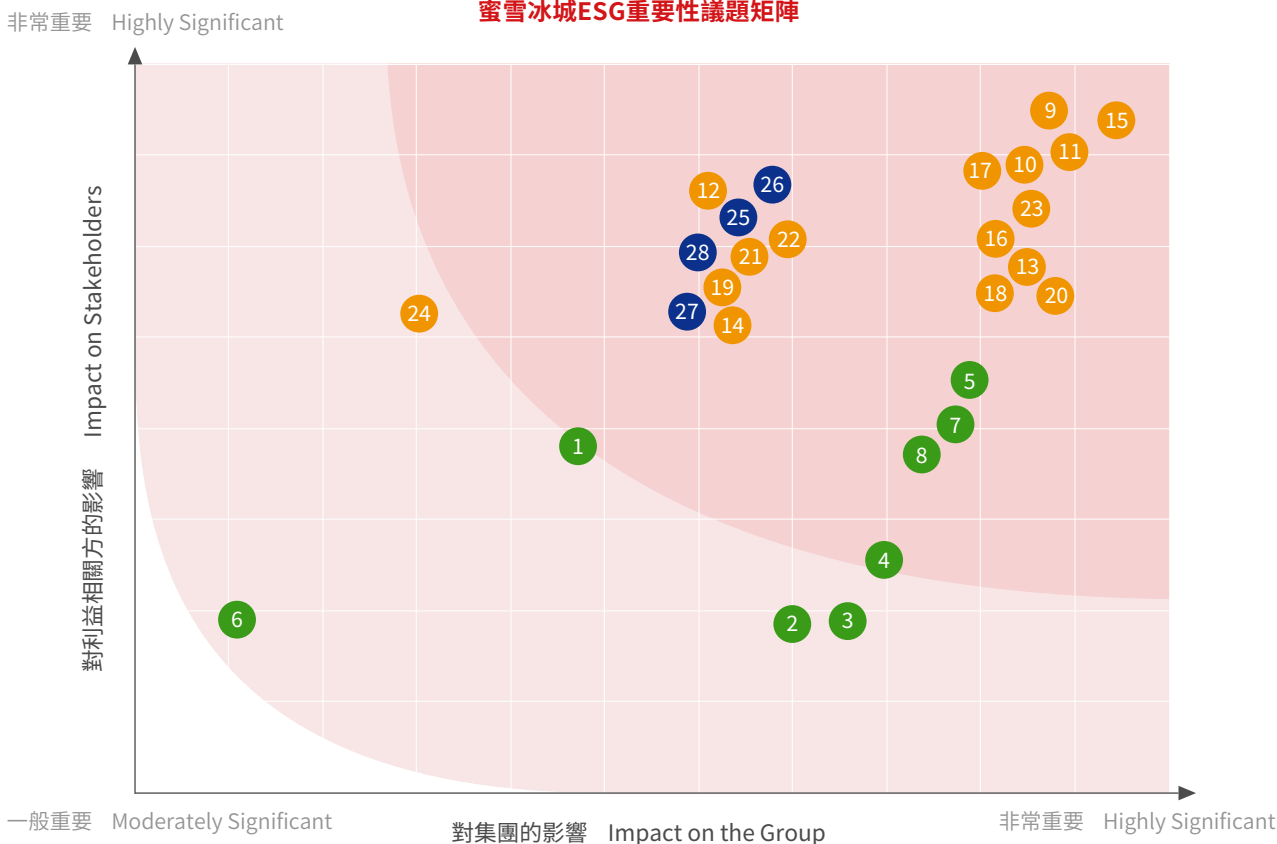
We assessed and ranked the issues based on two dimensions, namely "materiality on the Group" and "materiality on stakeholders". During the assessment process, we took into consideration factors such as the impact of the issues on business management, risk and compliance, brand reputation, financial and operational resilience, as well as the extent of their impact on stakeholders.

• 審閱 Validation:

本集團 ESG 決策層對議題重要性評估結果進行審閱與確認，並據此明確重大議題的優先級及相應的管理舉措與披露安排。

The ESG leadership of the Group reviewed and confirmed the results of the materiality assessment, and on this basis determined the priorities of material issues together with the corresponding management measures and disclosure arrangements.

蜜雪冰城ESG重要性議題矩陣



環境 Environment	社會 Social		管治 Governance
1 應對氣候變化 Respond to climate change	9 食品質量與安全 Food quality and safety	17 貼心優質服務 Caring and quality service	25 隱私保護與數據安全 Privacy protection and data security
2 溫室氣體排放 GHG emissions	10 高質量商品普惠性 Accessibility of high-quality products	18 員工培訓發展 Employee training and development	26 商業道德 Business ethics
3 產品碳足跡 Product carbon footprint	11 新鮮健康產品 Fresh and healthy products	19 平等包容職場 Equal and inclusive workplace	27 可持續治理 Sustainable governance
4 能源管理 Energy management	12 健康與營養 Health and nutrition	20 加盟商夥伴共贏 Win-win partnership with franchisees	28 公司文化建設 Corporate culture development
5 水資源管理 Water resource management	13 供應鏈管理 Supply chain management	21 員工權益保護 Protection of employee rights and interests	
6 生物多樣性 Biodiversity	14 食品產業鏈創新 Food industry chain innovation	22 員工關愛 Employee care	
7 可持續包裝 Sustainable packaging	15 鄉村振興 Rural revitalization	23 職業健康與安全 Occupational health and safety	
8 廢棄物管理 Waste management	16 負責任行銷 Responsible marketing	24 共建有愛社會 Co-building a caring society	

合規經營，穩健發展

OPERATE WITH INTEGRITY, PURSUE STEADY DEVELOPMENT

本章節簡述的 ESG 議題摘要：

- 商業道德與反腐敗
- 法律合規
- 數據安全與隱私保護

Summary of ESG topics covered in this chapter:

- Business Ethics and Anti-corruption
- Legal Compliance
- Data Security and Privacy Protection

本章節回應的 UN SDGs 目標：



UN SDGs addressed in this chapter:



- 商業行為規範 26
Standards of Business Conduct
- 合規監督管理 28
Compliance Oversight and Management
- 廉潔文化建設 31
Building a Culture of Integrity
- 信息安全保護 32
Information Security and Data Protection

商業行為規範 BUSINESS CONDUCT STANDARDS

我們嚴格遵守與合規經營及廉潔從業相關的法律法規，包括《中華人民共和國公司法》《中華人民共和國刑法》《中華人民共和國反不正當競爭法》《中華人民共和國反壟斷法》等，並持續完善覆蓋全業務流程的合規體系，規範員工及業務合作夥伴（含供應商、加盟商等）的商業行為與廉潔誠信，維護公平有序的市場競爭秩序。

為加強行業自律與外部協同治理，本集團持續參與中國企業反舞弊聯盟及陽光誠信聯盟等平臺，推動反舞弊、反商業賄賂與廉潔合規理念在企業運營與合作生態中落地。

◎ 制度機制建設

我們圍繞反腐敗、反舞弊、反商業賄賂、利益衝突管理及舉報與保護等關鍵領域，建立並持續完善內部制度體系，包括《蜜雪集團幹部品德與工作作風要求》《蜜雪集團員工商業行為準則》《蜜雪集團廉潔合規制度》等，以明確行為邊界與責任要求，強化合規管理閉環。

◎ 廉潔承諾

我們明令禁止員工從事任何違反商業道德與法律法規的行為，持續通過制度宣導、培訓與問責機制，指導員工理解並遵循相關合規要求，明確崗位廉潔責任，對涉及腐敗、舞弊等風險事件實行嚴肅處理。報告期內，我們持續組織員工簽署《廉潔自律承諾書》，截至報告期末，簽署覆蓋率為 100%。

We strictly comply with laws and regulations related to compliant operation and integrity in business conduct, including the Company Law of the People's Republic of China, the Criminal Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China and the Anti-Monopoly Law of the People's Republic of China. We continue to improve a compliance system covering the entire business process, regulate the commercial conduct and integrity of employees and business partners (including suppliers, franchisees and others), and uphold a fair and orderly market competition environment.

To strengthen industry self-discipline and external collaborative governance, the Group continues to participate in platforms such as the China Enterprise Anti-Fraud Alliance and the Sunshine Integrity Alliance, so as to promote the implementation of anti-fraud, anti-commercial bribery, integrity and compliance concepts across corporate operations and the broader cooperation ecosystem.

◎ INSTITUTIONAL MECHANISM DEVELOPMENT

Focusing on key areas such as anti-corruption, anti-fraud, anti-commercial bribery, conflict of interest management, as well as reporting and protection mechanisms, we have established and continuously improved our internal institutional system, including the Requirements for the Moral Integrity and Work Style of MIXUE Group Cadres, the Code of Commercial Conduct for MIXUE Group Employees and the Integrity and Compliance Management System of MIXUE Group, so as to clarify behavioural boundaries and accountability requirements and strengthen the closed-loop management of compliance.

◎ INTEGRITY COMMITMENTS

We expressly prohibit employees from engaging in any conduct that violates business ethics, laws and regulations. Through ongoing policy communication, training and accountability mechanisms, we guide employees to understand and comply with relevant compliance requirements, clarify integrity responsibilities for each position, and deal seriously with risk incidents involving corruption, fraud and other misconduct. During the Reporting Period, we continued to organise employees to sign the Letter of Commitment on Integrity and Self-discipline, and as of the end of the Reporting Period, the signing coverage rate reached 100%.

◎ 供應商合規管理

供應商管理方面，我們要求供應商等業務合作夥伴填寫《供應商關聯關係調查表》，並與其簽署《供應商反商業賄賂承諾書》，明確雙方在合同洽談、簽訂與履行期間堅決杜絕商業賄賂、行賄、索賄或其他不正當商業行為的責任與義務；同時，建立面向合作夥伴的舉報與合規監督機制，提升供應鏈合規管理能力。

加盟商合作方面，我們圍繞加盟准入、合同簽訂等重點環節設置監管要素與指標，對意向客戶、招商與市場崗位及人員設置監督與預警機制；例如，通過監測單一審核人或被審核人的提單率與審核通過率，對異常審核工單及審核人員進行預警，並由反舞弊職能進行識別、判斷與追蹤。

◎ 舉報投訴管理

本集團持續完善舉報渠道及處理流程，搭建面向內部員工與外部相關方（如供應商、加盟商等）的多元舉報管道，並設立有獎舉報制度，鼓勵相關方就已知或疑似違法違規行為進行舉報或回饋。為進一步暢通溝通管道，本集團設立監察反腐投訴郵箱（mxjc@mxbc.com）及商業行為準則投訴郵箱（beg@mxbc.com），受理各類線索與意見，並按既定程序及時核查、處理與回饋。我們對舉報信息實行嚴格保密，建立並執行舉報人保護機制，禁止對善意舉報人實施任何形式的歧視、報復或騷擾；對違規行為將依規嚴肅處理。

◎ SUPPLIER COMPLIANCE MANAGEMENT

In terms of supplier management, we require suppliers and other business partners to complete the Supplier Related-party Relationship Questionnaire and sign the Supplier Anti-commercial Bribery Commitment Letter, so as to clearly define the responsibilities and obligations of both parties to resolutely prevent commercial bribery, offering or soliciting bribes, or other improper business conduct during contract negotiation, execution and performance. At the same time, we have established reporting and compliance supervision mechanisms for business partners to enhance compliance management capabilities across the supply chain.

In terms of franchisee cooperation, we have set supervisory elements and indicators around key processes such as franchise admission and contract execution, and established supervision and early warning mechanisms for prospective clients, investment promotion and market-related positions and personnel. For example, by monitoring the submission rate and approval rate of a single reviewer or reviewee, we issue warnings on abnormal review work orders and reviewers, which are then identified, assessed and followed up by our anti-fraud function.

◎ REPORT AND COMPLAINT MANAGEMENT

The Group continues to improve its reporting channels and handling procedures by establishing diversified reporting channels for internal employees and external stakeholders (such as suppliers, franchisees and others), and has put in place a reward-based reporting mechanism to encourage stakeholders to report or provide feedback on known or suspected unlawful or non-compliant conduct. To further facilitate communication, the Group has established a Supervision and Anti-corruption Complaint Mailbox (mxjc@mxbc.com) and a Business Conduct Code Complaint Mailbox (beg@mxbc.com) to receive various clues and opinions, and to verify, handle and respond to them in a timely manner in accordance with established procedures. We maintain strict confidentiality of reporting information, have established and implemented a whistleblower protection mechanism, and prohibit any form of discrimination, retaliation or harassment against good-faith whistleblowers. Any violations will be dealt with seriously in accordance with relevant regulations.

合規監督管理 COMPLIANCE SUPERVISION AND MANAGEMENT

報告期內，本集團持續完善合規體系的組織架構與管理機制，構建以“紀律檢查委員會—監察部”為核心的合規治理架構，強化制度建設、監督審計、風險預警、舉報保護與整改閉環管理，提升對腐敗、舞弊及其他重大合規風險的識別、評估與應對能力，保障經營活動依法合規、穩健運行。

During the Reporting Period, the Group continued to improve the organisational structure and management mechanisms of its compliance system, and established a compliance governance structure centred on the Disciplinary Inspection Committee – Supervision Department”. Through strengthening institutional development, supervision and audit, risk early warning, whistleblower protection and rectification closed-loop management, we enhanced our capabilities in identifying, assessing and responding to corruption, fraud and other major compliance risks, thereby safeguarding lawful, compliant and steady business operations.

◎ 組織架構分工

◎ ORGANIZATIONAL STRUCTURE AND DIVISION OF RESPONSIBILITIES

紀律檢查委員會
(決策與監督)

Disciplinary Inspection
Committee
(Decision-making and
Oversight)

對集團反腐敗、反舞弊及合規監督工作進行統籌監督，審議重大線索處置與調查結論，督導關鍵整改事項落實，促進合規文化建設。

The Disciplinary Inspection Committee is responsible for the overall supervision of the Group’s anti-corruption, anti-fraud and compliance oversight work. It reviews the handling of major clues and investigation conclusions, supervises the implementation of key rectification matters, and promotes the development of a compliance culture.

監察部
(執行與落地)

Supervision
Department (Execution
and Implementation)

作為集團合規監督執行部門，明確反腐敗、反舞弊工作職責、權限與流程，負責舉報受理、調查處置、合規審計與巡迴檢查，匯總問題並提出處理建議與改進方案；定期向紀律檢查委員會述職，並接受其監督。

As the Group’s execution department for compliance supervision, the Supervision Department is responsible for defining the responsibilities, authorities and procedures relating to anti-corruption and anti-fraud work. It is also responsible for the acceptance of reports, investigation and handling, compliance audits and inspection tours, summarizing issues identified and proposing handling recommendations and improvement plans. It reports regularly to the Disciplinary Inspection Committee and is subject to its supervision.

◎ 制度流程體系

本集團制定並持續完善《蜜雪集團監察管理辦法》《蜜雪集團監察巡視制度》等制度文件，對線索受理、調查取證、審議處置、整改跟蹤、紀律問責等關鍵環節予以規範，推動監督管理標準化、程式化，形成“發現問題—處置建議—整改落实—復核閉環”的管理機制。

◎ 審計監督

圍繞重點業務流程與高風險環節，監察部組織開展定期審計及不定期專項檢查，對識別出的風險點與控制薄弱環節提出整改建議，並對整改進度與效果進行跟蹤復核；對拒不整改或整改不到位事項，按程式提級管理並推動問責。

◎ 合規風險管理

全面風險管理（ERM）理念：在集團層面推進風險識別、評估、應對與復盤機制，強調將風險管理與戰略及經營決策相融合，提升跨部門協同與風險信息溝通效率。

◎ INSTITUTIONAL AND PROCEDURAL SYSTEM

The Group has formulated and continuously improved institutional documents such as the Measures for the Administration of Supervision of MIXUE Group and the Inspection and Supervision System of MIXUE Group, so as to regulate key processes including clue acceptance, investigation and evidence collection, review and handling, rectification follow-up and disciplinary accountability. In doing so, we promote the standardisation and proceduralisation of supervision and management, and establish a management mechanism featuring a closed loop of “issue identification – handling recommendation – rectification implementation – review and closure”.

◎ AUDIT AND SUPERVISION

Focusing on key business processes and high-risk areas, the Supervision Department organises regular audits and ad hoc special inspections, proposes rectification recommendations for identified risk points and control weaknesses, and follows up on and reviews the progress and effectiveness of rectification. For matters where rectification is refused or inadequately implemented, such matters will be escalated in accordance with procedures and accountability will be pursued.

◎ COMPLIANCE RISK MANAGEMENT

Enterprise Risk Management (“ERM”) philosophy: At the Group level, we advance mechanisms for risk identification, assessment, response and review, with an emphasis on integrating risk management into strategy and business decision-making, so as to enhance cross-departmental collaboration and the efficiency of risk information communication.

“三道防線”管理思路：參考國際通行“三道防線”模型，進一步明確並強化，以提升監督有效性與權責清晰度。
“Three Lines of Defence” management approach: With reference to the internationally recognised “Three Lines of Defence” model, we have further clarified and strengthened, so as to enhance the effectiveness of supervision and the clarity of responsibilities and accountability.

第一道防線 The first line of defence

業務部門的日常控制責任
The respective responsibilities of business departments for day-to-day control

第二道防線 The second line of defence

合規 / 風控等管理職能的監督與指導責任
Management functions such as compliance and risk control for supervision and guidance

第三道防線 The third line of defence

內部審計 / 獨立監督職能的評價與改進責任
Internal audit/independent oversight functions for evaluation and improvement

◎ 數字化預警

本集團持續運行並迭代 BI 審核風險預警系統、商旅風險預警系統、審計監督系統等反舞弊預警與監督工具，用於識別異常行為與潛在線索，提升風險識別的及時性與穿透力。

◎ 紀律問責

監察部按制度開展調查處置，調查人員堅持客觀、中立、公正原則，尊重調查對象合法權益；集團內部單位、部門和個人應積極配合並如實提供情況。對拒不配合或存在違規行為的人員，依法依規進行紀律處分；涉嫌違法犯罪的，移交司法機關處理。

◎ DIGITALISED EARLY WARNING

The Group continues to operate and iterate anti-fraud early warning and supervision tools such as the BI Review Risk Early Warning System, the Business Travel Risk Early Warning System and the Audit Supervision System, which are used to identify abnormal behaviours and potential clues, thereby enhancing the timeliness and depth of risk identification.

◎ DISCIPLINARY ACCOUNTABILITY

The Supervision Department conducts investigations and handling in accordance with established systems. Investigators adhere to the principles of objectivity, neutrality and fairness, and respect the lawful rights and interests of the persons under investigation. Internal entities, departments and individuals of the Group are required to cooperate actively and provide information truthfully. Persons who refuse to cooperate or are found to have committed violations will be subject to disciplinary actions in accordance with laws and regulations. Where suspected criminal offences are involved, such cases will be transferred to judicial authorities for handling.

報告期內，
本集團未發生對本集團及員工提出並審結的貪污訴訟案件；

收到員工關於廉潔誠信及利益衝突的申報：

45次

During the Reporting Period,
the Group had no concluded corruption litigation cases brought against
the Group or its employees;
we received 45 declarations from employees relating to integrity, honesty
and conflicts of interest;
the cumulative case closure rate for reported incidents was 100%.

累計舉報事件結辦率：

100%



廉潔文化建設 INTEGRITY CULTURE DEVELOPMENT

本集團監察部定期開展反腐敗、反舞弊培訓及廉潔文化宣貫工作，培訓內容涵蓋國家相關法律法規、公司內部反腐敗反舞弊管理制度、典型案例警示等。通過持續宣導與培訓，進一步增強員工的反腐敗、反舞弊意識，使員工對國家及公司的法律法規、規章制度形成更清晰的認知，提升自我保護意識與對制度的敬畏感。

同時，我們定期對反腐敗、反貪污管理體系與程序的運行效果進行評估，收集員工及相關方的意見與建議，並結合監督審計與風險識別情況，及時對管理體系與流程進行調整和完善，推動廉潔合規要求在關鍵崗位與重點環節持續落地。

此外，按照港交所 ESG 披露對“向董事及員工提供反貪污培訓”的相關要求，我們在上一年度已向董事開展反貪腐培訓，並在報告期內持續推進相關培訓與宣導安排。

The Group's Supervision Department regularly conducts anti-corruption and anti-fraud training as well as integrity culture promotion activities. The training covers relevant national laws and regulations, the Company's internal anti-corruption and anti-fraud management systems, and warning education based on typical cases. Through ongoing communication and training, we further enhance employees' awareness of anti-corruption and anti-fraud, enabling them to develop a clearer understanding of national and corporate laws, regulations and internal rules, while strengthening their sense of self-protection and respect for institutional requirements.

At the same time, we regularly evaluate the effectiveness of the operation of our anti-corruption and anti-bribery management systems and procedures, collect opinions and suggestions from employees and relevant stakeholders, and, in light of supervision, audit and risk identification results, promptly adjust and improve the management system and processes, so as to promote the continued implementation of integrity and compliance requirements in key positions and critical processes.

In addition, in accordance with the Hong Kong Stock Exchange's ESG disclosure requirements relating to anti-corruption training provided to Directors and employees, we had already provided anti-corruption training to Directors in the previous year, and continued to advance relevant training and communication arrangements during the Reporting Period.

報告期內，
接受反貪腐培訓的董事人員覆蓋率

100%

During the Reporting Period,
The coverage rate of Directors receiving anti-corruption training was 100%;
The coverage rate of employees receiving anti-corruption training was 100%.

反貪腐培訓員工覆蓋率：

100%



信息安全保護

INFORMATION SECURITY PROTECTION

本集團高度重視客戶數據安全與隱私保護工作，持續完善信息安全管理体系與技術防護能力，嚴格遵守與網絡安全、數據安全及個人信息保護相關的法律法規要求，包括《中華人民共和國網絡安全法》《中華人民共和國數據安全法》《中華人民共和國個人信息保護法》等，依法合規開展數據處理活動，切實保障用戶信息安全與合法權益。

The Group attaches great importance to customer data security and privacy protection, and continues to improve its information security management system and technical protection capabilities. We strictly comply with laws and regulations relating to cybersecurity, data security and personal information protection, including the Cybersecurity Law of the People's Republic of China, the Data Security Law of the People's Republic of China and the Personal Information Protection Law of the People's Republic of China, carry out data processing activities in a lawful and compliant manner, and effectively safeguard the security of user information and their lawful rights and interests.

◎ 信息安全治理

蜜雪集團流程與數字化中心承接信息安全管理体系職能，並設立信息安全管理体系組織，專職負責集團信息安全體系建設與日常管理工作，推動信息安全要求在制度、流程與系統建設中落地。

◎ INFORMATION SECURITY GOVERNANCE

The Process and Digitalization Center of MIXUE Group undertakes information security management functions, and has established an information security management organisation dedicated to the development and day-to-day management of the Group's information security system, thereby promoting the effective implementation of information security requirements in institutional, procedural and system development.

◎ 制度體系完善

報告期內，本集團持續執行《蜜雪集團信息安全總體綱領》《應用系統安全測評規範》等制度檔，並更新個人信息保護相關政策與告知機制，進一步明確數據分類分級、訪問控制、系統安全測評、安全開發與變更管理等要求，提升制度體系的可執行性與一致性。

◎ INSTITUTIONAL SYSTEM IMPROVEMENT

During the reporting period, the Group continued to implement institutional documents such as the General Information Security Framework of MIXUE Group and the Security Assessment Standards for Application Systems, and updated policies and notification mechanisms relating to personal information protection. These efforts further clarified requirements on data classification and grading, access control, system security assessment, secure development and change management, thereby enhancing the executability and consistency of the institutional system.

◎ 第三方評估認證

本集團持續推進核心業務系統安全合規建設，業務中臺等核心系統已取得並保持國家信息安全等級保護第三級相關認證，以強化關鍵系統的安全基線能力與合規管理水準。

◎ THIRD-PARTY ASSESSMENT AND CERTIFICATION

The Group continues to advance the security and compliance development of its core business systems. Core systems, including the business middle platform, have obtained and maintained the relevant certification for Level III of the Multi-level Protection Scheme for Information Security of the State, thereby strengthening the security baseline capabilities and compliance management standards of key systems.

◎ 技術防護

本集團通過多項技術措施提升信息安全防護能力：

- 部署並使用 DLP 等工具記錄與管控文件流傳，降低敏感信息洩露風險；
- 構建“雲—網—端”安全架構，統一安全標準與配置基線，推進終端標準化管理；
- 建立安全監控與檢測機制，開展漏洞掃描與修復、權限與帳戶管理、日誌留存與審計等工作，提升對異常行為與安全事件的發現與響應能力；
- 持續優化應用與系統安全測評與上線門禁，強化安全開發與運行維護管理，保障業務連續性與用戶信息安全。

◎ 海外業務合規

隨著本集團海外業務拓展，我們在遵循中國相關法律法規的同時，關注並研究經營所在地與業務相關的個人資訊與數據保護規則，在適用情況下推動數據合規要求納入海外業務管理流程與系統建設。例如，泰國《個人數據保護法》(PDPA) 已生效並對數據處理提出合規義務要求，本集團將結合業務實際持續完善相關合規安排。

◎ 培訓宣導

為提升全員信息安全意識，本集團定期組織開展信息安全意識培訓與宣導，通過宣傳視頻、圖文海報、現場培訓等形式實現覆蓋；並持續開展釣魚郵件演練等活動，提升員工對信息安全風險的識別與防範能力。

◎ TECHNICAL PROTECTION

The Group enhances its information security protection capabilities through a number of technical measures:

- Deploying and using tools such as DLP to record and control document circulation, thereby reducing the risk of sensitive information leakage;
- Building a “cloud-network-endpoint” security architecture, unifying security standards and configuration baselines, and advancing standardised endpoint management;
- Establishing security monitoring and detection mechanisms, and carrying out vulnerability scanning and remediation, permission and account management, log retention and audit, so as to enhance the capability to detect and respond to abnormal behaviours and security incidents;
- Continuously optimizing application and system security assessment and launch access control, strengthening secure development and operation and maintenance management, and safeguarding business continuity and the security of user information.

◎ OVERSEAS BUSINESS COMPLIANCE

With the expansion of the Group’s overseas business, while complying with relevant laws and regulations of China, we also pay close attention to and study personal information and data protection rules relevant to our operations in the jurisdictions where we conduct business, and where applicable, promote the incorporation of data compliance requirements into the management processes and system development of our overseas business. For example, Thailand’s Personal Data Protection Act (“PDPA”) has come into effect and sets out compliance obligations for data processing. The Group will continue to improve relevant compliance arrangements in light of actual business needs.

◎ TRAINING AND AWARENESS PROMOTION

To enhance information security awareness across the workforce, the Group regularly organises information security awareness training and communication activities, achieving broad coverage through publicity videos, graphic posters, on-site training and other formats. We also continue to carry out activities such as phishing email simulation exercises to strengthen employees’ ability to identify and prevent information security risks.

精益求精，品質護航

PURSUE EXCELLENCE, SAFEGUARD QUALITY

本章節簡述的 ESG 議題摘要：

- 產品質量與安全
- 消費者權益保護
- 知識產權保護

Summary of ESG topics covered in this chapter:

- Product Quality and Safety
- Consumer Rights Protection
- Intellectual Property Protection

本章節回應的UN SDGs目標：



UN SDGs addressed in this chapter:



- 源頭品質嚴選 35
Rigorous Quality Selection at the Source
- 食品安全治理 41
Food Safety Governance
- 客戶權益保障 47
Customer Rights Protection
- 品牌價值守護 52
Safeguarding Brand Value

源頭品質嚴選

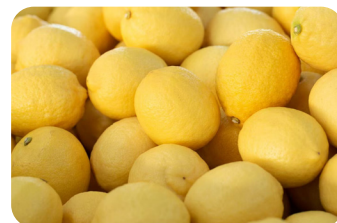
RIGOROUS SELECTION OF QUALITY AT THE SOURCE

依託高度數字化的端到端供應鏈體系，我們持續夯實“高質平價”的價值基石。同時，我們精準捕捉消費者聲音與多元市場需求，建立了消費者共創的新品研發機制，確保每一款推出的“真、鮮、純”產品不僅跨越地域與品類的界限，更切實貼合大眾的真實喜愛，讓美味更可及、更可負擔。

◎ 真材實料 全球嚴選

好產品源於好原料。我們建立了覆蓋全球的數位化採購網路，構建了覆蓋全球六大洲、38 個國家的嚴選採購網路，向地理與時令尋求美味。我們深耕國內，在四川安嶽投資建設檸檬供應鏈中心¹，打造 3 萬畝高標準檸檬示範直供基地。只有表面光滑、沒有明顯缺陷，重量在 115~230g 之間的 A 級果，才會被送往蜜雪冰城的各個門店，製作成為好喝的冰鮮檸檬水。同時，我們堅持以全球化視野甄選優質食材，嚴格篩選來自越南的百香果、新西蘭奶源等全球優質原料，通過對食材源頭與品質的嚴格把控，將自然本真的風味融入產品。報告期內，我們深化與巴西供應鏈的戰略合作，進一步擴大在巴西的咖啡豆等農產品原材料採購規模。

► A級檸檬果
A-grade lemon fruit



Leveraging a highly digitalized end-to-end supply chain system, we continuously strengthen the concept and implementation of “value-for-money.” At the same time, we accurately capture consumer voices and diverse market needs and have established a co-creation mechanism for new product development with consumers. This ensures that every “real, fresh, pure” product we launch not only transcends regional and category boundaries, but also genuinely aligns with what the public truly likes, making delicious products more accessible and more affordable.

◎ AUTHENTIC INGREDIENTS, RIGOROUSLY CURATED WORLDWIDE

Good products start with good ingredients. We have established a global digitalised procurement network, building a carefully selected sourcing network spanning six continents and 38 countries, seeking great taste from diverse geographies and seasons. We have continued to deepen our presence in China by investing in and constructing a lemon supply chain centre in Anyue, Sichuan, and developing a 30,000-mu high-standard direct supply demonstration base for lemons. Only Grade A fruits with smooth surfaces, no obvious defects and a weight between 115g and 230g are delivered to MIXUE stores for the preparation of our refreshing Fresh Lemonade. At the same time, we adhere to a global vision in selecting high-quality ingredients, strictly screening premium raw materials from around the world, such as passion fruits from Vietnam and dairy sources from New Zealand. Through stringent control over ingredient origins and quality, we incorporate the authentic flavours of nature into our products. During the Reporting Period, we deepened our strategic cooperation with the Brazilian supply chain and further expanded our procurement of coffee beans and other agricultural raw materials from Brazil.

¹ 安嶽檸檬供應鏈中心基於原有潼南檸檬供應鏈中心並行佈局

¹ The Anyue Lemon Supply Chain Center is arranged in parallel with the existing Tongnan Lemon Supply Chain Center.

**案例：安嶽檸檬供應鏈中心簽約，強化川渝核心產區雙中心佈局****Case: Signing of the Anyue Lemon Supply Chain Center Project to Strengthen the Dual-Center Deployment in the Core Lemon-Producing Areas of Sichuan and Chongqing**

報告期內，蜜雪冰城與四川安嶽縣雙方合作迎來重要里程碑，我們與安嶽檸檬供應鏈中心舉行建設項目簽約儀式。該項目將打造約 3 萬畝高標準檸檬示範直供基地，建設 2 萬噸冷鏈倉儲分揀中心。該專案建成投產後，預計年加工檸檬鮮果超 2 萬噸，實現年產值約 2 億元。安嶽檸檬供應鏈中心與我們此前在重慶潼南建立的檸檬加工基地定位互補——潼南加工基地側重鮮果分選與加工，安嶽中心則聚焦源頭種植與冷鏈倉儲，兩者共同構成我們在川渝核心檸檬產區的雙中心供應鏈佈局，進一步強化原料端的自主掌控能力與供應穩定性。

During the reporting period, MIXUE and Sichuan Anyue County reached an important milestone in their cooperation as the two parties held a signing ceremony for the construction project of the Anyue Lemon Supply Chain Center. The project aims to establish an approximately 2,000 hectares high-standard demonstration base for direct lemon supply and build a 20,000-tonne cold-chain warehousing and sorting center. Once completed and operational, the project is expected to process more than 20,000 tonnes of fresh lemons annually and generate an annual output value of approximately RMB 200 million. The positioning of the Anyue Lemon Supply Chain Center complements that of the lemon processing base we previously established in Tongnan, Chongqing: the Tongnan base focuses on fresh fruit sorting and processing, while the Anyue center focuses on source planting and cold-chain storage. Together, they form our dual-center supply chain deployment in the core lemon-producing areas of Sichuan and Chongqing, further strengthening our control over raw material supply and supply stability.



四川安嶽檸檬供應鏈中心
Anyue Lemon Supply Chain Center, Sichuan



案例：蜜雪冰城攜手巴西出口投資促進局升級農產品經貿合作

Case: MIXUE Partners with Apex-Brazil to Elevate Agricultural Trade Cooperation

2025年5月，蜜雪冰城與巴西出口投資促進局簽署合作備忘錄，進一步深化農產品經貿合作。未來3至5年，蜜雪冰城計畫在巴西採購咖啡豆等優質農產品，總金額不低於40億元人民幣。該項目不僅鎖定核心產區原料的穩定供應，更推動我們從單一採購向“採購—供應鏈—本地化運營”一體化佈局升級，持續夯實全球優質原料的源頭能力。

In May 2025, MIXUE signed a memorandum of cooperation with the Brazilian Trade and Investment Promotion Agency to further deepen agricultural trade cooperation. Over the next three to five years, MIXUE plans to procure high-quality agricultural products such as coffee beans from Brazil, with a total value of no less than RMB 4 billion. This initiative not only secures a stable supply of raw materials from core production areas, but also promotes our upgrade from standalone procurement to an integrated deployment covering “procurement–supply chain–localized operations,” continuously strengthening our capabilities at the source of global high-quality raw materials.



巴西出口投資促進局主席豪爾赫·維亞納在蜜雪冰城門店

Jorge Viana, President of the Brazilian Trade and Investment Promotion Agency, at a MIXUE Store

◎ 全程鎖鮮 技術護航

通過持續的技術創新與冷鏈體系建設，我們構建了覆蓋“從田間到杯口”的全鏈路保鮮管理體系。2025 年，我們依託全國五大生產基地 70 餘條國際智能化生產線，實現核心飲品食材 100% 自主生產。與此同時，我們引入人工智能 (AI) 銷售預測與智能補貨系統，推動供應鏈由經驗主導向 AI 驅動升級，實現源頭鎖鮮、技術固鮮、清潔保鮮的閉環管控。

◎ FRESHNESS PRESERVED THROUGHOUT THE ENTIRE PROCESS, SUPPORTED BY TECHNOLOGY

Through continuous technological innovation and cold-chain development, we have built a full-process freshness management system covering “from field to cup.” In 2025, relying on more than 70 internationally advanced intelligent production lines across five major production bases nationwide, we achieved 100% in-house production of core items. Meanwhile, we introduced AI-based sales forecasting and intelligent replenishment systems, driving the supply chain upgrade from experience-led to AI-driven operations and forming a closed-loop control mechanism for locking in freshness at the source, preserving freshness through technology, and maintaining freshness through clean processes.



案例：30 分鐘鮮果變果漿，廣西工廠以“鎖鮮速度”守護原料品質

Case: Fresh Fruit to Puree in 30 Minutes: Guangxi Factory Preserves Quality with Freshness-Locking Speed

在蜜雪冰城廣西生產基地水果加工車間，通過全自動榨果機全程真空鮮榨，芒果從鮮果變成果漿僅需 30 分鐘。經過高壓殺菌、智能灌裝以及 -35°C 急凍鎖鮮隧道，果漿在 2 小時速凍至 -18°C，全程“鎖住”營養和鮮度。

In the fruit processing workshop of MIXUE's Guangxi factory, fully automated juicing machines perform vacuum fresh pressing throughout the entire process, enabling mangoes to be transformed from fresh fruit into puree in just 30 minutes. After high-pressure sterilization, intelligent filling, and passage through a -35°C rapid-freezing flash-freezing tunnel, the puree is quick-frozen to -18°C within two hours, effectively “locking in” nutrition and freshness throughout the process.



蜜雪冰城廣西生產基地
MIXUE Guangxi production bases

◎ 消費者共創

我們通過線上調研、線下品鑑等多元渠道，將消費者建議深度納入產品研發全流程，系統收集其在興趣偏好、性價比感知及購買意願等維度的反饋，並以此作為產品迭代升級的核心依據。這一以需求為導向的研發機制，確保產品在延續純淨配方案理念的同時，精準響應市場的真實需求。

◎ CONSUMER CO-CREATION

Through diversified channels such as online surveys and offline tastings, we deeply involve consumer advice throughout the product R&D process, systematically collecting feedback on dimensions including interest preferences, perceived value for money, and purchase intention. This feedback serves as a core basis for product iteration and upgrading. This demand-oriented R&D mechanism ensures that while products continue the concept of clean formulations, they also respond precisely to real market needs.

針對部分消費者反映飲用後出現的心悸、失眠等咖啡因敏感反應，蜜雪冰城對此專項退出“0茶0咖”系列產品，並在菜單中新增獨立品類，為消費者提供更清晰的健康選擇。

In response to feedback from some consumers regarding caffeine-sensitive reactions such as palpitations and insomnia after consumption, MIXUE specially launched the “0 Tea 0 Coffee” product series and added it as a separate category on the menu, so as to provide consumers with clearer and healthier choices.

▶ “蜜雪冰城”0茶0咖產品分類 Makuwa Melon Series Products

清爽真果茶	0茶0咖		
经典厚奶茶		香蕉撞奶 喝香蕉“蕉”好运	+
新鲜冰淇淋	新	¥8起	
茉莉奶绿 轻乳系列		香蕉酸奶 喝香蕉“蕉”好运	+
雪王咖啡	新	¥10	
0茶0咖			
生打椰椰		葡萄酸奶 喝葡萄酸奶，活力好状态	+
原叶纯茶	新	小程序专享价 ¥10 ¥11	

以東南亞市場為例，抹茶、蜜瓜系列憑藉清新口感與高性價比定位，快速躋身區域銷量前三，成為海外代表性單品。

Taking the Southeast Asian market as an example, our Matcha and Makuwa Melon series quickly ranked among the top three best-selling product lines in the region thanks to their refreshing taste and strong value-for-money positioning, becoming representative products in overseas markets.



▲ 蜜瓜系列产品
Makuwa Melon Series Products



▲ 抹茶系列产品
Matcha Series Products

幸運咖圍繞果咖、果茶、幸運冰三大核心品類，構建貼合用戶口感與體驗的產品矩陣，精準捕捉青提風味的消費潛力，憑藉差異化定位與優質口感，成功贏得市場廣泛好評，成為 2025 年年度品牌增長的核心驅動力。

Centred on its three core categories of fruit coffee, fruit tea and Lucky Ice, Lucky Cup has built a product matrix tailored to consumers' taste preferences and experience. By accurately capturing the market potential of green grape flavour and leveraging its differentiated positioning and premium taste, Lucky Cup successfully won widespread market acclaim and became a core driver of brand growth in 2025.

▶ 幸運咖青提香檸茶、青提冰萃咖
Makuwa Melon Series Products



食品安全治理

FOOD SAFETY GOVERNANCE

◎ 治理體系

本集團嚴格遵守《中華人民共和國食品安全法》《中華人民共和國產品品質法》《餐飲服務連鎖企業落實食品安全主體責任監督管理規定》《農產品品質安全承諾達標合格證管理辦法》《中華人民共和國農產品品質安全法》《農藥管理條例》《食品生產經營企業落實食品安全主體責任監督管理規定》等相關法律法規要求，持續健全覆蓋研發、採購、生產加工、倉儲物流、門店運營至終端消費的全生命週期品質安全與食品安全管理體系。期間，集團新增 7 項、優化 11 項食品安全相關制度，並編制《中國大區市場管理工作手冊》，為一線運營提供規範指引。同時，公司不斷完善食品安全合規預警機制，從政策標準、監管動態、行業趨勢、內部檢查及顧客回饋等多維度歸集研判資訊、發佈風險預警，並嚴格執行年度食品安全風險監測計畫，對原物料及產品開展常態化指標監測，確保各環節合規可控，持續為消費者提供安全、安心的產品。

我們持續完善食品安全治理架構，為全鏈條質量管理提供堅實保障。

◎ GOVERNANCE SYSTEM

The Group strictly complies with the requirements of relevant laws and regulations, including the Food Safety Law of the People's Republic of China, the Product Quality Law of the People's Republic of China, Provisions on the Supervision and Administration of Chain Food Service Enterprises in Implementing Their Primary Responsibility for Food Safety, Administrative Measures for Certificates of Compliance with Standards and Safety Commitment for Agricultural Products, Law of the People's Republic of China on the Quality and Safety of Agricultural Products, the Regulation on the Administration of Pesticides, and the Provisions on the Supervision and Administration of Food Production and Business Enterprises in Implementing Their Primary Responsibility for Food Safety. We have continuously improved a life-cycle quality and food safety management system covering R&D, procurement, production and processing, warehousing and logistics, store operations, and end consumption. During the reporting period, the Group added seven new food safety-related policies, optimized 11 others, and developed the China Regional Market Management Manual to provide standardized guidance for front-line operations. Meanwhile, the Company continued to improve its food safety compliance early-warning mechanism by collecting, analyzing, and assessing information from multiple dimensions, including policy standards, regulatory developments, industry trends, internal inspections, and customer feedback, and issuing risk alerts accordingly. We also strictly implemented our annual food safety risk monitoring plan, carrying out routine indicator monitoring for raw materials and products to ensure compliance and controllability at every stage, thereby continuously providing consumers with safe and reliable products.

We continuously improve our food safety governance structure to provide solid support for quality management across the entire value chain.

在集團層面，蜜雪集團食品安全委員會統籌制定食品安全戰略與長期規劃，建立並完善覆蓋全鏈條的管理體系，負責風險管控、質量監督及重大事項決策。

At the Group level, the MIXUE Group Food Safety Committee coordinates the formulation of food safety strategies and long-term plans, establishes and improves management systems covering the full value chain, and is responsible for risk control, quality supervision, and decision-making on major matters.

在業務層面，我們優化組建中國大區食品安全委員會，負責落實集團食品安全管理工作部署，制定本業務領域食品安全目標，確保集團部署有效落地，同時，負責組織內食品安全管理流程的日常運行、檢查監督、食品安全風險評估、人員培訓與教育、信息溝通、應急管理等。

At the business level, we optimized and established the China Regional Food Safety Committee, which is responsible for implementing the Group's food safety management arrangements, setting food safety objectives within its business scope, and ensuring the effective execution of Group requirements. It is also responsible for the daily operation of food safety management processes, inspection and supervision, food safety risk assessment, personnel training and education, information communication, and emergency management.

日常運營中，我們構建了“門店每日自查、片區與總部定期排查、食安委月度統籌”的管控機制，通過月度彙報與會議決議實現重點問題的閉環管理，食品安全總監每月向大區負責人彙報工作進展及隱患問題，經研判後形成月度報告並同步跟進。

In daily operations, we have established a control mechanism featuring “daily store self-inspection, regular inspections by regions and headquarters, and monthly coordination by the Food Safety Committee.” Through monthly reporting and meeting resolutions, key issues are managed in a closed loop. The food safety director reports monthly on work progress and hidden risks to the regional head. Following review and assessment, a monthly coordination report is prepared and follow-up actions are implemented accordingly.

報告期內，集團成立審核小組，依據 ISO 22000 食品安全管理體系標準完成內部審核審核覆蓋 11 個職能部門、多家直營門店及倉儲物流節點，並對各片區門店進行抽樣檢查，全面評估體系運行情況。審核結果表明，公司整體運行基本符合體系標準要求。

During the reporting period, the Group established an audit team and completed an internal audit based on the ISO 22000 Food Safety Management System standard. The audit covered 11 functional departments, multiple directly operated stores, and warehousing and logistics nodes, and also included sample inspections of stores in various regions to comprehensively assess system operation. The results showed that the Company's overall operations were generally in compliance with the system standard requirements.

◎ 風險管理

我們高度重視終端門店運營與食品安全風險管理，建立了日常巡檢、總部稽覈、專項抽查相結合的三級風險管控體系，通過常態化、全覆蓋、重點化的排查機制，持續防範運營風險，保障門店規範合規運營。

在日常監督管理中，我們依託各級經營顧問對全國門店開展常態化巡檢，採用線上智能監控與線下現場檢查相結合的方式，實現每月對所有門店線上線下巡檢全覆蓋，對發現的問題及時指導整改，從源頭防範運營風險。

在總部稽覈層面，我們依據統一的門店質量評估標準，每月對各區域門店開展標準化質量稽覈檢查，以統一尺度評估門店運營水平，督促規範運營，推動整體服務質量持續提升。

在食品安全專項管控方面，我們聚焦高風險城市與高風險門店，開展針對性食品安全風險排查與現場調研，精準識別潛在風險點，並督促各區域落實改進措施，形成風險識別、整改提升、跟蹤閉環的管理機制。

通過多層級、全覆蓋的風險管理與排查體系，我們不斷強化風險預判與處置能力，持續提升門店運營穩定性與食品安全保障水平，切實守護消費者權益，實現品牌高質量、可持續發展。

報告期內，
未發生已售或已運送產品因安全與健康理由而需回收的事件。

◎ RISK MANAGEMENT

We attach great importance to store operations and food safety risk management, and have established a three-tier risk control system combining daily inspections, headquarters audits, and special spot checks. Through regular, full-coverage, and targeted inspection mechanisms, we continuously prevent operational risks and ensure standardized and compliant store operations.

In routine supervision and management, we rely on business consultants at all levels to conduct regular inspections of stores nationwide. By combining online intelligent monitoring with offline on-site inspections, we achieve full monthly online and offline inspection coverage for all stores, promptly guide rectification of identified issues, and prevent operational risks at the source.

At the headquarters audit level, we conduct standardized monthly quality audits of stores in each region based on unified store quality assessment standards, using a consistent benchmark to evaluate store operations, promote standardized practices, and drive continuous improvement in overall service quality.

For special food safety control, we focus on high-risk cities and stores, conducting targeted food safety risk inspections and on-site investigations to accurately identify potential risk points and urge all regions to implement improvement measures, thereby forming a management mechanism for risk identification, rectification and improvement, and follow-up closure.

Through our multi-level, full-coverage risk management and inspection system, we continuously strengthen our risk forecasting and handling capabilities, steadily improve store operational stability and food safety assurance, effectively protect consumer rights and interests, and achieve high-quality, sustainable brand development.

During the reporting period,
there were no incidents in which products sold or delivered were required to be recalled due to safety or health concerns.

◎ 門店升級

我們自 2024 年底起，便有序推進智能設備在全國門店的測試及推廣。截至報告期末，我們的智能出液機已覆蓋超 13,000 家蜜雪冰城門店，智能平板已在全國 37,530 家蜜雪冰城門店推廣使用，進一步提升門店運營效率、提升產品標準化水準、降低食品安全風險，並優化消費者體驗。

同時，我們持續推進門店智能化監控體系建設，實現全國門店監控攝像頭全覆蓋，對前場、後場、收銀及外場工作站進行即時監控。同時，在全國範圍內逐步普及智能識別設備，系統可自動識別、抓拍並記錄不合規情況，即時推送至相關人員跟進整改，形成從問題發現到閉環處置的全流程數位化管理。

我們積極推動食安管理數字化轉型：在門店端，構建自查反饋體系，壓實食安主體責任；在經營顧問監管端，優化監管內容實現數字化升級；在公司管理端，推進門店分級管理數字化系統建設。

◎ STORE UPGRADES

Since the end of 2024, we have been steadily advancing the testing and rollout of intelligent equipment across stores nationwide. As of the end of the Reporting Period, our intelligent liquid dispensing machines had been deployed in more than 13,000 MIXUE stores, and intelligent pads introduced in 37,530 MIXUE stores nationwide. Their large-scale rollout will further improve store operating efficiency, enhance product standardization, reduce food safety risks, and optimize consumer experience.

We continue to advance the development of an intelligent store monitoring system, achieving full coverage of surveillance cameras in stores nationwide and enabling real-time monitoring of front-of-house, back-of-house, cashier, and outdoor workstations. Intelligent recognition devices are being gradually adopted. These systems can automatically identify, capture, and record non-compliant situations and push alerts in real time to relevant personnel for follow-up rectification, forming a fully digitalized management process from issue detection to closed-loop resolution.

We are actively promoting the digital transformation of food safety management: at the store level, we have built a self-inspection and feedback system to reinforce primary food safety responsibility; at the business consultant supervision level, we have optimized supervisory content to achieve digital upgrades; and at the corporate management level, we are advancing the development of a digitalized system for store classification management.

報告期內，
門店食品安全檢查

100%覆蓋

門店食安自查反饋率達

97%

食品安全重點問題閉環率

100%

蜜雪冰城中國大區線上雲檢超

49.6萬次

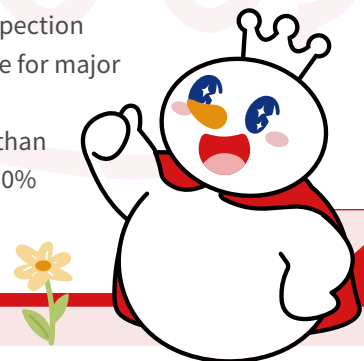
線下巡檢超

50萬次

年度營業門店覆蓋率

100%

During the reporting period, 100% of stores were covered by food safety inspections; the self-inspection feedback rate for food safety in stores reached 97%; the closure rate for major food safety issues reached 100%; MIXUE conducted over 496,000 cloud-based inspections and more than 500,000 in-person inspections across its China regions, achieving 100% annual coverage of operating stores.



◎ 行業引領

我們持續發揮行業引領作用，積極參與行業相關標準的制定與完善。本年度，我們協同河南省市場監督管理局、河南省標準化研究院，參與完成河南省首個餐飲服務行業地方標準《餐飲服務企業風險防控提質指南》(DB41/T 2975—2025) 的制定，該標準已於 10 月 15 日正式發佈實施，為行業規範化發展貢獻企業力量。

同時，我們聯合第三方檢驗機構、設備商等合作伙伴完成《商用淨水器設備衛生健康技術要求》團體標準的編制與發佈，並持續推進企業及團體標準建設，聯合研發制定併發布蜜雪冰城企業標準《現制現售清爽鮮果茶》。通過參與標準共建，我們以實際行動推動行業食品安全管理水平的整體提升。

◎ INDUSTRY LEADERSHIP

We continue to play a leading role in the industry and actively participate in the formulation and improvement of relevant industry standards. During the year, in collaboration with the Administration for Market Regulation, Henan Province and the Henan Provincial Institute of Standardization and Quality, we participated in the development of Henan Province's first local standard for the food service industry, the Risk prevention and quality guidelines for catering service enterprises (DB41/T 2975—2025). The standard was officially issued and implemented on October 15, contributing corporate strength to the standardized development of the industry.

At the same time, together with third-party inspection agencies, equipment suppliers, and other partners, we completed the drafting and release of the group standard Technical Requirements for Hygiene and Health of Commercial Water Purifier Equipment. We also continued to advance the development of corporate and group standards, jointly developing and releasing MIXUE's corporate standard Freshly Prepared and Sold Refreshing Fresh Fruit Tea. By participating in the co-development of standards, we have taken practical actions to promote the overall improvement of food safety management across the industry.

◎ 文化建設

我們持續深化食安文化建設，推動食品安全責任意識在全員中落地生根，以月度“食品安全日”為載體，結合季節變化與法規更新，常態化開展“宣導 + 自查”活動，實現風險防控的事前主動管理。報告期內，我們組織開展年度“食品安全月”系列活動，圍繞培訓賦能、自查改善、文化趣味三大主題，通過知識競賽等多元化形式，營造全員參與、共同學習的濃厚氛圍。同時，我們持續推進食品安全示範門店建設，嚴格遴選標杆門店，將其優秀管理實踐彙編成冊，納入後續評選標準，以標杆力量引領整體食安管理水平持續提升。

◎ CULTURAL DEVELOPMENT

We continue to deepen the development of our food safety culture, embedding food safety responsibility awareness across the entire workforce. Using the monthly “Food Safety Day” as a vehicle and combining seasonal changes with regulatory updates, we routinely carry out “communication + self-inspection” activities to enable proactive risk management before issues arise. During the Reporting Period, we organized a series of annual “Food Safety Month” activities centered on three themes—training and empowerment, self-inspection improvement, and engaging cultural activities. Through diversified formats such as knowledge competitions, we created a strong atmosphere of company-wide participation and shared learning. At the same time, we continued to advance the development of food safety demonstration stores, strictly selecting benchmark stores and compiling their outstanding management practices into manuals to be incorporated into subsequent selection criteria, using benchmark strength to lead the continuous improvement of overall food safety management.

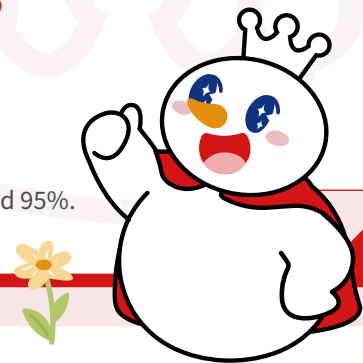
報告期內，
食品安全月專題培訓共計

52,504人次

During the reporting period,
special training sessions during Food Safety Month reached a total
of 52,504 person-times;
the pass rate for employee food safety training assessments reached 95%.

員工食品安全專題培訓考覈合格率

95%



客戶權益保障

PROTECTION OF CUSTOMER RIGHTS AND INTERESTS

◎ 負責任營銷

本集團在行銷活動中嚴格遵守《中華人民共和國廣告法》《中華人民共和國反不正當競爭法》《中華人民共和國反食品浪費法》等相關法律法規。為加強行銷合規管理，集團建立全球統一管理體系，要求廣告供應商簽署《供應商關聯關係調查表》併發布合作規範告知函，同時構建系統化廣告審核機制，通過“品牌部門—各國本土員工—法務與公共事務部門”三步審核流程，對市場行銷物料、廣告語及產品策劃等內容進行全流程合規把控，確保宣傳內容合法合規、真實負責任。

在負責任行銷與消費引導方面，我們高度重視未成年人保護與健康消費提示：福鹿家所有含酒精產品對外宣傳物料均標注“未滿 18 歲禁止飲酒”提示，宣傳片及自製內容中嚴格避免出現引導飲酒的鏡頭；線下含酒精產品及活動均設置專屬提示立牌，明確標注酒精成分、酒精度數及“不向未成年人售賣 / 提供”“酒後禁止駕車”等警示資訊，門店現場嚴格執行未成年人勸阻機制。蜜雪冰城在菜單新增“0 茶 0 咖”分類，引導消費者理性、健康消費，切實履行企業社會責任。

◎ RESPONSIBLE MARKETING

The Group strictly complies with the Advertising Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China, and other relevant laws and regulations in its marketing activities. To strengthen marketing compliance management, the Group has established a globally unified management system, requires advertising suppliers to sign a Supplier Related-Party Relationship Questionnaire, and issues notices on cooperation standards. At the same time, it has built a systematic advertising review mechanism. Through a three-step review process involving the “Brand Department — local employees in each country — Legal and Public Affairs Department,” the Group conducts end-to-end compliance control over marketing materials, advertising copy, and product planning to ensure that promotional content is lawful, compliant, truthful, and responsible.

In terms of responsible marketing and consumer guidance, we attach great importance to the protection of minors and to healthy consumption reminders. All external promotional materials for alcoholic products under FULU fresh beer clearly display the warning “No Alcohol for Persons Under 18.” Promotional videos and self-produced content strictly avoid scenes that encourage drinking. Dedicated warning signs are displayed for offline alcoholic products and related activities, clearly indicating alcohol ingredients, alcohol content, and warning messages such as “Not for Sale or Supply to Minors” and “Do Not Drive After Drinking.” Stores strictly implement mechanisms to discourage minors from purchasing such products. In addition, MIXUE has added a “0 Tea 0 Coffee” category to its menu to guide consumers toward rational and healthy consumption, thereby fulfilling its corporate social responsibility in a concrete manner.

◎ 客訴管理

消費者滿意是我們持續優化服務品質、提升消費體驗的核心動力。集團嚴格遵守《中華人民共和國消費者權益保護法》《中華人民共和國食品安全法》等相關法律法規，建立健全消費者權益保障機制，統籌設立專職客訴管理部門，負責投訴受理、處理與回饋的全流程閉環管理。同時，我們制定了《客訴管理規定》《門店客訴管理制度》《輿情客訴與重大風險客訴處置手冊》等內部規範，通過標準化作業流程持續梳理服務痛點，不斷提升消費者滿意度與信任感。

客訴管理部作為我們連接消費者與公司、門店與公司的核心橋樑，位於整體“總部 - 區域 - 門店”三級客訴管理模式的最高層級，負責統籌全國客訴管理工作，制定統一的標準、流程規範及數據統計體系。在客訴管理部的統籌管理下，各區域經營顧問負責區域內客訴的協調跟進及門店指導。同時，各門店配備客訴處理人員，負責門店投訴的回應、處理與資訊上報。此外，建立客訴指標考核機制，保障消費者問題能夠得到及時有效地解決。

與此同時，我們建立閉環管理流程，明確各環節時效與跟進要求，確保消費者問題高效解決；同時設立內部申訴機制，門店可對非責任事項提交材料進行申訴，在保障消費者權益的同時兼顧門店合理訴求。

◎ CUSTOMER COMPLAINT MANAGEMENT

Consumer satisfaction is the core driving force behind our continuous optimization of service quality and enhancement of the consumer experience. The Group strictly complies with applicable laws and regulations, including the Law of the People's Republic of China on the Protection of Consumer Rights and Interests and the Food Safety Law of the People's Republic of China, establishes and improves a consumer rights protection mechanism, and has set up a dedicated customer complaint management department responsible for the closed-loop management of complaint acceptance, handling, and feedback. At the same time, we have formulated internal rules such as the Customer Complaint Management Provisions, Store Customer Complaint Management System, and Manual for Handling Public Opinion Complaints and Major-Risk Customer Complaints. Through standardized operating procedures, we continuously identify service pain points and improve consumer satisfaction and trust.

As the core bridge connecting consumers with the Company and stores with the Company, the Complaint Management Department sits at the highest level of our three-tier complaint management model of “headquarters–region–store.” It is responsible for coordinating complaint management nationwide and formulating unified standards, procedural specifications, and data statistics systems. Under the overall management of the Complaint Management Department, business consultants in each region are responsible for coordinating complaint follow-up and providing guidance to stores within their areas. Meanwhile, each store is equipped with complaint handling personnel responsible for responding to complaints, handling them, and reporting relevant information. In addition, we have established a complaint KPI assessment mechanism to ensure that consumer issues are resolved in a timely and effective manner.

At the same time, we have established a closed-loop management process, clearly defining time requirements and follow-up expectations for each stage to ensure efficient resolution of consumer issues. We have also established an internal appeal mechanism through which stores may submit materials to appeal non-liability cases, thereby protecting consumer rights and interests while also taking into account the legitimate concerns of stores.

投訴管道 Complaint Channels

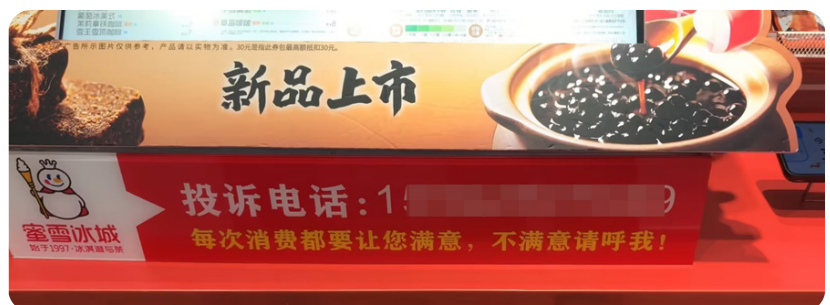
我們持續完善消費者投訴渠道建設，在公眾號、微博等官方平臺主動發佈投訴渠道，實時監測主流媒體與社交平臺上的用戶反饋並及時回應。各門店均設立消費者服務熱線，確保訴求第一時間得到響應。除電話、小程序、公眾號及門店投訴牌等傳統渠道外，我們還通過黑貓、小紅書、抖音、微博等網絡平臺廣泛收集消費者聲音，以全方位、多維度的渠道矩陣，切實保障每一位消費者的訴求都能得到妥善處理與及時反饋。

We continue to improve our consumer complaint channel system by proactively publishing complaint channels on official platforms such as our WeChat official account and Weibo, and by monitoring user feedback on major media and social platforms in real time and responding promptly. All stores have established consumer service hotlines to ensure that concerns receive an immediate response. In addition to traditional channels such as telephone, mini programs, official accounts, and in-store complaint signage, we also widely collect consumer feedback through online platforms such as Black Cat Complaints, Rednote, Douyin, and Weibo. Through this comprehensive and multi-dimensional channel matrix, we effectively ensure that every consumer concern is properly handled and responded to in a timely manner.

消費者投訴 Consumer Complaints	問題類型 Issue Type	渠道入口 Channel Entry
消費者投訴渠道 Consumer Complaint Channels	在蜜雪冰城門店消費時關於產品 / 服務的諮詢 / 投訴建議 Consultation/Complaint/Suggestion regarding products or services during MIXUE in-store consumption	對應門店公示投訴牌 Complaint suggestion sign displayed in the corresponding store 對應門店飲品杯貼電話 Phone number on the corresponding store's drink cup sticker
	在蜜雪冰城小程序 / APP 渠道下單涉及產品 / 服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding products or services when ordering through the MIXUE mini-program/App	蜜雪冰城小程序 / APP → 我的 → 更多服務 → 問題反饋 MIXUE mini-program/App → Me → More Services → Feedback
	蜜雪冰城產品或服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding MIXUE products or servicest	蜜雪冰城服務監督熱線：400-700-6146 轉 2 MIXUE Service Supervision Hotline: 400-700-6146 ext. 2 蜜雪冰城微信公眾號 → 我要點單 → 建議 & 投訴 → 我是消費者 MIXUE WeChat Official Account → I Want to Order → Suggestions & Complaints → I am a Consumer 蜜雪冰城服務監督郵箱：mxts@mxbc.com MIXUE Service Supervision Email: mxts@mxbc.com

消費者投訴 Consumer Complaints	問題類型 Issue Type	渠道入口 Channel Entry
消費者投訴渠道 Consumer Complaint Channels	在幸運咖 LuckyCup 小程序下單涉及產品 / 服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding products or services when ordering through the Lucky Cup mini-program/App	幸運咖 LuckCup 小程序→ 訂單詳情 → 如有售後或退款問題, 請聯繫門店 Lucky Cup mini program → Order Details → For after-sales service or refund issues, please contact the store
	幸運咖產品或服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding Lucky Cup products or services	幸運咖服務監督熱線: 400-900-5000 轉 0 Lucky Cup Service Supervision Hotline: 400-900-5000 ext.0 幸運咖 LuckCup 公眾號 → 我要點單 → 投訴建議 → 我是消費者 Lucky Cup WeChat Official Account → I Want to Order → Complaints & Suggestions → I Am a Consumer
	在鮮啤福鹿家門店消費時關於產品 / 服務的諮詢 / 投訴建議 Consultation/Complaint/Suggestion regarding products or services during FULU fresh beer in-store consumption	對應門店公示投訴牌 Complaint suggestion sign displayed in the corresponding store 對應門店飲品包材加盟電話轉2 Franchise hotline shown on the store's beverage packaging materials, then press 2
	在鮮啤福鹿家小程序下單的產品或服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding products or services when ordering through the FULU fresh beer mini-program/App	鮮啤福鹿家小程序 / 我要點單 → 投訴 & 建議 → 掃描二維碼進行提交 FULU fresh beer mini program / I Want to Order → Complaints & Suggestions → Scan the QR code to submit
	鮮啤福鹿家產品或服務的諮詢 / 投訴 / 建議 Consultation/Complaint/Suggestion regarding FULU fresh beer products or services	鮮啤福鹿家服務監督熱線: 400-631-7788 轉 2 FULU fresh beer Service Supervision Hotline: 400-631-7788 ext.2

门店“投诉建议牌”
“Complaints and Suggestions” sign



滿意度提升 Satisfaction Improvement

我們高度重視消費者與加盟商的真實反饋，報告期內通過線上線下結合的方式開展兩次全面滿意度調研，覆蓋產品、營銷、服務、門店運營等核心維度，相關反饋為持續優化體驗、提升運營支持提供重要依據，實現多方共同成長。

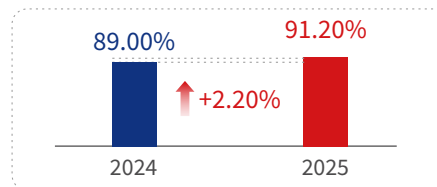
同時，我們持續加強 AI 技術在服務與運營場景的全場景應用，以智能化能力高效回應與守護消費者訴求：熱線端依託 AI 熱線客服，通過語音識別自動處理標準化訴求，複雜問題可無縫轉接人工；線上端通過“AI 客服小雪”智能體實現秒級回應，覆蓋門店運營諮詢、投訴處理等多元場景。我們同步搭建 AI 客服助手與智能填單系統，賦能一線員工快速查詢知識庫、自動生成工單，提升服務效率。在風險防控層面，通過 AI 智能體對異常及敏感事件進行即時分析與預警，實現主動介入干預，保障門店運營穩定；並以智能回訪機制自動化跟進處置效果，確保客訴閉環品質，全面提升服務回應效率與整體服務品質。

We highly value authentic feedback from consumers and franchisees. During the reporting period, we conducted two comprehensive satisfaction surveys through a combination of online and offline methods, covering core dimensions such as products, marketing, service, and store operations. The feedback provided important support for continuously optimizing user experience and improving operational support, enabling shared growth among all parties.

At the same time, we continue to strengthen the full-scenario application of AI technologies in service and operational contexts, responding to and safeguarding consumer demands with intelligent capabilities. On the hotline side, our AI hotline customer service automatically handles standardized requests through speech recognition, while complex issues can be seamlessly transferred to human agents. Online, the “AI Customer Service Xiaoxue” intelligent agent provides second-level responses across diverse scenarios including store operation consultations and complaint handling. We have also built an AI customer service assistant and intelligent ticket-filling system to empower frontline employees to quickly search the knowledge base and automatically generate work orders, thereby improving service efficiency. On the risk prevention and control side, AI agents analyze and warn of abnormal and sensitive events in real time, enabling proactive intervention to safeguard stable store operations. An intelligent callback mechanism automatically follows up on handling results to ensure the quality of complaint closure, comprehensively improving service response efficiency and overall service quality.

報告期內，
客戶滿意度
91.2%

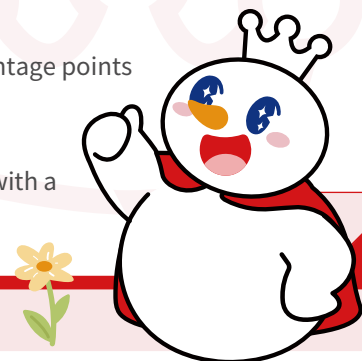
較上年提升
2.2% ↑



產品及服務投訴數量
17,967條

客訴工單 48 小時關單率達 **97%**，完結率 **100%**

During the reporting period, Customer satisfaction rate reached 91.2%, an increase of 2.2 percentage points year-on-year.
Total number of product and service complaints: 17,967.
48-hour closure rate for customer complaint tickets reached 97%, with a completion rate of 100%.



品牌價值守護 BRAND VALUE GUARDIANSHIP

我們嚴格遵循《中華人民共和國專利法》《中華人民共和國商標法》《中華人民共和國著作權法》等知識產權相關法律法規，以及《與貿易有關的知識產權協定》等國際公約，同時在集團內部編制《知識產權管理手冊》，通過法律法規與內部制度相結合的方式，規範知識產權保護與合規管理全流程，切實防範知識產權風險，保障集團知識產權合法權益。

為充分激發員工創新活力，鼓勵員工積極開展技術創新與成果轉化，我們專門設立職務發明獎勵機制。同時，我們強化法務與業務部門的協同聯動，法務團隊深度參與研發項目全流程，主動對接業務需求，通過協助解決技術難題、梳理業務創新亮點等方式，精準開展專利挖掘工作，推動創新成果轉化為知識產權，進一步提升集團核心競爭力。

We strictly comply with intellectual property-related laws and regulations such as the Patent Law of the People's Republic of China, the Trademark Law of the People's Republic of China, the Copyright Law of the People's Republic of China, as well as international conventions including the Agreement on Trade-Related Aspects of Intellectual Property Rights. At the same time, we have compiled the Intellectual Property Management Handbook internally. By combining laws and regulations with internal systems, we standardize the entire process of intellectual property protection and compliance management, effectively prevent intellectual property risks, and safeguard the Group's lawful intellectual property rights and interests.

To fully stimulate employees' innovative vitality and encourage them to actively carry out technological innovation and the commercialization of achievements, we have specially established a service invention reward mechanism. At the same time, we have strengthened the coordination between legal and business departments. The legal team deeply participates in the entire R&D project process, proactively aligns with business needs, and conducts targeted patent mining by helping solve technical problems and identifying highlights of business innovation, thereby promoting the conversion of innovation outcomes into intellectual property and further enhancing the Group's core competitiveness.



報告期內，

新增授權專利

21個

累計擁有專利總數

185個

新增授權商標數目

256個

累計擁有商標總數

5,661個

During the reporting period,

Newly granted patents 21 items

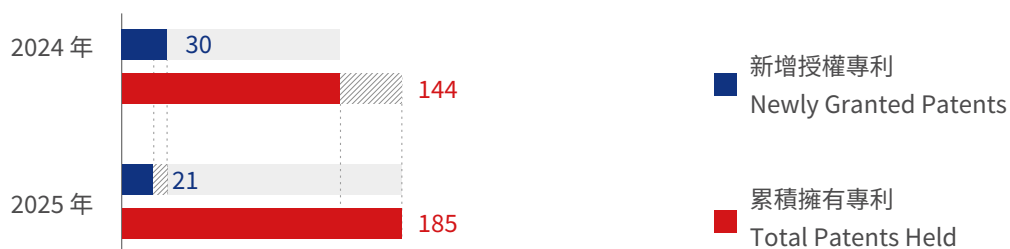
Total patents held (year-end) 185 items

Newly registered trademarks 256 items

Total trademarks held (year-end) 5661 items

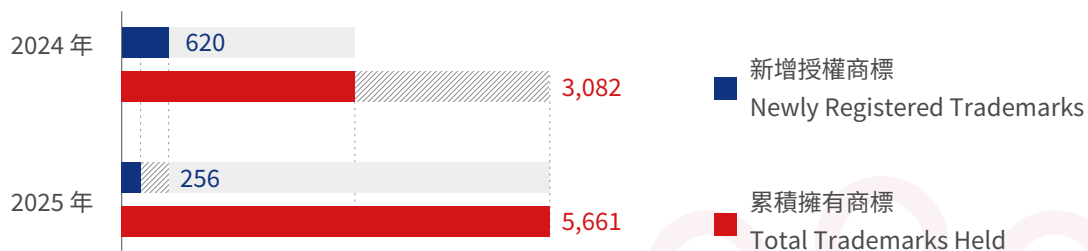
• 蜜雪集團 專利績效對比

MIXUE Patent Performance Comparison



• 蜜雪集團 商標績效對比

MIXUE Trademark Performance Comparison



在集團品牌價值維護方面，2025 年度，蜜雪集團共處理各類侵權案件（含商標侵權、不正當競爭民事、行政、刑事案件）共計 25 件次，查獲侵權產品金額超 2500 萬元，其中聯合河南省市場監督管理局、沁陽市市場監督管理局、石家莊市市場監督管理局、滄州市東光縣市場監督管理局聯合辦理 3 起行政執法案件，並在香港特別行政區高等法院及公司註冊處辦理 13 件惡意使用“蜜雪”、“MIXUE”、“蜜雪冰城”、“雪王”、“大咖”商標作為企業名稱註冊的侵權案件。

In terms of protecting the Group's brand value, during 2025, MIXUE Group handled a total of 25 infringement cases (including civil, administrative, and criminal cases related to trademark infringement and unfair competition), with the value of seized infringing products exceeding RMB 25 million. Among these, the Group jointly handled three administrative enforcement cases with the Henan Administration for Market Regulation, the Qinyang Administration for Market Regulation, the Shijiazhuang Administration for Market Regulation, and the Dongguang County Administration for Market Regulation (Cangzhou City). In addition, the Group handled 13 infringement cases in the High Court of the Hong Kong Special Administrative Region and the Companies Registry, involving the malicious registration of company names using trademarks such as "MIXUE", "蜜雪", "蜜雪冰城", "雪王", and "大咖".



案例：香港“影子公司”系列維權案
Case: Series of Rights Enforcement Cases Against “Shell Companies” in Hong Kong

2025年，伴隨公司在港交所上市，六家惡意含“蜜雪冰城”字樣的“影子公司”在香港註冊。公司隨即迅速啟動法律程式，憑藉扎實的商標佈局與品牌聲譽，獲香港高等法院全面支持。法院認定被告構成仿冒侵權，頒發禁止令禁止其使用侵權名稱，並判令承擔全部訴訟費用。

In 2025, following the Company's listing on HKEx, six “shell companies” maliciously incorporating the name “MIXUE Bingcheng” were registered in Hong Kong. The Company promptly initiated legal proceedings and, supported by its solid trademark portfolio and brand reputation, received the full backing of the High Court of Hong Kong. The Court found that the defendants constituted passing-off infringement, issued an injunction prohibiting them from using the infringing names, and ordered them to bear all litigation costs.



侵權商標“茶顏冰城”門店
Store of Infringing Trademark
“Chayanicecheng”

綠色行動，守護環境

GREEN INITIATIVES, PROTECT THE ENVIRONMENT

本章節簡述的 ESG 議題摘要：

- 應對氣候變化
- 能源管理
- 水資源管理
- 可持續包裝
- 廢棄物管理

Summary of ESG topics outlined in this chapter:

- Climate Change Response
- Energy Management
- Water Resource Management
- Sustainable Packaging
- Waste Management

本章節回應的 UN SDGs 目標：



UN SDGs addressed in this chapter:



- 氣候變化應對 56
Climate Change Response
- 資源高效利用 73
Efficient Resources Utilization
- 包材循環經濟 79
Circular Economy of Packaging Materials
- 綠色清潔運營 81
Green and Clean Operations

本集團始終堅持綠色發展理念，嚴格遵守國家及地方環境保護相關法律法規，聚焦氣候變化應對、資源高效利用、包材迴圈經濟與綠色清潔運營四大關鍵領域，積極探索實踐，持續推動提升資源利用效率和環境管理水準。報告期內，本集團進一步完善環境管理體系，推進溫室氣體排放盤查與減排目標落實，加強廢棄物源頭管控與包材可持續創新，探索數位化賦能綠色運營，並將可持續農業納入環境管理體系，助力實現高質量綠色發展。

The Group has consistently adhered to the philosophy of green development, strictly complied with national and local environmental protection laws and regulations, and focused on four key areas: climate change response, efficient resource utilization, the circular economy for packaging materials, and green and clean operations. Through active exploration and practical efforts, we have continued to improve resource efficiency and environmental management. During the reporting period, the Group further improved its environmental management system, advanced greenhouse gas inventory and the implementation of emissions reduction targets, strengthened source control of waste and sustainable innovation in packaging materials, explored digital empowerment for green operations, and incorporated sustainable agriculture into its environmental management framework to support high-quality green development.

氣候變化應對 CLIMATE CHANGE RESPONSE

為應對全球氣候變化，回應國家雙碳目標，蜜雪集團圍繞原材料、包裝、運輸、產品等環節，將氣候相關風險與機遇納入集團戰略規劃及日常運營。與此同時，我們與價值鏈上下游夥伴共同探索應對氣候變化的解決方案，持續踐行可持續農業，努力提升集團運營及上下游價值鏈的氣候韌性，強化綠色低碳的可持續發展之路。

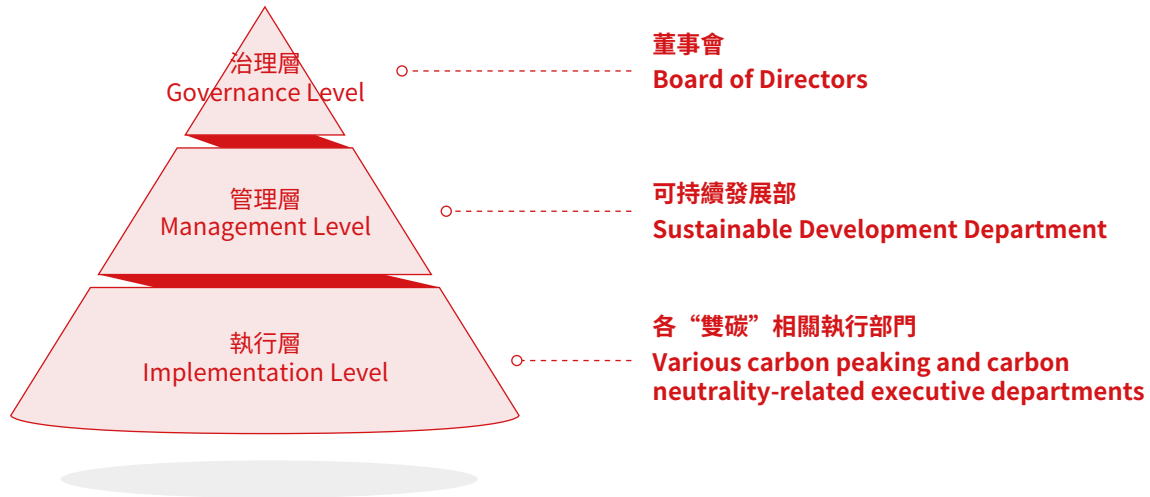
To address global climate change and respond to China's dual carbon goals, MIXUE Group has incorporated climate-related risks and opportunities into its strategic planning and daily operations across raw materials, packaging, transportation, products, and other areas. At the same time, we work with upstream and downstream partners across the value chain to explore solutions for climate change response, continue to practice sustainable agriculture, enhance the climate resilience of the Group's operations and its upstream and downstream value chain, and reinforce a sustainable development path featuring green and low-carbon growth.

◎ 治理

本集團董事會總體負責氣候變化相關事宜的決策與監督，具體包括氣候變化戰略、目標、政策的制定及審閱。可持續發展部門負責承接董事會相關決策，識別並評估氣候風險與機遇，並協調指導各部門採取應對措施，推動戰略落地。

◎ GOVERNANCE

The Board of Directors of the Group has overall responsibility for decision-making and oversight regarding climate change-related matters, including the formulation and review of climate change strategies, targets, and policies. The sustainability department is responsible for implementing the Board's relevant decisions, identifying and assessing climate-related risks and opportunities, coordinating and guiding various departments in taking response measures, and advancing the implementation of related strategies.



◎ 戰略

本集團密切關注國內外應對氣候變化的政策趨勢與行動倡議，結合主流氣候情景分析的主要參考因素，對氣候變化風險與機遇進行識別、評估與應對。通過構建風險與機遇清單、風險與機遇優先順序排序、識別重大風險與機遇的財務影響、制定應對策略與措施，我們不斷明確集團氣候戰略的方向與重難點，建立氣候戰略及目標設定的合理語境。

◎ STRATEGY

The Group closely monitors domestic and international policy trends and action initiatives relating to climate change response and identifies, assesses, and addresses climate risks and opportunities in light of key reference factors used in mainstream climate scenario analysis. By building inventories of risks and opportunities, prioritizing them, identifying the financial impacts of material risks and opportunities, and formulating response strategies and measures, we continuously clarify the direction and key priorities of the Group's climate strategy and establish an appropriate context for setting climate strategy and targets.

構建風險與機遇清單 Establishing the Risk and Opportunity Inventory

通過全面梳理公司業務模式與價值鏈情況、廣泛參考行業實踐以及利益相關方溝通，我們識別、明確公司涉及氣候風險與機遇，並定位其在公司自身運營和價值鏈上的分佈情況，持續開展監控和管理工作。

By comprehensively reviewing the Company's business model and value chain, drawing widely on industry practices, and communicating with stakeholders, we identified and clarified the climate-related risks and opportunities relevant to the Company and mapped their distribution across the Company's own operations and value chain, while continuing to carry out monitoring and management.

類型 Type	風險與機遇 Risks and Opportunities	描述 Description
物理風險 Physical Risk	急性 Acute 極端降雨 Extreme rainfall 颱風 / 暴風 Typhoon / Storm 洪水 Flood 極端高溫 Extreme heat 極端低溫 Extreme cold	極端天氣可能影響農業原材料的產量和品質。增強適應能力和建設韌性對於農業部門應對氣溫上升和氣候變化至關重要。作物歉收可能對供應的可用性產生負面影響，並導致成本上升。 Extreme weather may affect the yield and quality of agricultural raw materials. Enhancing adaptive capacity and building resilience are critical for the agricultural sector in responding to rising temperatures and climate change. Crop failures may negatively affect supply availability and lead to higher costs. 工廠與種植基地日常生產製造計畫與設施受到影響，導致資本受損、存貨損失、生產中斷等。 Floods may disrupt the daily production and manufacturing plans of factories and planting bases, resulting in capital damage, inventory loss, and production interruptions. 極端高溫和平均氣溫上升可能會導致產品變質，對運輸冷鏈環境提出更高的要求，從而導致運輸成本上升。 Extreme heat and rising average temperatures may cause product deterioration and impose higher requirements on cold-chain transportation conditions, thereby increasing transportation costs. 極端低溫天氣可能對原材料種植產生負面影響，影響產量及品質，導致成本上漲。 Extreme low temperatures may negatively affect the cultivation and production of raw materials, reducing their yield and quality and thereby increasing costs.
慢性 Chronic	平均氣溫上升 Rising average temperatures	需要投入更多的能源以保障工作場所的適宜溫度環境，同時高溫縮短了運營員工戶外作業時間，對降溫防暑提出更高要求。 More energy may be required to maintain a suitable temperature in the workplace. At the same time, high temperatures shorten the amount of time operations staff can work outdoors, placing higher demands on cooling and heatstroke prevention measures.

類型 Type	風險與機遇 Risks and Opportunities	描述 Description
	水資源短缺 Water scarcity	<p>在水資源匱乏地區，水資源壓力增加將進一步減少供水可用性，可能導致缺水地區農場產能下降、用水成本上升。</p> <p>In water-stressed areas, increasing water pressure may further reduce water availability, potentially resulting in lower farm productivity and higher water costs in water-scarce regions.</p>
轉型風險 Transition risk	政策及法律風險 Policy and legal risk	<p>可能需要投入更多資源以滿足合規要求。例如包裝方面，由於供應商限制，再生包裝材料成本增加（例如再生 PET），導致包裝材料成本大幅增加。</p> <p>More resources may be required to meet compliance requirements. For example, in packaging, supplier constraints may increase the cost of recycled packaging materials (such as recycled PET), significantly raising packaging material costs.</p>
	技術風險 Technical risk	<p>為推動能源轉型，新增低碳生產設備、推動技術改造導致資本支出與費用支出增加。</p> <p>To advance the energy transition, the addition of low-carbon production equipment and the promotion of technological upgrades may increase capital expenditures and operating expenses.</p>
	市場風險 Market risk	<p>全球能源轉型增加供應商生產成本，導致原材料價格上漲；氣候變化和極端天氣導致原材料供應不穩定，增加採購難度。</p> <p>The global energy transition may increase suppliers' production costs, resulting in higher raw material prices. Climate change and extreme weather may also destabilize raw material supply and increase procurement difficulty.</p>
	聲譽風險 Reputation risk	<p>隨著越來越多的利益相關方（如監管機構、股東、合作夥伴、客戶、社會公眾等）關注氣候變化，若未採取恰當的措施以適宜地開展氣候相關應對工作，可能對集團聲譽造成影響。</p> <p>As more stakeholders, including regulators, shareholders, partners, customers, and the public, pay attention to climate change, failure to take appropriate climate-related actions may adversely affect the Group's reputation.</p>

類型 Type	風險與機遇 Risks and Opportunities	描述 Description
機遇 Opportunity	資源效率 Resource efficiency	通過優化運輸結構和運輸路線以提升運輸效率可有效降低運輸燃料消耗。 Improving transportation efficiency by optimizing transportation structure and routes can effectively reduce transportation fuel consumption.
	能源來源 Energy sources	與合作夥伴（如牧場）探索可再生能源應用場景，逐步提升可再生能源利用比例，減少化石能源的使用，可實現價值鏈碳排放的顯著降低。 Exploring renewable energy application scenarios with partners, such as ranches, gradually increasing the use of renewable energy, and reducing fossil fuel consumption can significantly reduce carbon emissions across the value chain.
	產品和服務 Products and services	研發和落地低碳產品，滿足消費者對低碳綠色產品的新興需求，同時以此完善品牌形象，夯實競爭優勢。 Developing and launching low-carbon products can meet consumers' emerging demand for low-carbon and green products, while also enhancing brand image and strengthening competitive advantages.
	韌性 Resilience	發展可持續農業提高果農適應能力，提升可持續採購管理能力，有利於增強集團供應鏈抵禦氣候變化風險的能力。 Developing sustainable agriculture to improve fruit growers' adaptive capacity and enhancing sustainable procurement management capabilities will help strengthen the Group's supply chain resilience against climate change risks.

氣候情景分析 Climate Scenario Analysis

《聯合國氣候變化框架公約》第 26 次締約方會議 (COP26) 提出目標：“本世紀中葉確保全球淨零排放，並將溫度升高幅度控制在 1.5° C”。本集團重視氣候風險與影響評估工作，依照氣候相關財務資訊披露工作組 (TCFD) 建議與相關國際指引，參考聯合國政府間氣候變化委員會 (IPCC) 以及國際能源署 (IEA) 公開發佈的氣候變化情景，選定適用的低排放情景和高排放情景，對氣候風險清單中的物理風險、轉型風險進行試點分析，評估氣候相關風險對集團業務運營以及價值鏈產生的影響。

物理風險評估方面，我們參考聯合國政府間氣候變化專門委員會 (IPCC) 公佈的第六次評估報告 (AR6)，以共用社會經濟情境 (Shared Socioeconomic Pathway, SSP) 中的低排放情景 (SSP1-2.6) 與極高排放情景 (SSP5-8.5)，分析極端降雨等極端氣候事件對集團主要運營點與價值鏈關鍵節點的潛在影響。

轉型風險評估方面，我們採用 IEA2050 年淨零排放情景 (NZE) 和既定政策情景 (STEPS) 情景模式，重點分析政策及法律趨嚴帶來的轉型風險對集團可能造成的財務影響。

The 26th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP26) proposed the goal of “securing global net-zero emissions by mid-century and keeping the rise in temperature within 1.5°C.” The Group attaches great importance to the assessment of climate risks and impacts. In accordance with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) and relevant international guidance, and with reference to climate scenarios publicly released by the Intergovernmental Panel on Climate Change (IPCC) and the International Energy Agency (IEA), we selected suitable low-emissions and high-emissions scenarios to conduct pilot analyses of physical risks and transition risks in the climate risk inventory and assess the impact of climate-related risks on the Group’s business operations and value chain.

For physical risk assessment, we referred to the Sixth Assessment Report (AR6) published by the Intergovernmental Panel on Climate Change (IPCC) and analyzed the potential impact of extreme climate events such as extreme rainfall on the Group’s major operating sites and key value chain nodes under the low-emissions scenario (SSP1-2.6) and the very high-emissions scenario (SSP5-8.5) under the Shared Socioeconomic Pathway (SSP) framework.

For transition risk assessment, we adopted the IEA Net Zero Emissions by 2050 Scenario (NZE) and the Stated Policies Scenario (STEPS), focusing on the potential financial impact on the Group arising from transition risks associated with increasingly stringent policies and laws.

氣候情景說明 Description of Climate Scenarios

風險分類 Risk Category	選用情境 Scenario Selected	情境說明與影響 Scenario Description and Associated Impacts	預估世紀末升溫 Estimated End-of-century Temperature Increase	情境來源 Contextual source
轉型風險 Transition risk	NZE (2050 年淨零排放情境) NZE (Net Zero Emissions by 2050 Scenario)	<p>為將世紀末全球平均氣溫增幅控制在工業化前水準的 1.5°C 以內，全球的能源部門須於 2050 年達成溫室氣體淨零排放。各國將致力於提升技術可行性、成本效益與社會對淨零目標的接受度，減少依賴負排放技術，同時確保經濟增長與能源供應穩定。</p> <p>To limit the increase in global average temperature by the end of the century to within 1.5°C above pre-industrial levels, the global energy sector must achieve net-zero greenhouse gas emissions by 2050. Countries will strive to improve technological feasibility, cost-effectiveness, and social acceptance of net-zero targets, reduce reliance on negative-emissions technologies, and ensure economic growth and stable energy supply.</p>	~1.5°C	IEA WEO 2024
	STEPS (既定政策情境) STEPS (Stated Policies Scenario)	<p>基於各國政府已實施的減碳政策與措施，探討能源系統可能發展方向。在此情境下，未來的碳排放量預計與現今相近，且難以達成 2050 年淨零排放。</p> <p>Based on carbon reduction policies and measures already implemented by governments, this scenario explores the possible development pathway of the energy system. Under this scenario, future carbon emissions are expected to remain close to current levels, making it difficult to achieve net-zero emissions by 2050.</p>	~2.5°C	
	SSP1-2.6 (低排放情境) SSP1-2.6 (Low Emission Scenario)	<p>在此情境下，全球二氧化碳排放雖顯著減少，但成效未達預期，預估 2075 年左右達到淨零排放。</p> <p>Under this scenario, global carbon dioxide emissions are significantly reduced, but the outcome still falls short of expectations, with net-zero emissions projected to be reached around 2075.</p>	~2°C	

氣候情景說明 Climate scenario description

風險分類 Risk Category	選用情境 Scenario Selected	情境說明與影響 Scenario Description and Associated Impacts	預估世紀末升溫 Estimated End-of-century Temperature Increase	情境來源 Source of Scenario
物理風險 Physical risk	SSP5-8.5 (極高排放情境) SSP5-8.5 (Very High Emissions Scenario)	<p>全球經濟高度依賴化石燃料及高能源密集型產業的快速發展，且幾乎沒有任何氣候政策的約束，導致 2050 年全球溫室氣體排放量翻倍。在此背景下，全國及其他地區降雨量於世紀末可能顯著增加。</p> <p>The global economy remains highly dependent on fossil fuels and rapid development of energy-intensive industries, with almost no constraints from climate policies, resulting in a doubling of global greenhouse gas emissions by 2050. Under this scenario, precipitation in China and other regions may increase significantly by the end of the century.</p>	>4°C	IPCC AR6

氣候情景分析結果 Results of Climate Scenario Analysis

物理風險類型 Physical risk type	對業務運營的影響描述 Description of Impacts on Business Operations	氣候情景 Climate Scenario	中長期 2030/2050 Medium to Long Term (2030/2050)	對價值鏈的影響描述 Description of Impacts on the Value Chain	中長期 2030/2050 Medium to Long Term (2030/2050)
極端降雨 Extreme Rainfall	<ul style="list-style-type: none"> 因設備損壞造成的維修成本增加 Increased repair costs due to equipment damage. 工廠應對極端降雨防護、洪澇排水 設計的建造成本增加 May disrupt normal plant operations and increase facility protection and recovery costs 	SSP1-2.6	極低 / 低 Very low/ Low	<ul style="list-style-type: none"> 價值鏈工廠生產、物流運輸中斷可能引發供應中斷，造成產品交付週期不穩定，進而影響銷售收入 Disruptions in factory production and logistics across the value chain may lead to supply interruptions, unstable product delivery cycles, and consequently affect sales revenue. 極端天氣影響水果、咖啡豆等產量及品質，造成原材料採購成本增加 May cause disruptions to production and transportation across the value chain, affecting supply stability. 	極低 / 低 Very low/ Low
		SSP5-8.5	低 / 中 Low/ Medium		低 / 中 Low/ Medium
颱風 / 暴風 Typhoon/ Storm		SSP1-2.6	極低 / 低 Very low/ Low		極低 / 低 Very low/ Low
		SSP5-8.5	低 / 低 Low/Low		低 / 低 Low/Low
極端高溫 Extreme Heat	<p>因員工戶外作業導致中暑或凍傷，可能造成額外的醫療費用和補貼費用 Heatstroke caused by outdoor work activities among employees may result in additional medical expenses and subsidy costs.</p>	SSP1-2.6	極低 / 極低 Very Low/ Very Low	<p>極端高溫下，冷鏈運輸成本增加，導致運營成本增加 Under extreme heat, cold-chain transportation costs may increase, leading to higher operating costs.</p>	極低 / 低 Very low/ Low
		SSP5-8.5	極低 / 極低 Very Low/ Very Low		極低 / 低 Very low/ Low

氣候情景分析結果 Results of climate scenario analysis

轉型風險類型 Transition Risk Type	對業務運營的影響描述 Description of Impacts on Business Operations	氣候情景 Description of Impacts on Business Operations	2030	2050
政策及法律風險 Policy and legal risks	可能需要投入更多資源以滿足合規要求，包括包裝材料、碳價履約等。 Additional resources may need to be allocated to meet compliance requirements, including packaging materials and carbon price compliance obligations.	NZE	低 Low	低 Low
		STEPS	極低 Very low	極低 Very low

◎ 風險管理

本集團積極制定氣候風險管理制度、流程與規範，將氣候風險融入公司整體風險管理之中進行系統管控。

與此同時，我們針對每項風險與機遇，制定管理機制與應對舉措，確保氣候風險管理效能。對於以農戶為代表的供應鏈夥伴，我們積極推進可持續農業舉措，賦能行業發展。

◎ RISK MANAGEMENT

The Group has established climate risk management systems, processes, and standards, and integrates climate risks into its overall risk management framework for systematic management.

At the same time, we have developed management mechanisms and response measures for each risk and opportunity to ensure the effectiveness of climate risk management. For supply chain partners represented by farmers, we actively promote sustainable agriculture initiatives to empower industry development.

風險類型 Risk Type	具體風險 Specific Risk	應對策略 Response Strategy	應對措施 Response Measures
物理風險 Physical Risk 急性 Acute	極端降雨 / 颱風 / 洪水 Extreme rainfall/Typhoons/Floods	推進可持續農業，提升供應鏈氣候韌性 Promote sustainable agriculture and enhance supply chain climate resilience	① 與農戶合作推廣抗洪澇、抗病害優良農業品種，降低極端天氣對產量衝擊 ② 支持農戶建立防洪排水基礎設施，提高種植基地災害抵禦能力 ③ 建立原材料多源採購機制，避免單一產區高度依賴 ④ 為農戶提供農業保險支持，轉移極端天氣帶來的減產損失 ① Cooperate with farmers to promote flood-resistant and disease-resistant crop varieties to reduce extreme weather impacts on yield. ② Support farmers in building flood control and drainage infrastructure to improve disaster resistance at planting bases. ③ Establish a multi-source raw material procurement mechanism to avoid over-reliance on single producing areas. ④ Provide agricultural insurance support to farmers to transfer yield losses from extreme weather.

風險類型 Risk type	具體風險 Specific risk	應對策略 Coping strategy	應對措施 Countermeasures
物理風險 Physical Risk 急性 Acute	極端高溫 / 極端 低溫 Extreme heat/Extreme cold	科學農業管理，保障原 材料品質與產量 Scientific agricultural management to ensure raw material	①通過惠農服務中心微信群保持常態化溝通，巡園發現 問題及時同步 ②通過公眾號定期推送冬季防凍、夏季防暑等應對指導 ③優化出口果源篩選標準，降低極端氣候對原料品質的 影響 ① Maintain regular communication via WeChat groups of Farmer Service Centers and timely share issues found during orchard inspections. ② Regularly push guidance on winter frost protection and summer heatstroke prevention via official accounts. ③ Optimize export fruit screening standards to reduce extreme climate impacts on raw material quality.
	水資源短缺 Water shortage	推廣節水農業，保障缺 水地區可持續生產 Promote water-saving agriculture and ensure sustainable production in water-scarce regions	①在種植端推廣 " 水肥一體化 " 精準灌溉技術 ②持續擴大技術覆蓋面積，建立節水效果量化評估機制 ①Promote integrated water and fertilizer precision irrigation technology at the planting end. ② Continuously expand technology coverage and establish a quantitative evaluation mechanism for water-saving effects.
物理風險 Physical Risk 慢性 Chronic	平均氣溫上升 Rising average temperatures	強化農業生產適應能力 Strengthen adaptability of agricultural production	①支持合作農戶開展種植區域調整與作物品種優化 ②強化長期氣候趨勢動態監測，靈活調整採購戰略 ①Cooperative farmers in adjusting planting areas and optimizing crop varieties. ② Strengthen dynamic monitoring of long-term climate trends and flexibly adjust procurement strategies.

風險類型 Risk type	具體風險 Specific risk	應對策略 Coping strategy	應對措施 Countermeasures
轉型風險 Transition Risk	政策及法律風險 Policy and legal risk	主動合規，前瞻佈局可持續採購 Proactive compliance and forward-looking sustainable procurement layout	① 持續追蹤國內外可持續農業、可持續包裝相關政策法规（農藥限制、綠色認證、禁塑令等） ② 推動供應商獲取可持續相關認證 ① Continuously track domestic and foreign policies and regulations on sustainable agriculture and packaging (pesticide restrictions, green certifications, plastic bans, etc.) ② Promote suppliers to obtain sustainability-related certifications.
	市場風險 Market risk	深化供應商合作，穩定原材料供應 Deepen supplier cooperation and stabilize raw material supply	① 與供應商簽訂長期採購協議，推行產地直采模式 ② 提供農業技術援助，構建多元化抗波動供應體系 ① Sign long-term procurement agreements with suppliers and adopt direct sourcing from producing areas. ② Provide agricultural technical assistance and build a diversified, fluctuation-resistant supply system.
	技術風險 Technological risks	有序引入綠色農業技術 Gradually introduce green agricultural technologies	① 分階段在農業生產環節引入低碳、智能化農業技術（精準農業、物聯網監測） ② 與科研機構、農業院校合作，共同研發適應氣候變化的農業解決方案 ① Phase in low-carbon and smart agricultural technologies (precision agriculture, IoT monitoring) in production. ② Cooperate with research institutions and agricultural universities to develop climate-adaptive agricultural solutions.
	聲譽風險 Reputational risks	積極披露可持續進展，強化品牌形象 Actively disclose sustainable progress and strengthen brand image	① 依據 TCFD 框架定期披露氣候相關資訊及可持續推進成果 ② 向利益相關方持續傳遞集團可持續理念與實踐 ① Regularly disclose climate-related information and sustainable achievements under the TCFD framework. ② Continuously communicate the Group's sustainability philosophy and practices to stakeholders.



清潔能源，減碳降耗

Clean Energy for Carbon Reduction and Consumption Cut

大咖國際積極推廣空氣能熱泵、太陽能預乾燥等清潔能源技術，2025年普洱市咖啡加工綜合能耗下降約20%；部分先進生產線引入熱回收系統，能耗降幅達30%以上。以每噸標煤排放2.60噸CO₂測算，普洱市咖啡加工環節2025年較2020年年減排CO₂約4.16萬噸。

Daka International Food Co., Ltd. actively promotes clean energy technologies such as air-source heat pumps and solar pre-drying. In 2025, the comprehensive energy consumption of coffee processing in Pu'er decreased by approximately 20%; some advanced production lines introduced heat recovery systems, achieving energy consumption reductions of over 30%. Based on 2.60 tonnes of CO₂ emitted per ton of standard coal, coffee processing in Pu'er reduced CO₂ emissions by about 41,600 tonnes in 2025 compared with 2020.



有機賦能，綠色耕作

Organic Empowerment for Green Farming

2026年，公司聯合重慶市潼南區惠農種植服務中心推進有機肥採購補貼項目，預計覆蓋果園30家、種植面積逾2萬畝，有機肥補貼量超1,000噸。以有機肥替代化學肥料，助力產區化肥減量、土壤地力改善，推動種植端向可持續綠色耕作轉型，持續鞏固企業與農戶的共生發展關係。

In 2026, the Company joined hands with the Huinong Planting Service Center in Tongnan District, Chongqing, to launch an organic fertilizer procurement subsidy program. It is expected to cover 30 orchards with a planting area of over 20,000 mu and subsidize more than 1,000 tonnes of organic fertilizer. Replacing chemical fertilizers with organic fertilizers helps reduce chemical fertilizer use, improve soil fertility, drive the planting end toward sustainable green farming, and consolidate the symbiotic development between the enterprise and farmers.



果園巡訪，農技支持

Orchard Visits and Agricultural Technical Support

雪王農業建立果園定期走訪機制，對核心合作果園每年走訪不少於三次，覆蓋開花期、掛果期、采果期等關鍵節點。團隊持續跟蹤作物生長情況，針對高溫、霜凍等天氣風險及時提供預警和技術指導，開展全週期田間服務。走訪資訊統一錄入智慧農業系統，形成標準化、可追溯的農戶檔案，助力提升種植管理水準和果品品質。

Snow King Agriculture has established a regular orchard visit mechanism, conducting at least three visits annually to core cooperative orchards covering key stages such as flowering, fruiting, and harvesting. The team tracks crop growth, provides timely early warnings and technical guidance for weather risks (e.g., high temperatures, frost), and delivers full-cycle field services. Visit data is uniformly entered into the smart agriculture system to form standardized, traceable farmer profiles, helping improve planting management and fruit quality.



共用託盤，減廢增效

Shared Pallets for Waste Reduction and Efficiency

雪王農業在鮮果物流中推行共用託盤循環利用，以租用替代一次性包裝，從源頭減少固廢。2025年，公司通過平臺下單租用150次，租用託盤共計10.22萬塊，降低了資源消耗與環境影響，將循環經濟理念融入原料採購與運輸全過程。

Snow King Agriculture promotes the recycling of shared pallets in fresh fruit logistics, replacing disposable packaging with rentals to reduce solid waste at the source. In 2025, the Company rented 150 times via the platform, using a total of 102,200 pallets, reducing resource consumption and environmental impacts, and integrating the circular economy concept into the entire process of raw material procurement and transportation.

◎ 指標與目標

本年度，我們開展碳盤查專項工作，對集團範圍一、範圍二、範圍三進行全面系統梳理與核算。

◎ METRICS AND TARGETS

During the reporting period, we carried out a dedicated carbon accounting initiative and conducted a comprehensive and systematic review and calculation of the Group's Scope 1, Scope 2, and Scope 3 emissions.

蜜雪集團全價值鏈“範圍三”碳足跡核算 MIXUE Group's Full Value Chain Scope 3 Carbon Footprint Accounting

我們深知應對氣候變化的挑戰不僅局限於自身運營，跨越全價值鏈的“範圍三”碳排放占集團總排放量的 90% 以上。為建立透明、科學的減排路徑，本年度，我們啟動覆蓋全價值鏈的溫室氣體核算工作。

We recognize that the challenge of addressing climate change is not limited to our own operations. Scope 3 carbon emissions across the full value chain account for more than 90% of the Group's total emissions. To establish a transparent and scientific emissions reduction pathway, we launched a greenhouse gas accounting initiative covering the entire value chain during the Reporting Period.

我們嚴格參考《溫室氣體核算體系：企業價值鏈（範圍三）核算與報告標準》(GHG Protocol)，對範圍三內的 15 個類別進行了全面識別，並重點針對核心資產進行全方位摸底。

With strict reference to the Greenhouse Gas Protocol: Corporate Value Chain (Scope 3) Accounting and Reporting Standard (GHG Protocol), we comprehensively identified all 15 Scope 3 categories and carried out a thorough review focusing on core assets.

類別 Category	溫室氣體排放 (t CO ₂ e) GHG Emissions (t CO ₂ e)
1. 採購商品與服務 Purchased goods and services	7,478,362.50
2. 資本品 Capital goods	14,189.53
3. 燃料與能源相關活動 Fuel- and energy-related activities	9,637.68
4. 上游運輸與分銷 Upstream transportation and distribution	63,703.20
5. 運營產生的廢棄物 Waste generated in operations	3,104.47
6. 商務差旅 Business travel	7,380.20
7. 員工通勤 Employee commuting	1,302.34
8. 上游租賃資產 Upstream leased assets	173.87
9. 下游運輸與分銷 Downstream transportation and distribution	47,038.79
10. 售出產品的加工 Processing of sold products	562.94
11. 售出產品的使用 Use of sold products	1,232.14
12. 售出產品生命週期末端處理 End-of-life treatment of sold products	105,878.86
13. 下游租賃資產 Downstream leased assets	不涉及, NA
14. 特許經營 Franchises	1,287,171.80
15. 投資 Investments	505,089.84
總計 Total	9,524,828.16



未來，我們計畫搭建範圍三碳排放的數位化管理平臺，清晰錨定價值鏈中的排碳高地，明確以“綠色採購、物流提效、包裝替代”為核心的減碳路線圖。這標誌著集團從自身運營的能源替代轉向深度、廣度兼具的價值鏈減碳管理，為實現全產業鏈淨零排放目標奠定堅實的數據基礎。

與此同時，我們亦將探索碳定價在投資決策等場景中的應用。本年度，集團暫未開展應用內部碳定價。

Looking ahead, we plan to build a digital management platform for Scope 3 carbon emissions to clearly identify the major emission hotspots across the value chain and define a decarbonization roadmap centered on green procurement, logistics efficiency improvement, and packaging substitution. This marks the Group's transition from energy substitution within its own operations to value chain carbon management that combines both depth and breadth, laying a solid data foundation for achieving the net-zero emissions target across the entire industrial chain.

At the same time, we will also explore carbon pricing in investment decision-making and other applications. The Group has not yet implemented the use of internal carbon pricing till this year.

集團已設立溫室氣體排放強度目標——到 2028 年，每噸產品的範圍二溫室氣體排放量較 2023 年累計減少 3%。未來本集團將每年審閱該目標的進展，適時引入第三方驗證，並適時調整。本年度，每噸產品的範圍二溫室氣體排放量為 0.11 噸 CO₂e/噸產品。

The Group has established a greenhouse gas emissions intensity target to reduce Scope 2 greenhouse gas emissions per tonne of product by a cumulative 3% by 2028 from the 2023 baseline. The Group will review progress against this target annually, introduce third-party verification as appropriate, and adjust it where appropriate. During the reporting period, Scope 2 greenhouse gas emissions per tonne of product were 0.11 tonnes CO₂e/tonne of product.

關鍵績效指標 ² Key Performance Indicators ²	單位 Unit	2025 年數據 2025 Data
範圍一溫室氣體排放 Scope 1 GHG Emissions	噸 CO ₂ e Tonnes of CO ₂ e	41,404.77
範圍二溫室氣體排放 Scope 2 GHG Emissions	噸 CO ₂ e Tonnes of CO ₂ e	110,169.10
溫室氣體排放強度 (範圍一 + 範圍二) GHG Emissions Intensity (Scope 1+2)	噸 CO ₂ e/噸產品 Tons of CO ₂ e/Tonne of product	0.15
範圍三溫室氣體排放 Scope 3 GHG Emissions	噸 CO ₂ e Tonnes of CO ₂ e	9,524,828.16

¹ 溫室氣體排放量數據覆蓋大咖國際、集團辦公樓、品牌供應鏈中心（雪王農業、倉儲）、福鹿家自營門店、蜜雪冰城自營門店、幸運咖自營門店。與 2024 年相比，碳盤查範圍擴增了品牌供應鏈中心（雪王農業、倉儲）和福鹿家自營門店。溫室氣體排放主要為生產過程中燃料使用、逸散排放導致的直接溫室氣體排放（範圍一），以及外購電力、外購蒸汽帶來的能源間接溫室氣體排放（範圍二），排放量按二氧化碳當量列示，溫室氣體排放量計算參照中華人民共和國國家發展和改革委員會發佈的《食品、煙草及酒、飲料和精製茶企業溫室氣體排放核算方法與報告指南（試行）》以及《關於發佈 2023 年電力二氧化碳排放因數的公告》計算。

² The greenhouse gas emissions data cover Daka International Food Co., Ltd., the Group's office buildings, the Brand Supply Chain Center (Snow King Agriculture and warehousing), FULU fresh beer self-operated stores, MIXUE self-operated stores, and Lucky Cup self-operated stores. Compared with 2024, the carbon accounting boundary was expanded to include the Brand Supply Chain Center (Snow King Agriculture and warehousing) and FULU fresh beer self-operated stores. Greenhouse gas emissions mainly consist of direct greenhouse gas emissions (Scope 1) arising from fuel use and fugitive emissions during production, as well as energy indirect greenhouse gas emissions (Scope 2) resulting from purchased electricity and purchased steam. Emissions are presented in carbon dioxide equivalent. Greenhouse gas emissions were calculated with reference to the Guidelines for Accounting and Reporting of Greenhouse Gas Emissions for Food, Tobacco, Alcohol, Beverage, and Refined Tea Enterprises (Trial) and the Notice on the Release of 2023 Carbon Dioxide Emission Factors for Electricity, both issued by the National Development and Reform Commission of the People's Republic of China.

資源高效利用

EFFICIENT RESOURCE UTILIZATION

本集團聚焦節能降耗、可再生能源利用、水資源管理及綠色辦公等重點領域，持續推進資源精細化管理，努力提升能源和水資源使用效率，減少運營過程中的資源消耗。報告期內，本集團持續完善資源管理機制，加強重點工廠監測分析和技術改造，推動資源利用效率穩步提升。報告期內，未發生因資源使用不當而對環境及天然資源造成重大影響的事件。

The Group focuses on key areas including energy saving and consumption reduction, renewable energy utilization, water resource management, and green office practices, and continues to advance refined resource management to improve the efficiency of energy and water use and reduce resource consumption during operations. During the Reporting Period, the Group continued to improve its resource management mechanisms, strengthened monitoring, analysis, and technical upgrades at key plants, and steadily enhanced resource utilization efficiency. No incidents occurred during the Reporting Period in which improper resource use caused a significant impact on the environment or natural resources.

◎ 節能降耗

我們持續優化節能降耗管理體系，強化能源使用的精細化管控。在生產運營中，我們全面推廣智能能源管理系統，針對高耗能環節開展專項技術改造，通過設備迭代和工藝優化，進一步提升能源利用效率。

◎ ENERGY SAVING AND CONSUMPTION REDUCTION

We have continued to optimize our energy-saving and consumption-reduction management system and strengthen the refined management of energy use. In production and operations, we comprehensively promoted intelligent energy management systems and carried out dedicated technical upgrades for high-energy-consuming processes. Through equipment upgrades and process optimization, we further improved energy utilization efficiency.

以大咖國際河南、海南、廣西等多個生產基地為試點，我們深化能源管理體系建設，2025年已完成 ISO 50001:2018 能源管理體系的年度監督審核，並啟動了零碳園區試點規劃。我們將節能減排目標分解至各工廠、車間及班組，納入月度績效考核，並增加權重，確保節能降耗責任落實到人。

Using multiple production bases of Daka International Food Co., Ltd. in Henan, Hainan, Guangxi, and other locations as pilots, we deepened the development of our energy management system. In 2025, we completed the annual surveillance audit for the ISO 50001:2018 Energy Management System and launched pilot planning for zero-carbon industrial parks. We decomposed energy-saving and emissions-reduction targets to each plant, workshop, and team, incorporated them into monthly performance assessments, and increased their weighting to ensure that accountability for energy saving and consumption reduction is assigned to individuals.



案例：幸運咖東南亞門店使用節能環保燈具
Case: Lucky Cup Southeast Asia Stores Use Energy-Saving and Environmentally Friendly Lighting

幸運咖東南亞的門店重視節能減排，採用的環保節能燈具為 60% 再生鋁合金外殼，全生命週期碳排放比普通 LED 低 12%，獲 MyHijau Greenmark 最高等級認證，能耗水準達到歐盟 ERP Class A+ (能效值 $\geq 90\text{lm/W}$)，比傳統螢光燈節能 70%，且可二次使用。

Lucky Cup's stores in Southeast Asia place great importance on energy conservation and emissions reduction. The environmentally friendly lighting fixtures used in these stores feature housings made of 60% recycled aluminum alloy, with life-cycle carbon emissions 12% lower than those of ordinary LED lighting. They have received the highest-level MyHijau Greenmark certification, achieve EU ERP Class A+ energy efficiency standards (luminous efficacy $\geq 90 \text{ lm/W}$), save 70% more energy than traditional fluorescent lamps, and can be reused.



環保節能燈具
Energy-Saving and Environmentally Friendly Lighting



案例：蜜雪冰城總部園區作為引入霍尼韋爾自控系統
Case: MIXUE Headquarters Campus Introduces the Honeywell Building Automation System

蜜雪總部園區引入霍尼韋爾自控系統，該系統整合空調、新風、溫控、能耗系統等 8 類設備數據，通過計畫策略管控實現動態調控。參照霍尼韋爾全球實踐經驗，結合園區實際負荷優化能源分配，預計年降低綜合能耗 5%-10% (較國標基準值)，相當於減少約 15 噸 CO₂ 排放。

The MIXUE headquarters campus has introduced the Honeywell building automation system, which integrates data from eight categories of equipment, including air conditioning, fresh air, temperature control, and energy consumption systems, enabling dynamic regulation through planned strategy-based control. Drawing on Honeywell's global best practices and optimizing energy allocation based on the campus's actual load, the system is expected to reduce total annual energy consumption by 5%-10% compared with the national standard benchmark, equivalent to a reduction of approximately 15 tonnes of CO₂ emissions.



蜜雪冰城總部園區 2 樓平面圖
Second-Floor Layout of the MIXUE Headquarters

基於我們所有生產設施的數據，本集團設定目標³如下：

以 2023 年為基準年，到 2028 年每噸產品用電量較 2023 年累計減少 3% 的節電目標。未來本集團將每年審閱該目標的進展，並適時調整。2025 年，每噸產品用電量為 0.15 兆瓦時 / 噸產品。

Based on data from all of our production facilities, the Group has set the following target³:

Using 2023 as the baseline year, the Group aims to reduce electricity consumption per tonne of product by a cumulative 3% by 2028 compared with 2023. The Group will review progress against this target annually and adjust it where appropriate. In 2025, electricity consumption per tonne of product was 0.15 MWh/tonne of product.

關鍵績效指標 ⁴ Key Performance Indicators	單位 Unit	2025 年數據 2025 Data
直接能源消耗量 Direct Energy Consumption	兆瓦時 MWh	87,490.99
間接能源消耗量 Indirect Energy Consumption	兆瓦時 MWh	237,746.16
能源消耗總量 Total Energy Consumption	兆瓦時 MWh	325,2237.15
能源消耗強度 Energy Consumption Intensity	兆瓦時 / 噸產品 MWh / per ton of product	0.31

³ 該目標限定在截至 2023 年 12 月 31 日的所有生產設施。

³ This target is limited to all production facilities as of December 31, 2023.

⁴ 能源消耗總量數據涵蓋大咖國際、集團辦公樓、品牌供應鏈中心（雪王農業、倉儲）、福鹿家自營門店、蜜雪冰城自營門店、幸運咖自營門店。能源消耗為生產設施使用燃料（包括天然氣、汽油、柴油以及液化石油氣）帶來的直接能源消耗以及使用外購電、外購蒸汽的間接能源消耗，計算方法和轉換因數來自中國國家發展和改革委員會發佈的《食品、煙草及酒、飲料和精製茶企業溫室氣體排放核算方法與報告指南（試行）》中化石燃料相關缺省值計算。

⁴ Total energy consumption data cover Daka International Food Co., Ltd., the Group's office buildings, the Brand Supply Chain Center (Snow King Agriculture and warehousing), FULU fresh beer self-operated stores, MIXUE Ice Cream & Tea self-operated stores, and Lucky Cup self-operated stores. Energy consumption includes direct energy consumption from fuels used in production facilities, including natural gas, gasoline, diesel, and liquefied petroleum gas, as well as indirect energy consumption from purchased electricity and purchased steam. The calculation methods and conversion factors were derived from the default values for fossil fuels set out in the *Guidelines for Accounting and Reporting of Greenhouse Gas Emissions for Food, Tobacco, Alcohol, Beverage, and Refined Tea Enterprises (Trial)* issued by the National Development and Reform Commission of China.

◎ 清潔能源

本集團持續推進可再生能源使用，在河南、重慶、廣西、海南及重慶潼南工廠佈局光伏專案，推動能源結構綠色轉型。

◎ CLEAN ENERGY

The Group has continued to promote the use of renewable energy and has deployed photovoltaic projects at its plants in Henan, Chongqing, Guangxi, Hainan, and Chongqing Tongnan to advance the green transformation of its energy structure.



大咖國際廣西生產基地的清潔能源使用

Clean Energy Utilization at Daka International Food Co., Ltd. 's Guangxi Production Base

大咖國際廣西生產基地持續推進清潔能源應用與綠色低碳建設，光伏裝機容量達 5,349.18 千瓦。自建設以來，工廠通過增加連廊綠化、在車間採用自然採光、配備太陽能路燈，以及在宿舍熱水系統中採用太陽能環保加熱等多項綠色環保舉措，持續降低運行過程中的碳排放。報告期內，該基地依託光伏發電與綠電採購相結合的綜合措施，成功通過國家級零碳工廠認證（三級）；在零碳工廠審核期內，綠電使用量達 24,200,000 千瓦時。

Daka International Food Co., Ltd. 's Guangxi Production Base has continued to advance the application of clean energy and green, low-carbon development, with an installed photovoltaic capacity of 5,349.18 kW. Since its construction, the factory has continuously reduced carbon emissions during operations through a range of green and environmentally friendly measures, including additional greenery along connecting corridors, natural lighting in workshops, solar-powered street lamps, and solar-based environmentally friendly heating for hot water in dormitories. During the reporting period, supported by a combination of photovoltaic power-generation and green electricity procurement, the base successfully obtained the national Zero-Carbon Factory Certification (Level III). During the audit period for the zero-carbon factory certification, its green electricity consumption reached 24,200,000 kWh.



大咖國際廣西生產基地的光伏鋪設
Photovoltaic Installation at Daka International Food Co., Ltd. 's Guangxi Production Base

◎ 節水管理

本集團重視水資源管理，嚴格遵守《中華人民共和國水法》《中華人民共和國水污染防治法》等環境法律法規，嚴格管理水資源利用，提高水資源利用效率。報告期內，公司在獲取水資源方面未遇到任何問題。

◎ WATER RESOURCES MANAGEMENT

The Group attaches great importance to water resource management and strictly complies with environmental laws and regulations such as the Water Law of the People's Republic of China and the Law of the People's Republic of China on Prevention and Control of Water Pollution. We strictly manage water use and improve water-use efficiency. During the Reporting Period, the Company encountered no issues in accessing water resources.

本集團建立全流程取水、耗水、排水計量體系，2025 年集團總耗水量為 2,879,311.52 立方米，在生產環節廣泛應用節水型器具和設備，借助智能化用水監測系統，定期分析監測數據以優化管理；設計屋面及地面雨水回收系統，為綠化灌溉和道路沖洗提供水源，提升水資源利用效率。本年度，大咖國際多個車間及產線強化節水與水循環管理措施：

- 動力水處理環節增加濃水回收裝置，全年共節水約 5 萬噸；
- 無菌灌裝車間轉泵潤滑工藝改善，日節水 60 餘噸；
- 乳品車間脫酸工序用水參數優化，日節水約 100 噸。

基於我們所有生產設施的數據，本集團設定目標⁵如下：

到 2028 年，每噸產品的市政用水量較 2023 年累計減少 3%。未來本集團將每年審閱該目標的進展，並適時調整。

The Group has established a full-process measurement system for water withdrawal, water consumption, and wastewater discharge. In 2025, the Group's total water consumption was 2,879,311.52 cubic meters. Water-saving appliances and equipment were widely used in production processes. With the support of an intelligent water-use monitoring system, monitoring data were analyzed regularly to optimize management. Roof and ground rainwater recovery systems were designed to provide water for landscape irrigation and road washing, thereby improving water resource utilization efficiency.

- A concentrated water recovery device was added to the utility water treatment process, saving approximately 50,000 tonnes of water throughout the year;
- Lubrication process improvements for transfer pumps in the aseptic filling workshop saved more than 60 tonnes of water per day;
- Optimization of water-use parameters in the deacidification process in the dairy workshop saved approximately 100 tonnes of water per day.

Based on data from all of our production facilities, the Group has set the following target⁵:

By 2028, the Group aims to reduce municipal water consumption per tonne of product by a cumulative 3% compared with 2023. The Group will review progress against this target annually and adjust it where appropriate.

關鍵績效指標 Key Performance Indicators	單位 Unit	2025 年數據 2025 Data
耗水量 ⁶ Water Consumption ⁶	立方米 Cubic meters	2,879,311.52
耗水強度 Water Consumption Intensity	立方米 / 噸產品 Cubic meters/Tonne of product	2.78
循環水使用量 ⁷ Recycled Water Use ⁷	立方米 Cubic meters	141,096.60

⁵ 該目標限定在截至 2023 年 12 月 31 日的所有生產設施。

⁵ This target is limited to all production facilities as of December 31, 2023.

⁶ 耗水量數據覆蓋大咖國際、品牌供應鏈中心（雪王農業、倉儲）、集團辦公樓、福鹿家自營門店、蜜雪冰城自營門店、幸運咖自營門店，耗水量來自市政自來水耗用量。

⁶ Water consumption data covers Daka International Food Co., Ltd., the Brand Supply Chain Center (Snow King Agriculture and warehousing), the Group office building, FULU fresh beer directly operated stores, MIXUE Bingcheng directly operated stores, and Lucky Cup directly operated stores. Water consumption is based on municipal tap water usage.

⁷ 循環水使用量指標覆蓋大咖國際。

⁷ Recycled water usage metric covers Daka International Food Co., Ltd..

◎ 綠色辦公

本集團積極推廣數位化辦公體系，通過電子化審批流程、線上協同辦公平臺及無紙化會議系統減少日常辦公紙張消耗。

◎ GREEN OFFICE

The Group actively promotes a digital office system and reduces routine office paper consumption through electronic approval processes, online collaborative office platforms, and paperless meeting systems.



數字農管，全鏈提效

Digital Agricultural Management for Full-Chain Efficiency Improvement

公司自主搭建數字化農業管理系統，覆蓋育苗、種植、採收全鏈路，採用“基地—片區—地塊”三級管理架構，支持二維碼查閱地塊詳情與歷史農事記錄。收購環節實現質檢線上推送與在線對賬，2025年預估節約A4紙超1萬張。系統與ERP聯動，推動農藥、化肥精準施用，助力種植端降本增效。

The Group has independently developed a digital agricultural management system covering the entire chain of seedling cultivation, planting, and harvesting. It adopts a three-tier management structure of “base–area–plot” and supports QR-code access to plot details and historical farming records. In the procurement process, quality inspection results are pushed online and account reconciliation is completed online. In 2025, the system is estimated to have saved more than 10,000 sheets of A4 paper. The system is also linked with ERP, promoting the precise application of pesticides and fertilizers and helping reduce costs and improve efficiency at the planting end. The Group has independently developed a digital agricultural management system covering the entire chain of seedling cultivation, planting, and harvesting. It adopts a three-tier management structure of “base–area–plot” and supports QR-code access to plot details and historical farming records. In the procurement process, quality inspection results are pushed online and account reconciliation is completed online. In 2025, the system is estimated to have saved more than 10,000 sheets of A4 paper. The system is also linked with ERP, promoting the precise application of pesticides and fertilizers and helping reduce costs and improve efficiency at the planting end.



包材循環經濟

CIRCULAR ECONOMY FOR PACKAGING MATERIALS

◎ 包裝減量

本集團秉從研發創新、生產工藝、倉儲物流到生產運營，系統推進包裝材料的迴圈經濟實踐，持續降低包裝材料對環境的影響。圍繞 " 源頭減量 " 與 " 迴圈利用 " 兩條主線，系統推進包裝輕量化工作，在容器、輔材及物流包裝等多個維度取得積極成效。

◎ PACKAGING REDUCTION

The Group systematically advances circular economy practices for packaging materials across research and development innovation, production processes, warehousing and logistics, and production operations, continuously reducing the environmental impact of packaging materials. Focusing on the two main themes of "source reduction" and "recycling and reuse", we have systematically promoted packaging lightweighting and achieved positive results across multiple dimensions, including containers, auxiliary materials, and logistics packaging.

紙箱減重 Corrugated Carton Lightweighting

在紙箱減重方面，本集團對冷凍、濃漿及糖粒產品的紙箱克重進行優化調整，經半年測試驗證後正式推行，僅下半年即實現減重約 66 噸。同期，海南工廠在充分測試的基礎上取消紙箱內十字隔板，在確保產品安全的前提下進一步降低材料消耗。在瓶胚輕量化方面，產品灌裝所用 PET 瓶胚單只重量由 35 克降至 32 克，在滿足工藝與品質要求的前提下，有效減少了塑膠原材料用量。

With respect to corrugated carton lightweighting, the Group optimized the grammage of cartons used for frozen products, concentrated syrups, and sugar granule products. Following six months of testing and verification, the changes were officially implemented, achieving a reduction of approximately 66 tonnes in the second half of the year alone. During the same period, the Hainan plant, based on adequate testing, removed internal cross partitions from cartons, further reducing material consumption while ensuring product safety. In terms of preform lightweighting, the weight of each PET bottle preform used for product filling was reduced from 35 grams to 32 grams, effectively decreasing the use of plastic raw materials while meeting process and quality requirements.

輔材減量 Reduction of Auxiliary Materials

本集團對纏繞膜與膠帶等輔材規格實施統一優化。纏繞膜厚度由 0.02mm 調整至 0.015mm，膠帶寬度由 50mm 調整至 45mm，並在各生產基地統一執行新標準。此外，部分產品線經驗證取消纏繞膜二次纏繞工序，改用紮帶固定即可滿足運輸安全要求，在保障物流穩定性的同時減少了輔材消耗。

The Group implemented unified optimization of the specifications of auxiliary materials such as stretch film and adhesive tape. The thickness of stretch film was adjusted from 0.02 mm to 0.015 mm, and the width of adhesive tape was adjusted from 50 mm to 45 mm, with the new standards adopted uniformly across production bases. In addition, certain product lines, after verification, eliminated the secondary wrapping step with stretch film and found that securing with straps alone was sufficient to meet transportation safety requirements, thereby reducing the consumption of auxiliary materials while maintaining logistics stability.

循環包裝 Reusable Packaging

在物流環節，本集團推行託盤循環回收機制，產品運輸託盤實行統一迴圈利用。雪王農業鮮果物流全面採用租賃制可回收託盤，替代原有一次性託盤，有效降低了一次性包裝廢棄物的產生。

In logistics, the Group has implemented a pallet recycling mechanism under which product transportation pallets are uniformly recycled and reused. Snow King Agriculture has fully adopted leased reusable pallets for fresh fruit logistics, replacing original disposable pallets and effectively reducing the generation of disposable packaging waste.

◎ 綠色包材

本集團持續推進可降解杯體、吸管、包裝袋在終端門店的推廣應用，積極探索使用回收再生材料（如 rPET）用於包裝生產，並在產品容器生產中使用再生紙漿製成的紙板箱，減少對原生木漿的依賴。

◎ GREEN PACKAGING MATERIALS

The Group continues to promote the use of degradable cups, straws, and packaging bags at terminal stores, actively explores the use of recycled materials such as rPET in packaging production, and uses cartons made from recycled pulp in the production of product containers to reduce dependence on virgin wood pulp.

基於我們所有生產設施的數據，本集團設定目標⁸如下：

到 2028 年，由再生紙漿製成的紙板包材比例由 2023 年的 60.80% 上升至 65%，未來本集團將每年審閱該目標的進展。並適時調整。2025 年，使用再生紙漿製成的紙板箱⁹的比例為 69.13%。

Based on data from all of our production facilities, the Group has set the following target⁷:

By 2028, the proportion of paperboard packaging made from recycled pulp will increase from 60.80% in 2023 to 65%. The Group will review progress against this target annually and adjust it where appropriate. In 2025, the proportion⁸ of cartons made from recycled pulp⁸ was 69.13%.

關鍵績效指標 Key Performance Indicators	單位 Unit	2025 年數據 2025 Data
可持續包裝材料使用量 ¹⁰ Use of Sustainable Packaging Materials ¹⁰	噸 Tonnes	111,602.18
其他包裝材料使用量 Use of Other Packaging Materials	噸 Tonnes	193,662.47
包裝材料使用總量 Total Packaging Materials Used	噸 Tonnes	305,264.65
包裝材料使用強度 ¹¹ Packaging Material Intensity ¹¹	噸 / 噸產品 Tonne/Tonne of product	0.29

⁸ 該目標限定在截至 2023 年 12 月 31 日的所有生產設施。

⁸ The proportion of cardboard boxes made from recycled pulp covers Daka International Food Co., Ltd. all production facilities.

⁹ 使用再生紙漿製成的紙板箱比例覆蓋大咖國際，即所有生產設施。

⁹ The proportion of cardboard boxes made from recycled pulp covers Daka International Food Co., Ltd. all production facilities.

¹⁰ 可持續包裝材料包括紙杯、cpla 吸管、pla 塑杯等包裝材料。

¹⁰ Sustainable packaging materials include paper cups, CPLA straws, PLA plastic cups, and other packaging materials.

¹¹ 包裝材料強度覆蓋大咖國際和品牌供應鏈中心（雪王農業、倉儲），即所有生產設施。

¹¹ Packaging material intensity data cover Daka International Food Co., Ltd. and the Brand Supply Chain Center (Snow King Agriculture and warehousing), namely all production facilities.

綠色清潔運營

GREEN AND CLEAN OPERATIONS

本集團嚴格遵守國家及地方環境保護法律法規，持續完善環境管理體系，系統推進排放物管控與廢棄物減量化、資源化利用，致力於實現清潔生產與綠色運營。

The Group strictly complies with national and local environmental protection laws and regulations, continues to improve its environmental management system, systematically advances control of emissions and the reduction, recycling, and resource utilization of waste, and is committed to achieving clean production and green operations.

◎ 環境管理

本集團持續推進主要生產基地的環境管理體系認證與優化工作。河南生產基地自 2022 年起通過 ISO 14001:2015 環境管理體系認證，報告期內完成復審及車間擴增審核，新增覆蓋煙火、水果、霧體、茶葉車間及倉庫區、動力區，並已獲得國家級及河南省級綠色工廠認證。廣西生產基地於報告期內通過 ISO 14001:2015 環境管理體系認證，並獲得國家級綠色工廠認證。本集團定期開展內部環境審核與管理評審，並將成熟管理經驗向其他生產基地推廣。

◎ ENVIRONMENTAL MANAGEMENT

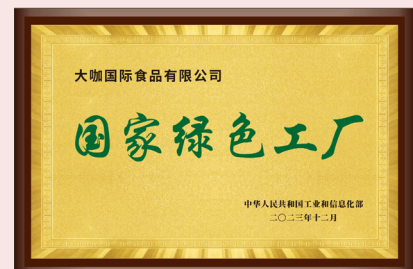
The Group has continued to advance the certification and optimization of environmental management systems at its major production bases. The Henan production base has been certified under ISO 14001:2015 since 2022. During the reporting period, it completed its recertification audit and workshop expansion audit, adding coverage for the smoke flavoring, fruit, mist concentrate, tea workshop, warehouse area, and utilities area, and it has also obtained national- and Henan provincial-level Green Factory certification. During the reporting period, the Guangxi production base obtained ISO 14001:2015 Environmental Management System certification and national-level Green Factory certification.



大咖國際河南生產基地 ISO14001:2015 認證
Daka International Food Co., Ltd.
Wenxian Base ISO 14001:2015
Certification



大咖國際廣西生產基地獲得 ISO
14001:2015 證書
Daka International Food Co., Ltd.
Guangxi Base Obtained ISO
14001:2015 Certification



大咖國際獲得國家綠色工廠
Daka International Food Co., Ltd.
Obtained National Green Factory
Recognition

◎ 排放管理

本集團嚴格遵循《中華人民共和國大氣污染防治法》及各運營地相關法律法規，持續完善《大氣污染防治程式》。在工廠生產環節，強化廢氣處理設施的運行監控與定期維護，推動廢氣排放量穩步下降；在施工環節，推行綠色施工管理，合理統籌作業計畫，有效控制揚塵及廢氣排放，確保各環節廢氣持續達標。

廢氣管理方面，大咖國際各生產基地根據工藝特點配備相應的廢氣處理設施，主要處理工藝包括低氮燃燒、布袋除塵、雙級活性炭吸附等。報告期內，河南生產基地針對車間一氧化碳等工藝廢氣實施全面收集與集中處理改造，將開放式排放改為密閉收集後達標排放，年度廢氣治理專案投入約 300 萬元。各生產基地定期委託第三方機構開展廢氣排放監測，確保排放持續達標。

廢水管理方面，大咖國際各生產基地均建有自有污水處理設施，工業廢水與生活污水統一收集處理。河南生產基地實行線上監測，執行國家二級排放標準 (COD 限值 150mg/L)，實際日常運行值穩定在 50mg/L 左右，遠低於標準限值。處理達標後排入市政管網進行二次處理。



◎ EMISSIONS MANAGEMENT

The Group strictly follows the Law of the People's Republic of China on the Prevention and Control of Atmospheric Pollution and relevant laws and regulations at all operating locations and continues to improve its Air Pollution Prevention and Control Procedures. In plant production processes, we strengthen the operation monitoring and regular maintenance of air emissions treatment facilities to steadily reduce air pollutant emissions. During construction, we implement green construction management, reasonably coordinate work plans, and effectively control dust and air emissions to ensure that emissions at all stages remain in compliance.

With respect to air emissions management, Daka International Food Co., Ltd.'s production base are equipped with corresponding air treatment facilities according to process characteristics. The main treatment processes include low-nitrogen combustion, bag dust collection, and two-stage activated carbon adsorption. During the Reporting Period, the Henan production base carried out a comprehensive collection and centralized treatment upgrade for process exhaust gases such as carbon monoxide from workshops, replacing open emissions with closed collection followed by compliant discharge. Annual investment in air emissions treatment projects amounted to approximately RMB 3 million. Each base regularly commissions third-party organizations to monitor air emissions to ensure continued compliance.

With respect to wastewater management, all of Daka International Food Co., Ltd.'s production base have their own wastewater treatment facilities, and industrial wastewater and domestic sewage are collected and treated in a unified manner. The Henan production base carries out online monitoring and implements the national Class II discharge standard (COD limit of 150 mg/L), while actual daily operating values remain stable at around 50 mg/L, far below the standard limit. After compliant treatment, wastewater is discharged into the municipal pipeline network for secondary treatment.



關鍵績效指標 ¹¹ Key Performance Indicators	單位 Unit	2025 年數據 2025 Data
氨氮排放量 Ammonia Nitrogen Emissions	噸 Tonnes	2.40
氮氧化物排放量 Nitrogen Oxides Emissions	噸 Tonnes	4.36
硫化氫排放量 Hydrogen Sulfide Emissions	噸 Tonnes	0.04
非甲烷總烴和顆粒物排放量 Non-Methane Hydrocarbons and Particulate Matter Emissions	噸 Tonnes	1.62
二氧化硫排放量 Sulfur Dioxide Emissions	噸 Tonnes	0.38

◎ 廢物管理

本集團堅持對固體廢棄物按類別實行分類管控。主要類別包括：紙箱類交由具有再生資源回收資質的第三方回收，用於再生紙漿生產；廢塑膠回收後用於二次原料加工；金屬類統一回收處理；危廢（廢油墨及實驗室廢棄化學品）交由有資質的專業機構處置，產生量較小；污泥實行每日稱重記錄後交由第三方合規處置；生活垃圾由市政清運。

◎ WASTE MANAGEMENT

The Group classifies and manages solid waste by category. Major categories include cartons, which are recycled by qualified third parties with renewable resource recycling qualifications for the production of recycled pulp; waste plastics, which are recycled for secondary raw material processing; metals, which are uniformly recycled; hazardous waste, such as waste ink and laboratory waste chemicals, which is disposed of by qualified professional institutions and generated in relatively small quantities; sludge, which is weighed and recorded daily before being disposed of in compliance by third parties; and household waste, which is collected and transported by municipal sanitation services.



案例：廢物利用，合規追溯 Case: Waste Utilization and Compliance Traceability

雪王農業將脆筒生產廢料回收製成飼料，檸檬收購中的紙袋及車間產生的紙卷、紙筒實現回收再利用。各工廠廢品回收均建立售出台賬記錄，公司定期追溯第三方處置情況，確保全流程合規可追溯。

Snow King Agriculture recycles waste generated from cone production into animal feed, while lemon procurement paper bags and workshop paper roll cores are reused. All factories maintain sales ledger records for recyclable waste, and the Company regularly traces the disposal status of third-party processors to ensure full-process compliance and traceability.

¹¹廢氣主要來源於大咖國際和品牌供應鏈中心(雪王農業、倉儲)，即所有生產設施。

¹¹ Air emissions mainly originate from Daka International Food Co., Ltd. and the Brand Supply Chain Center (Snow King Agriculture and warehousing), namely all production facilities.

關鍵績效指標 Key Performance Indicators	單位 Unit	2025 年數據 2025 Data
無害廢棄物產生量 ¹³ Non-Hazardous Waste Generated ¹³	噸 Tonnes	28,448.99
無害廢棄物密度 ¹⁴ Non-Hazardous Waste Intensity ¹⁴	噸 CO ₂ e/ 噸產品 Tonnes of CO ₂ e/ per Tonnes of product	0.03
有害廢棄物重量 ¹⁵ Hazardous Waste Generated ¹⁵	噸 Tonnes	7.96
有害廢棄物密度 ¹⁶ Hazardous Waste Intensity ¹⁶	噸 CO ₂ e/ 噸產品 Tonnes of CO ₂ e/ per Tonnes of product	0.00

¹³ 無害廢棄物重量數據覆蓋集團辦公樓、大咖國際、品牌供應鏈中心（雪王農業、倉儲），不包括蜜雪冰城直營門店、福鹿家直營門店、幸運咖直營門店及國際業務中心。

¹³ Non-hazardous waste data cover the Group's office buildings, Daka International Food Co., Ltd., and the Brand Supply Chain Center (Snow King Agriculture and warehousing), but exclude MIXUE self-operated stores, FULU fresh beer self-operated stores, Lucky Cup self-operated stores, and the International Business Center.

¹⁴ 無害廢棄物密度數據覆蓋大咖國際、品牌供應鏈中心（雪王農業、倉儲），即所有生產設施。

¹⁴ Non-hazardous waste intensity data cover Daka International Food Co., Ltd. and the Brand Supply Chain Center (Snow King Agriculture and warehousing), namely all production facilities.

¹⁵ 有害廢棄物主要來源於大咖國際、品牌供應鏈中心（雪王農業、倉儲），有害廢棄物種類包括廢液壓油、廢冷凍機油、檢測廢液、廢試劑、墨水匣等。

¹⁵ Hazardous waste mainly comes from Daka International Food Co., Ltd. and the Brand Supply Chain Center (Snow King Agriculture and warehousing). The main types of hazardous waste include used hydraulic oil, used refrigeration oil, waste testing liquids, waste reagents, and ink cartridges.

¹⁶ 有害廢棄物密度數據覆蓋大咖國際和品牌供應鏈中心（雪王農業、倉儲），即所有生產設施。2025 年，有害廢棄物密度實際為 0.0000077 噸 / 噸產品，上表所列數據為四捨五入保留兩位小數的結果。

¹⁶ Hazardous waste intensity data cover Daka International Food Co., Ltd. and the Brand Supply Chain Center (Snow King Agriculture and warehousing), namely all production facilities. In 2025, the actual hazardous waste intensity was 0.0000077 tonne/tonne of product, while the figure presented in the table above is the result rounded to two decimal places.

◎ 應急管理

本集團制定了環境突發事件應急預案和 safety 事故應急預案，明確應急回應程式、責任分工及處置措施，各生產基地配備應急物資儲備並定期組織應急演練，切實提升應急回應能力。報告期內，未發生突發環境事件或重大環境違規事件。

2025 年，本集團持續健全環境風險防控與突發環境事件應急管理體系，針對化學品倉儲及使用環節組織開展化學品洩漏應急演練。公司圍繞化學品在收發作業過程中發生洩漏並伴隨人員受傷的模擬場景，快速啟動專項應急預案，統籌搶險處置、警戒疏散、醫療救護及後勤保障等應急力量，系統開展事故報告、現場隔離、洩漏物圍堵與吸附、傷患緊急沖洗與送醫、涉汙物資及危險廢物規範收集暫存和後續處置等演練科目。通過環境應急演練，進一步檢驗了突發環境事件應急預案的有效性和各部門協同聯動能力，強化了員工對環境風險的識別、防範和應急處置意識，提升了對突發環境事件的快速回應和規範處置水準，為降低環境影響、保障運營安全提供了有力支撐。

◎ EMERGENCY MANAGEMENT

The Group has formulated contingency plans for environmental emergencies and safety accidents, clarifying emergency response procedures, division of responsibilities, and disposal measures. Each production base is equipped with emergency material reserves and regularly organizes emergency drills to effectively improve emergency response capabilities. During the Reporting Period, no environmental emergencies or material environmental violations occurred.

In 2025, the Group continued to improve its environmental risk prevention and control system and emergency management system for environmental incidents, and organized chemical leakage emergency drills for the storage and use of chemicals. Focusing on a simulated scenario in which a leak occurred during the receipt and dispatch of chemicals and personnel were injured, the Company quickly launched a dedicated emergency plan and coordinated emergency response forces for rescue operations, alert and evacuation, medical aid, and logistics support. It systematically carried out drill items including accident reporting, on-site isolation, containment and absorption of leaked materials, emergency rinsing and medical transport of injured personnel, and the compliant collection, temporary storage, and subsequent disposal of contaminated materials and hazardous waste. These environmental emergency drills further tested the effectiveness of the emergency plan for environmental incidents and the interdepartmental coordination capability, strengthened employees' awareness of identifying, preventing, and responding to environmental risks, and enhanced the Company's ability to respond quickly to and handle environmental emergencies in a standardized manner, thereby providing strong support for reducing environmental impacts and safeguarding operational safety.



大咖國際組織環境應急演練
Daka International Food Co., Ltd. Organized Environmental Emergency Drill

凝心聚力，共同成長

WORK WITH ONE HEART, GROW TOGETHER

本章節簡述的 ESG 議題摘要：

- 員工權益與福利
- 員工培訓與發展
- 職業健康與安全
- 加盟商賦能
- 勞工準則

Summary of ESG topics outlined in this chapter:

- Employee Rights and Benefits
- Employee Training and Development
- Occupational Health and Safety
- Franchisee Empowerment
- Labor Standards

本章節回應的 UN SDGs 目標：



UN SDGs addressed in this chapter:



○ 加盟商賦能 Franchisee Empowerment	87
○ 員工權益保障 Employee Rights Protection	93
○ 員工培訓發展 Employee Training and Development	99
○ 供應鏈管理 Supply Chain Management	104

加盟商賦能

FRANCHISEE EMPOWERMENT

◎ 全鏈路運營賦能

| 起步賦能 Start-Up Empowerment

推動更多普通人實現創業夢想，是蜜雪集團構建加盟體系的重要願景。為此，本集團在加盟商准入與開業支持兩個維度持續發力，構建創業全鏈條的起步賦能體系。

在加盟准入方面，我們通過多元諮詢管道廣泛觸達潛在加盟商，依託標準化面試流程與 AI 技術輔助對申請者進行系統評估，重點考察本地化運營能力與自有資金實力，從源頭管控經營風險。本年度，我們的加盟商數量達到 27,450 位，較 2024 年增長 30.86%，大量創業者由此邁出經營的第一步。

在開業支持方面，我們構建了覆蓋建店全週期的標準化服務體系。建店階段提供全流程裝修指南，整合證件辦理、培訓規劃與人員招聘標準，有效壓縮建店週期；試營業階段發佈標準化操作手冊，涵蓋工作站規範、宣傳執行及設備調試，保障門店平穩啟動；開業階段提前明確活動部署要求，助力加盟商高效完成籌備。此外，我們搭建系統化盈利分析體系，即時監測單店支出異常並預警推送，護航門店健康經營。

◎ FRANCHISEE EMPOWERMENT

Empowering more ordinary people to realize their entrepreneurial dreams is a key vision of MIXUE Group in building its franchise system. To this end, the Group has continued to strengthen both franchisee admission and store-opening support, building a start-up empowerment system that covers the entire entrepreneurial journey.

In terms of franchisee admission, we reach potential franchisees through diversified consultation channels and use standardized interview procedures together with AI-assisted tools to conduct systematic assessments of applicants, focusing on their localized operating capabilities and self-owned capital strength so as to manage operational risks at the source. During the year, the number of our franchisees reached 27,450, representing an increase of 30.84% compared with 2024, helping many entrepreneurs take their first step toward running a business. In terms of store-opening support, we have built a standardized service system covering the entire store setup cycle.

During the store construction stage, we provide full-process store decoration guidance and integrate permit processing, training plans, and staffing standards to effectively shorten the store setup period. During the trial operation stage, we issue standardized operating manuals covering workstation standards, promotional execution, and equipment commissioning to ensure a smooth store launch. During the official opening stage, we clarify campaign deployment requirements in advance to help franchisees complete preparations efficiently. In addition, we have established a systematic profitability analysis system that monitors abnormal spending at individual stores in real time and issues early warnings, safeguarding healthy store operations.



案例：AI 賦能加盟選址 Case: AI-Empowered Franchise Site Selection

蜜雪集團將AI技術深度融入加盟商選址支持體系。總部依託大數據系統，整合商圈熱力、人群畫像、交通動線及競對分佈等多維數據，提前篩選並儲備優質點位資源。AI賦能的選址模式將傳統的“經驗找店”轉變為“演算法導航”，有效降低了加盟商的試錯成本與找店週期。

MIXUE Group has deeply integrated AI technology into its site selection support system for franchisees. Leveraging a big data system, our headquarters integrates multidimensional data such as commercial area traffic heatmaps, consumer profiles, traffic flow patterns, and competitor distribution to identify and reserve high-quality site resources in advance. This AI-enabled site selection model transforms the traditional approach of “finding stores based on experience” into “algorithm-guided navigation,” effectively reducing franchisees’ trial-and-error costs and shortening the store search cycle.

運營賦能 Operational Empowerment

門店開業後，本集團持續在業績、盈利、標準與營銷四個維度為加盟商提供運營支持。

After stores open, the Group continues to provide franchisees with operational support across four dimensions: sales performance, profitability, standards, and marketing.

業績與盈利提升 Performance and profitability improvement

我們結合門店實際運營情況制定個性化提升方案，重點對微盈利及虧損門店識別增長點與成本優化空間，持續跟蹤方案效果並動態調整策略，沉澱可複用的盈利提升方法論，助力門店營業額與盈利水準穩步增長。

We formulate customized improvement plans based on the actual operating conditions of each store, focusing on identifying growth drivers and opportunities for cost optimization for marginally profitable and loss-making stores. We continuously track the effectiveness of these plans and dynamically adjust strategies, distilling reusable methodologies for profitability improvement and helping stores steadily increase both revenue and profit levels.

標準化建設 Standardization Development

我們統籌推進審核流程、市場活動及業務扶持的規範制定與落地，統一各環節執行標準，並定期評估適用性、迭代優化，以標準化運作提升組織協同效率，保障經營成果的穩定性與可複製性。

We coordinate the formulation and implementation of standards for audit processes, marketing activities, and business support, unify execution standards across all stages, and regularly assess their applicability and refine them through iterative optimization. Through standardized operations, we improve organizational collaboration efficiency and ensure the stability and replicability of business outcomes.

營銷統籌 Marketing Coordination

我們整合全國性行銷日曆，協同推進線上與線下行銷活動的統一輸出，並持續優化各部門協作流程，確保行銷方案有效落地，最終形成系統化行銷方法論沉澱。

We integrate a nationwide marketing calendar, coordinate the unified rollout of both online and offline marketing campaigns, and continuously optimize cross-department collaboration processes to ensure the effective implementation of marketing plans, ultimately forming a systematic marketing methodology.

加盟商培訓 Franchisee Training

本集團以“萬店如一”為培訓目標，構建了覆蓋門店經營全流程的立體化培訓體系。此外，我們設立專門的課件委員會，建立培訓材料的“統編、統審、統用”機制，確保培訓標準統一。本年度，我們新增或優化課程共計 135 門，內容包括現有體系迭代與出海培訓，如針對越南、印尼、泰國等國的本地化實踐。

我們堅持“實戰驅動 + 萬店案例萃取”的雙輪驅動模式，要求培訓師深入一線的同時，從全國門店中篩選優秀成員將其經驗轉化為培訓內容，確保培訓始終貼合門店實際運營情況，便於加盟商將知識直接轉化為實操。

我們已形成“三大體系，九項戰役”的完整培訓佈局。區域培訓以人為單位開展全員基礎培訓，校區培訓以店為單位針對新簽、續簽門店因地制宜施教，高階培訓則面向老闆、店長和合夥人開設超級加盟商、超級店長、超級合夥人課程。

2025 年，我們創新推出“2+2 模式”，將老闆培訓與店長培訓連續開展，實現理念層與執行層的認知貫通，有效降低轉培訓壓力，提升落地效果。同時依託“蜜雪商學”App 實現培訓資料視頻化、手冊電子化，既便於培訓人員利用碎片時間靈活學習、強化技能掌握，又能顯著提升培訓效率與覆蓋範圍，同時，帶來顯著的環境效益。

With the training goal of “one standard across ten thousand stores,” the Group has built a multidimensional training system covering the entire store operations process. In addition, we established a dedicated courseware committee and a mechanism of “unified drafting, unified review, and unified use” for training materials to ensure consistent training standards. During the year, we added or optimized 135 courses, covering both iteration of the existing system and overseas training, including localized practices for countries such as Vietnam, Indonesia, and Thailand.

We adhere to a dual-drive model of “battlefield-driven practice + distillation of cases from tens of thousands of stores,” requiring trainers to go deep into frontline operations while selecting outstanding members from stores nationwide and converting their experience into training content. This ensures that training always stays close to actual store operations and enables franchisees to directly translate knowledge into practice.

We have established a complete training framework of “three systems and nine campaigns.” Regional training delivers foundational training to all personnel on an individual basis; campus-based training is organized by store and tailored to newly signed and renewed stores according to local conditions; advanced training offers Super Franchisee, Super Store Manager, and Super Partner courses for owners, store managers, and partners.

In 2025, we innovatively launched the “2+2 Model,” conducting owner training and store manager training consecutively to connect understanding between the conceptual and execution layers, effectively reducing cascading training pressure and improving implementation outcomes. Meanwhile, through the MIXUE Business School App, we converted training materials into videos and manuals into electronic formats, enabling staff to learn flexibly during fragmented time and reinforce skill development. This approach has also significantly improved training efficiency and coverage, while delivering notable environmental benefits.

此外，我們建立了完善的培訓落地追蹤機制，每次培訓後加盟商需返圖或返視頻證明落地，不合格者即時整改。同時，公司通過攝像頭抽檢培訓場次，結合客訴與稽核數據形成品質“看板”，每月分析問題並掛鉤培訓師績效，持續推動培訓實效提升。

幸運咖在集團培訓體系基礎上，結合咖啡品類特性形成差異化實踐。例如，通過“老闆在店”理念植入讓標準成為本能，線上依託蜜雪商學 App 及企微群實現 24 小時答疑與突發問題回應等，以更具約束性的落地追蹤機制，確保咖啡品類的高標準運營要求在門店端真正落地。

◎ 共贏式資源扶持

本集團致力於構建全方位的加盟商支持體系，將加盟商的穩健運營視為共同發展的基石。我們主動承擔門店宣傳物料的製作與物流費用，並延續季度行銷物料及新品宣傳物料的免費標配政策，通過持續的資源投入切實降低加盟商的運營成本，減輕加盟商在宣傳推廣方面的資金壓力與精力投入，讓加盟商能夠將更多資源聚焦於門店運營、客戶服務與業績提升，同時依託統一、專業的宣傳物料，助力加盟商快速提升門店曝光度、強化品牌影響力，實現品牌與加盟商的雙向共贏、協同發展。

2025 年，我們進一步加大了數位化賦能的力度，將智能技術深度融入加盟商服務全流程。我們引入 AI 客服系統，實現意向諮詢的快速回應與精準觸達，並同步搭建了 ITR（問題到解決）流程體系，確保加盟商訴求能夠高效流轉、閉環處理。

Furthermore, we established a sound training follow-through tracking mechanism. After each training session, franchisees are required to submit photos or videos as proof of implementation, and those that fail to meet requirements are required to rectify immediately. The Company also conducts spot checks on training sessions through cameras and forms a quality dashboard in combination with customer complaint and audit data, analyzing issues monthly and linking results to trainer performance to continuously improve training effectiveness.

Building on the Group's training system, Lucky Cup has developed differentiated practices tailored to the characteristics of the coffee category. For example, by embedding the concept of "owner-in-store," it makes standards instinctive; online, it relies on the MIXUE Business School App and WeCom groups to provide 24-hour Q&A and responses to urgent issues. With a more rigorous implementation-tracking mechanism, it ensures that the high-standard operating requirements of the coffee category are truly carried through at store level.

◎ WIN-WIN RESOURCE SUPPORT

The Group is committed to building a comprehensive franchisee support system, regarding the stable operations of franchisees as the cornerstone of shared development. We proactively cover the production and logistics costs of store promotional materials and continue the policy of providing standard quarterly marketing materials and new-product promotional materials free of charge. Through sustained resource investment, we effectively reduce franchisees' operating costs and alleviate the financial burden and effort required for promotional activities, enabling franchisees to channel more resources toward store operations, customer service, and business performance improvement. At the same time, by leveraging unified and professional promotional materials, we help franchisees rapidly enhance store visibility and strengthen brand influence, achieving a mutually beneficial and collaborative development between the brand and its franchisees.

In 2025, we further intensified our digital empowerment efforts by deeply integrating intelligent technologies throughout the franchisee service process. We introduced an AI customer service system to enable rapid response to inquiries and precise engagement, and simultaneously established an ITR (Issue-to-Resolution) process to ensure that franchisee requests can be handled efficiently and closed in a timely manner.

從基礎減負到數字增效，蜜雪冰城正通過多維度的扶持舉措，讓加盟合作關係更加緊密，為雙方的長期共贏築牢根基。

From reducing basic burdens to enhancing efficiency through digitalization, MIXUE is strengthening franchise cooperation through multidimensional support measures and laying a solid foundation for long-term win-win development for both parties.



案例：十四年堅守 與品牌共成長

Case: Fourteen Years of Dedication and Growing Together with the Brand

在洛陽，一位加盟商用十四年深耕詮釋了與蜜雪冰城的共同成長。2012年開設首家門店以來，他從親力親為的單店經營起步，始終緊跟公司戰略步伐。面對行業競爭與成本壓力，他積極回應門店升級號召，率先完成“雪王魔法鋪”改造，成為新設備、新規範的示範窗口，2025年實現營業額增長20%。在事業穩健發展的同時，他積極回饋社會，參與洪災捐贈，多次組織團隊深入山區慰問兒童及老紅軍。多年來，他與品牌同心同行，不僅能實現了商業成功，更能將向上向善的力量傳遞至社區角落。

In Luoyang, one franchisee has embodied shared growth with MIXUE Bingcheng through 14 years of steadfast dedication. Since opening his first store in 2012, he began with hands-on management of a single outlet and has consistently kept pace with the Company's strategic direction. Facing industry competition and cost pressures, he proactively embraced the call for store upgrades and was among the first to complete the “Snow King Magic Shop” renovation, serving as a model showcase for new equipment and updated standards, and achieving a 20% increase in revenue in 2025. While steadily growing his business, he has also actively given back to society — participating in flood-relief donations and organizing his team on multiple occasions to visit children and veteran Red Army soldiers in remote mountainous areas. Over the years, he has walked in step with the brand, not only achieving business success, but also carrying the spirit of optimism and goodwill into every corner of the community.

◎ 長效化權益保障

本集團始終珍視加盟商及門店員工的共同奮鬥，將其視為維護與提升蜜雪冰城品牌價值的重要基石。

我們持續為加盟商提供法律支持，通過開展勞動法專題培訓、提供專業法律諮詢等方式，引導加盟商建立合規意識，幫助其更好地保障門店員工權益，營造和諧穩定的用工環境。

此外，我們制定了統一的電路、水路施工標準規範，對材料選型、規格參數及施工工藝提出明確要求，確保門店水電工程符合國家安全標準。同時，依託微信公眾號等線上渠道，我們持續發佈安全用水用電操作指南及視頻教程，幫助加盟商提升日常安全管理能力，有效防範運營風險。

得益於上述舉措，2025 年加盟商滿意度達 91.2%，體現了公司對合作夥伴權益的高度重視與長效保障。

◎ LONG-TERM RIGHTS AND INTERESTS PROTECTION

The Group consistently values the shared efforts of franchisees and store employees and regards them as an important cornerstone for maintaining and enhancing the brand value of MIXUE.

We continue to provide legal support to franchisees. Through labor law training sessions and professional legal consultation, among other measures, we guide franchisees in building compliance awareness, help them better protect the rights and interests of store employees, and foster a harmonious and stable employment environment.

In addition, we formulated unified standards and specifications for electrical and plumbing construction, setting clear requirements for material selection, specification parameters, and construction techniques to ensure that store utility works comply with national safety standards. At the same time, through online channels such as our WeChat official account, we continuously publish operational guidelines and video tutorials on safe water and electricity use, helping franchisees enhance day-to-day safety management capabilities and effectively prevent operating risks.

In 2025, franchisee satisfaction reached 91.2% , reflecting the Company's strong emphasis on and long-term protection of partner rights and interests.

員工權益保障

EMPLOYEE RIGHTS AND INTERESTS PROTECTION

◎ 平等僱傭

我們堅持平等、多元與反歧視原則，在招聘、輪崗、外派等各個環節確保程式公開、標準統一、機會均等，不對性別、種族、年齡、國籍、宗教信仰等做任何區分。在海外業務拓展中，我們積極推動員工本土化，尊重並融入當地文化，持續深化多元共融的就業環境。

我們嚴格遵循合法合規、平等尊重的僱傭準則，全面執行《中華人民共和國勞動法》《中華人民共和國勞動合同法》及《禁止使用童工規定》等相關法律法規。同時，以《蜜雪冰城基本法》為指引，制定《招聘管理制度》《內部推薦管理辦法》等內部規章，確保員工從合同簽訂、續訂到終止或解除的全過程均依法依規運行，切實保障每一位員工的合法權益。

◎ 員工權益

薪酬 Compensation

本集團以《薪酬管理制度》為準則，依據員工職級、崗位職責及能力貢獻確定薪酬標準，確保薪酬與價值相匹配。我們持續開展同工同酬監測，堅決杜絕因民族、種族、年齡、性別、婚姻狀況及宗教信仰等差異而產生待遇不公。通過構建兼具內部公平性與外部競爭力的薪酬體系，我們致力於讓每一位員工都能獲得應有的回報與激勵。

◎ EQUAL EMPLOYMENT

We uphold the principles of equality, diversity, and anti-discrimination, ensuring transparent procedures, uniform standards, and equal opportunities in recruitment, job rotation, overseas assignments, and all other processes, without distinction based on gender, race, age, nationality, religion, or other factors. In expanding overseas business, we actively promote workforce localization, respect and integrate into local cultures, and continue to deepen a diverse and inclusive employment environment.

We strictly follow lawful, compliant, equal, and respectful employment principles and fully implement relevant laws and regulations such as Labor Law of the People's Republic of China, Labor Contract Law of the People's Republic of China, and Regulations on the Prohibition of Child Labor. Meanwhile, guided by MIXUE Basic Law, we have formulated internal rules such as Recruitment Management Policy and Internal Referral Management Measures to ensure that the entire process from contract signing and renewal to termination or rescission is conducted in accordance with laws and regulations, effectively safeguarding the lawful rights and interests of every employee.

◎ EMPLOYEE RIGHTS AND BENEFITS

Guided by the Compensation Management Policy, the Group determines compensation standards based on employee grade, job responsibilities, and capability-based contributions, ensuring that pay matches value. We continuously monitor equal pay for equal work and firmly prohibit unfair treatment arising from differences in ethnicity, race, age, gender, marital status, religion, or other factors. By building a compensation system that balances internal fairness and external competitiveness, we are committed to ensuring that every employee receives the rewards and incentives they deserve.

工作時長 Working Hours

我們嚴格遵守運營所在國家和地區相關法律法規，通過合理的考勤制度規範員工工作時間管理，保障員工享有充足的工作與休息時間。在海外市場，我們積極推動本地化用工管理，尊重當地文化與勞動習慣，確保跨國團隊在合規前提下實現高效協作與人文關懷。通過持續優化工時管理機制，我們在提升運營效率的同時，切實維護員工身心健康，為全球業務的可持續發展築牢根基。

We strictly comply with the relevant laws and regulations of the countries and regions where we operate and regulate employee working time through reasonable attendance systems, ensuring that employees enjoy sufficient time for work and rest. In overseas markets, we actively promote localized workforce management, respect local cultures and labor practices, and ensure that cross-border teams achieve efficient collaboration and human-centered care on a compliant basis. By continuously optimizing working time management mechanisms, we improve operating efficiency while effectively safeguarding employees' physical and mental well-being, thereby laying a solid foundation for the sustainable development of our global business.

反歧視與騷擾 Anti-Discrimination and Harassment

我們對任何形式的歧視與騷擾行為始終堅持零容忍態度，嚴格禁止在工作場所出現違背他人意願的語言或肢體騷擾行為。通過建立健全的預防機制與投訴管道，我們持續營造相互尊重、平等包容的職場氛圍，切實保障每一位員工都能在安全、尊嚴與信任的環境中安心工作。

We maintain zero tolerance for any form of discrimination or harassment and strictly prohibit verbal or physical harassment in the workplace that is against another person's will. By establishing and improving prevention mechanisms and complaint channels, we continue to foster a workplace atmosphere of mutual respect, equality, and inclusion, ensuring that every employee can work with peace of mind in an environment of safety, dignity, and trust.

勞工準則 Labor Standards

我們嚴禁使用童工及強制勞動行為。在員工入職前，我們對身份資訊進行嚴格核驗，確保錄用人員符合法定勞動年齡；同時保障員工在完全自願的基礎上參加工作，杜絕任何形式的強制勞動。報告期內，公司未發生童工和強制勞動情況。如發現相關問題，我們將依據運營地法律法規及公司規定及時處理。

We strictly prohibit child labor and forced labor. Before onboarding, we rigorously verify identity information to ensure that all hires meet the statutory working-age requirements; at the same time, we ensure that employees work entirely on a voluntary basis and eliminate any form of forced labor. During the Reporting Period, the Company had no incidents involving child labor or forced labor. If any related issue is identified, we will address it promptly in accordance with the laws and regulations of the place of operation and Company policies.

员工雇佣关键绩效¹⁶ Key Performance Indicators for Employment

指標 Key Performance Indicators (KPIs)	單位 Unit	2025 年數據 2025 Data
員工總數 (含海外員工) Total number of employees (including overseas employees)	人 Persons	9,102
員工總數 (不含海外) Total number of employees (excluding overseas)	人 Persons	8,616
女性員工 Female	人 Persons	2,407
男性員工 Male	人 Persons	6,209
30歲及以下員工 Age 30 and under	人 Persons	5,441
31歲及以上員工 31 years old and above	人 Persons	3,175
中國內地員工 Chinese Mainland	人 Persons	8,615
港澳台地區員工 Hong Kong, Macau, and Taiwan regions	人 Persons	1
其他地區員工 Other regions	人 Persons	486
員工總流失率 Total employee turnover rate	%	22.84%
女性員工 Female	%	19.14%
男性員工 Male	%	24.17%
30歲及以下員工 Age 30 and under	%	26.6%
31歲及以上員工 31 years old and above	%	15.41%
中國內地員工 Chinese Mainland	%	22.84%
港澳台地區員工 Hong Kong, Macau, and Taiwan regions	%	0%
其他地區員工 Other regions	%	0%

¹⁶ 性別分類、年齡分類數據不包含海外員工

¹⁶ Gender and age classification data do not include overseas employees

◎ 健康安全

我們始終以保障員工健康安全為首要責任，嚴格遵守《中華人民共和國安全生產法》《中華人民共和國消防法》等法律法規，致力於構建科學完善的職業健康安全管理體系。公司依據 ISO 45001:2018、GB/T 45001 及 GB/T 33000 等標準，持續優化《環境、職業健康安全管理手冊》《安全事故管理制度》等內部規章，將“以人為本，安全第一；預防為主，持續改進”的方針貫穿於生產經營各環節，穩步推進“零傷害、零事故”目標的實現。

在日常管理中，我們系統識別職場安全隱患，通過定期檢查與整改強化風險管控，將年度職業健康安全目標納入績效考核，確保責任落實到位。公司持續加強員工安全宣傳教育，在辦公及生產區域設立工傷預防專欄，定期組織職業健康安全宣講，並依託內部平臺普及《工傷預防與處理》知識。同時，我們為全體員工繳納工傷保險、配發個人防護裝備，並每年組織健康體檢，持續改善生產生活配套設施，通過專家健康講座、全員運動會等活動，引導員工關注身心健康，營造安全、健康、活力的工作氛圍。報告期內，本集團因生產運營引起的重大安全事故為 0，未發生員工因工亡故事件，因工傷損失的工作日日數為 829.5 天。

◎ HEALTH AND SAFETY

We always regard protecting employee health and safety as our foremost responsibility, strictly comply with laws and regulations such as Work Safety Law of the People's Republic of China and Fire Protection Law of the People's Republic of China, and are committed to building a sound and scientific occupational health and safety management system. Based on standards such as ISO 45001:2018, GB/T 45001, and GB/T 33000, the Company continuously optimizes internal rules including the Environmental, Occupational Health and Safety Management Manual and the Safety Incident Management Policy, embedding the principle of “people first, safety first; prevention first, continuous improvement” into every aspect of production and operations and steadily advancing toward the goal of “zero injuries and zero accidents.”

In daily management, we systematically identify workplace safety hazards, strengthen risk control through regular inspections and rectification, and incorporate annual occupational health and safety objectives into performance assessments to ensure accountability is effectively implemented. The Company continues to strengthen employee safety awareness and education by setting up work-injury prevention bulletin areas in office and production areas, organizing regular occupational health and safety briefings, and popularizing knowledge from Work Injury Prevention and Handling through internal platforms. At the same time, we provide work injury insurance for all employees, issue personal protective equipment, organize annual health checkups, and continuously improve supporting production and living facilities. Through activities such as expert health lectures and all-staff sports games, we encourage employees to pay attention to physical and mental well-being and foster a safe, healthy, and vibrant working atmosphere. During the Reporting Period, the Group recorded zero major safety accidents caused by production and operations, no employee fatalities due to work-related incidents, and 829.5 lost workdays due to work injuries.

員工健康與安全關鍵績效 Key Performance Indicators for Employee Health and Safety

指標 Key Performance Indicators (KPIs)	單位 Unit	2025 年數據 2025 Data	2024 年數據 2024 Data	2023 年數據 2023 Data
因工亡故人數 Number of Work-Related Fatalities	人 Persons	0	0	0

實踐措施 Practical Measures

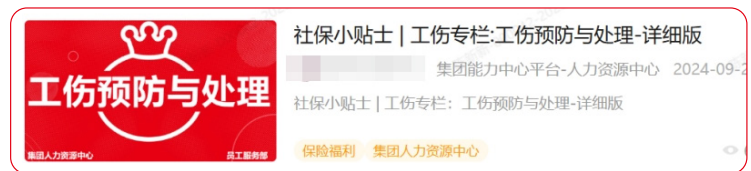
集團通過系統識別和消除各類危險源、定期開展安全檢查，構建起全面的安全管控體系。公司在辦公樓與生產園區設置工傷預防專欄，定期更新安全提示，並依託集團一站式平臺開展《工傷預防與處理》專題宣傳。

- ▶ 《工傷預防與處理》專題宣傳
Special Campaign on the Prevention and Management of Work-Related Injuries

2025 年，集團安全宣傳與培訓覆蓋員工、租戶及外包人員共計 2000 餘人次，內容涵蓋工傷預防、防詐騙知識、室外作業安全及電梯安全等多個維度。其中，總部園區全年工傷事件實現零發生。

在員工健康管理方面，我們為全體員工提供年度體檢，覆蓋率達 100%，並於 2025 年組織 3 場健康講堂，對員工健康報告進行專業解讀，全面提升健康素養。此外，公司為全體員工足額繳納工傷保險，並按需配發個人防護用品，切實保障員工的職業安全與身心健康。

The Group has built a comprehensive safety control system by systematically identifying and eliminating various hazards and carrying out regular safety inspections. The Company has set up work-injury prevention bulletin areas in office buildings and production parks, regularly updates safety reminders, and conducts dedicated communications on Work Injury Prevention and Handling through the Group's one-stop platform.



In 2025, the Group's safety communications and training reached more than 2,000 employees, tenants, and outsourced personnel, covering multiple topics including work-injury prevention, anti-fraud awareness, outdoor work safety, and elevator safety. Among them, the headquarters campus achieved zero work-injury incidents throughout the year.

In employee health management, we provide annual medical checkups for all employees, achieving 100% coverage, and in 2025 organized three health lectures to professionally interpret employee health reports and comprehensively improve health literacy. In addition, the Company fully pays work injury insurance for all employees and issues personal protective supplies as needed, effectively safeguarding employees' occupational safety and physical and mental health.

◎ 福利保障

本集團依法合規構建員工福利體系，嚴格遵循《中華人民共和國社會保險法》等相關法律法規，持續完善《福利管理制度》。同時，公司持續推進《蜜雪集團即時激勵》及《甜蜜創享計畫》落地，通過多元化的制度設計與激勵方式，在保障員工基本權益的基礎上鼓勵價值創造，助力個人與組織的共同成長。

在此基礎上，我們提供帶薪假期、健康體檢、團建津貼、婦女節半天休假等多元化福利，並在春節、端午、中秋三大節日發放禮品；針對海外派遣員工，我們從外派津貼、探親福利、住房保障等方面提供全方位支持。此外，為保障員工工作與生活平衡，公司為符合資格員工提供帶薪旅遊假及旅行津貼，2025 年已有 4,614 名員工受益。同時，公司於本年首次舉辦的員工家庭開放日，共吸引 160 餘個家庭參與，滿意度達 99%。

在員工健康促進方面，我們為海外派遣員工統一購買全球商旅險及補充醫療保險，2025 年相關投入約 594 萬元，覆蓋率 100%；在國內，我們 2025 年舉辦的減重健步走挑戰賽吸引員工廣泛參與，將健康理念轉化為集體行動。

◎ BENEFITS PROTECTION

The Group lawfully and compliantly builds its employee benefits system, strictly follows relevant laws and regulations such as Social Insurance Law of the People's Republic of China, and continuously improves the Benefits Management Policy. At the same time, the Company continues to implement the MIXUE Group Instant Incentive Program and the Sweet Innovation and Enjoyment Plan. Through diversified policy design and incentive approaches, we encourage value creation on the basis of safeguarding employees' fundamental rights and interests, supporting the shared growth of individuals and the organization.

On this basis, we provide diversified benefits including paid leave, health checkups, team-building allowances, and a half-day Women's Day holiday, and distribute gifts during the three major festivals of the Spring Festival, the Dragon Boat Festival, and the Mid-Autumn Festival. For employees on overseas assignments, we provide comprehensive support in areas such as expatriate allowances, family visit benefits, and housing protection. In addition, to help employees balance work and life, the Company provides eligible employees with paid travel leave and travel allowances, benefiting 4,614 employees in 2025. Meanwhile, the Company held its first Employee Family Open Day this year, attracting more than 160 families and achieving a satisfaction rate of 99%.

In promoting employee health, we uniformly purchased global business travel insurance and supplementary medical insurance for employees on overseas assignments, with related investment of approximately RMB 5.94 million in 2025 and 100% coverage. Domestically, our 2025 weight-loss walking challenge attracted broad employee participation, turning health concepts into collective action.

員工培訓發展

EMPLOYEE TRAINING AND DEVELOPMENT

◎ 員工培訓

我們構建了全週期、多維度的員工賦能培訓體系，覆蓋新員工入職、通用能力、專業發展與領導力培養等各階段需求。

報告期內，“雪王學堂”線上平臺彙聚 5,300 餘門課程，線下“蜜雪大講堂”以每月一主題形式持續輸出，線上線下協同發力，打破時間與空間限制，搭建多元化學習矩陣，全方位滿足員工學習需求。

對於管理人才的培養，我們構建了“冰系列”與“星系列”雙軌領導力培訓體系，系統覆蓋各層級管理者能力進階需求。其中，“冰系列”聚焦後備梯隊培養，通過分層進階課程幫助儲備管理幹部完成從業務能手到團隊管理者的角色轉型；“星系列”則面向在職管理者，圍繞戰略思維、團隊賦能與經營決策等維度持續深化管理素養，形成“選育用留”一體化的人才成長通道。

為豐富國際化人才儲備，我們啟動“大航海計畫”，採用輪崗曆練、導師帶教與文化融合等多元培養模式，幫助出海人員快速適應海外市場環境，累計賦能 39 人。2025 年 3 月上線的“外語星球”學習版塊，整合多語種課程，通過每日微課、場景化對練與積分激勵等方式激發學習熱情，目前已覆蓋 1,293 名員工，累計學習時長超 7 萬分鐘，有效支撐海外業務拓展的語言溝通需求。

◎ EMPLOYEE TRAINING

We have built a full-cycle, multidimensional employee empowerment and training system, covering needs across all stages including new employee onboarding, general competency development, professional advancement, and leadership cultivation.

During the reporting period, the online “Snow King Academy” platform aggregated more than 5,300 courses, while the offline “MIXUE Grand Lecture” continued to deliver content on a new theme each month. By combining online and offline formats, we broke through the constraints of time and space, establishing a diversified learning matrix that comprehensively addresses the learning needs of all employees.

For the development of management talent, we have established a dual-track leadership training system consisting of the Ice Series and the Star Series, systematically covering capability advancement needs for managers at all levels. Among them, the Ice Series focuses on cultivating the reserve talent pipeline, helping reserve management personnel transition from business experts to team managers through tiered advanced courses. The Star Series targets incumbent managers and continuously deepens management capabilities in areas such as strategic thinking, team empowerment, and business decision-making, forming an integrated talent growth pathway covering selection, development, deployment, and retention.

To enrich our international talent pipeline, we launched the “Grand Voyage” Program, adopting diversified development approaches such as job rotation, mentoring, and cultural integration to help overseas personnel quickly adapt to overseas market environments, with a total of 39 people empowered to date. The Language Planet learning section launched in March 2025 integrates multilingual courses and stimulates enthusiasm for learning through daily micro-lessons, scenario-based practice, and points incentives. It has now covered 1,293 employees, with cumulative learning time exceeding 70,000 minutes, effectively supporting the language communication needs of overseas business expansion.

► "大航海計畫"賦能海外人才
The "Grand Voyage Plan" Empowers
Global Talents Abroad



為夯實內部培訓根基，我們通過 6 批次嚴格選拔與 3 場 TTT (培訓師培訓)，正式聘任 218 名初中級內訓師。這些內訓師來自運營、研發、供應鏈等各業務條線，通過課程開發、經驗萃取與帶教輔導，將一線實戰智慧沉澱為組織知識資產，形成覆蓋全業務領域的內部傳承體系。同時，公司建立內訓師分級認證與激勵機制，持續啟動組織內生學習動力，推動“人人皆可為師”的共創共用文化落地。

To strengthen the foundation of internal training, we formally appointed 218 junior and intermediate internal trainers through six rounds of rigorous selection and three sessions of Train-the-Trainer (TTT). These trainers come from business lines including operations, R&D, and supply chain. Through course development, experience distillation, and coaching, they transform frontline practical wisdom into organizational knowledge assets, forming an internal inheritance system that covers all business areas. At the same time, the Company has established a tiered certification and incentive mechanism for internal trainers, continuously activating endogenous learning momentum within the organization and promoting a co-creation and sharing culture in which “everyone can be a teacher.”



"內訓師" 團隊建設
Internal Trainer Team Development

員工培訓關鍵績效 Key Performance Indicators for Employee Training

指標 Key Performance Indicators (KPIs)	單位 Unit	2025 年數據 2025 Data
員工受訓百分比 Percentage of employees trained	%	100%
女性員工 Female	%	100%
男性員工 Male	%	100%
管理層員工 Management	%	100%
非管理層員工 Non-Management	%	100%
員工平均受訓時長 Average training hours of employees	小時 Hours	22.02
女性員工 Female	小時 Hours	16.26
男性員工 Male	小時 Hours	24.33
管理層員工 Management	小時 Hours	34.99
非管理層員工 Non-Management	小時 Hours	22.14

◎ 員工發展

秉持“能上能下、不讓奮鬥者吃虧、不讓平庸者躺平”的人才理念，通過構建多層次、系統化的員工職業發展通道，切實保障每位員工擁有清晰的成長路徑。

我們定期開展職級職位體系優化與任職資格評審，建立明確標準，搭建起覆蓋 18 個專業族類的管理與專業雙通道晉升體系。依據不同通道和序列的標準，我們綜合評估員工的工作表現與績效考核結果，對優秀員工實行崗位晉升並公示名單，實現動態化、差異化的人才管理。這一機制既激勵員工在專業領域持續深耕，也為組織人才梯隊建設與戰略落地提供了科學支撐。

為完善內部流動機制，我們於報告期內正式上線“內部人才市場”平臺（活水計畫），員工可通過平臺自主申請跨部門崗位，暢通內部晉升與橫向發展管道，有效啟動組織內部人才流動活力，實現人崗精準匹配，讓每位有意願、有能力的員工都能找到適合自身成長的舞臺，推動員工與企業協同發展。

◎ EMPLOYEE DEVELOPMENT

Upholding the talent philosophy of “promotion and demotion based on merit, never letting strivers suffer, and never allowing mediocrity to coast,” we have built multilayered and systematic career development pathways to ensure that every employee has a clear growth path.

We regularly optimize our job grade and position system and conduct qualification reviews, establish clear standards, and build dual career advancement pathways in management and professional tracks covering 18 professional families. Based on the standards for different tracks and sequences, we comprehensively evaluate employee work performance and appraisal results, promote outstanding employees, and publicly announce the lists, thereby achieving dynamic and differentiated talent management. This mechanism not only encourages employees to continue deepening expertise in their professional fields but also provides scientific support for talent pipeline development and strategy execution.

To improve internal mobility, we officially launched the Internal Talent Marketplace platform (the “Living Water” Program) during the Reporting Period. Employees can independently apply for cross-department positions through the platform, opening up channels for internal promotion and lateral development, effectively activating internal talent mobility, and achieving precise matching between people and positions. This allows every willing and capable employee to find a stage suited to their growth and promotes the coordinated development of employees and the Company.

“活水計畫”
Living Water Program



◎ 員工溝通

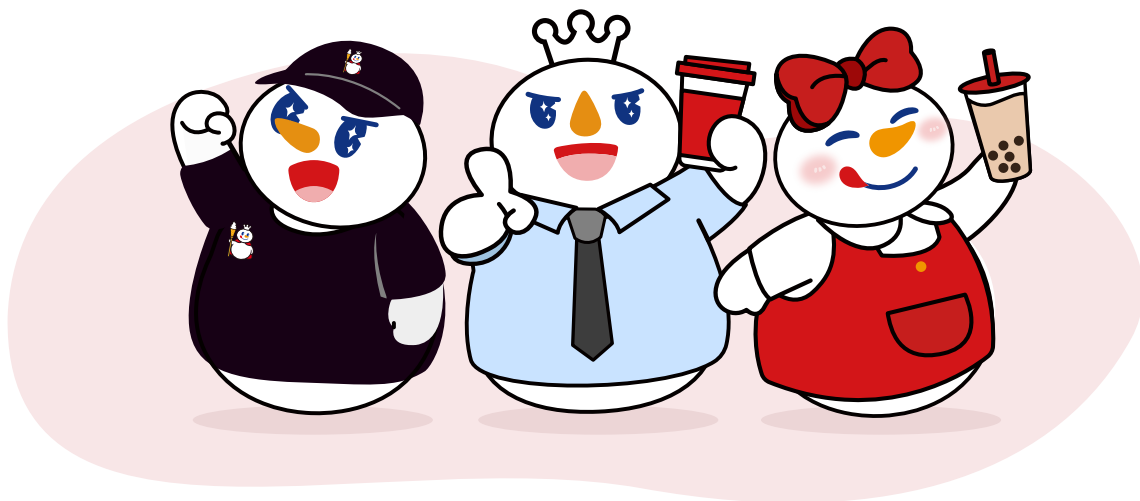
我們高度重視員工聲音，將定期傾聽員工訴求作為提升組織效能的重要抓手。報告期內，我們引入蓋洛普 Q12 模型開展組織氛圍調研，從 " 獲取—奉獻—歸屬—發展 " 四個維度系統評估員工敬業度。調研結果顯示，員工整體敬業度得分為 4.38 分，顯著高於行業 90 分位均值 (3.95 分)，組織氣質診斷為 " 高效型 "，反映出公司在員工基礎保障與價值認同方面具備扎實基礎。

調研結果還顯示，員工體驗在即時認可、成長溝通及意見回饋三個維度得分仍有一定提升空間。為此，公司將重點強化一線管理者的正向回饋頻次與員工發展輔導能力，持續推動管理標準化，促進員工體驗均衡化提升。對此，公司堅持以調研結果驅動管理改善，形成 " 調研—發現—行動—跟蹤 " 的閉環管理機制，確保員工意見得到切實回應。

◎ EMPLOYEE COMMUNICATION

We attach great importance to employee voice and regard regularly listening to employee concerns as an important lever for improving organizational effectiveness. During the Reporting Period, we introduced the Gallup Q12 model to conduct an organizational climate survey and systematically assess employee engagement across four dimensions: "obtain - contribute - belong - develop." The survey results showed that the overall employee engagement score was 4.38, significantly higher than the industry 90th-percentile average of 3.95, and the organizational profile was diagnosed as "high-efficiency," reflecting the Company's solid foundation in basic employee protection and value identification.

The survey also showed that there is still room for improvement in employee experience across three dimensions: immediate recognition, growth communication, and feedback response. To address this, the Company will focus on strengthening the frequency of positive feedback from frontline managers and their capability to coach employee development, continuously promote management standardization, and foster more balanced improvement in employee experience. In this regard, the Company insists on using survey results to drive management improvement, forming a closed-loop management mechanism of "survey - identify - act - track" to ensure that employee opinions receive concrete responses.



供應鏈管理

SUPPLY CHAIN MANAGEMENT

◎ 供應商可持續發展

本集團制定嚴格的供應商管理制度，確保供應鏈安全穩定、品質可控可溯，從源頭保障產品品質與食品安全。報告期內，我們對供應商准入、資質管理、審核效率、供應商紅線管理等內容進一步明確與細化。

在供應商的准入與監督方面，我們通過充分評估、合同約束、監督檢查的方式並設立淘汰流程，確保供應商及其產品符合本集團食品安全管理要求。我們目前針對活躍供應商，實施採購、品控、研發三方聯合評分機制，從品質、交付、成本及技術合規性等維度對供應商進行系統評估，並優先選擇在社會和環境方面有優良表現的供應商，在供應商准入階段，將供應商持有社會責任認證報告或具備公益實踐案例納入評分加分項。

基於可持續採購理念，我們將環境因素納入採購及供應商管理體系。在供應商准入時，鼓勵供應商提供環境管理體系認證證書。例如，我們在全國範圍內已將吸管、勺子等餐具類耗材全面升級為降解材質；在海南省按地方政策要求，門店一次性杯具全面採用可降解材料；澳大利亞、美國等發達市場門店已推行紙杯使用。此外，我們積極推動海外本地化原材料採購。例如，澳大利亞、日本等地門店優先採購當地供應商提供的乳製品等原材料，在保障品質的同時降低長途跨境運輸帶來的碳排放。

◎ SUPPLIER SUSTAINABILITY

The Group has established a rigorous supplier management system to ensure supply chain security and stability, with quality that is both controllable and traceable, safeguarding product quality and food safety at the source. During the Reporting Period, we further clarified and refined requirements in areas including supplier admission, qualification management, audit efficiency, and supplier red-line management.

With regard to supplier admission and oversight, we conduct thorough assessments, apply contractual constraints, carry out supervisory inspections, and maintain an elimination process to ensure that suppliers and their products meet the Group's food safety management requirements. For active suppliers, we implement a tri-party joint scoring mechanism involving procurement, quality control, and R&D, systematically evaluating suppliers across dimensions including quality, delivery, cost, and technical compliance, with preference given to suppliers demonstrating strong social and environmental performance. At the supplier admission stage, holding a social responsibility certification or providing documented public welfare practice cases is incorporated as a bonus item in the scoring criteria.

Based on the concept of sustainable procurement, we have incorporated environmental factors into our procurement and supplier management system. During supplier admission, we encourage suppliers to provide environmental management system certification certificates. For example, across China we have fully upgraded straws, spoons, and other utensil consumables to degradable materials; in Hainan Province, stores use fully degradable disposable cups in accordance with local policy requirements; and stores in developed markets such as Australia and the United States have adopted paper cups. In addition, we actively promote localized sourcing of raw materials overseas. For example, stores in Australia and Japan prioritize purchasing dairy products and other raw materials from local suppliers, reducing carbon emissions from long-distance cross-border transportation while ensuring quality.

供應商篩選關鍵績效 Key Performance Indicators for Supplier Selection

指標 Key Performance Indicators (KPIs)	單位 Unit	2025 年數據 2025 Data
供應商總數目 Number of suppliers	家 Supplier	1,604
中國內地 Chinese Mainland	家 Supplier	1,542
港澳臺地區 Hong Kong, Macau, and Taiwan	家 Supplier	6
其他地區 Other countries and regions	家 Supplier	56

◎ 農戶利益護航

本集團堅持原產地直采模式，減少中間流通環節，保障種植戶的合理利潤空間。

在農戶採購合作方面，雪王農業與檸檬等鮮果種植農戶建立長期穩定的合作關係，通過簽訂種植協議為農戶提供穩定的銷售管道與價格預期。對於長期合作的種植戶，我們設定最低收購保底價，穩定農戶收入預期，增強其持續種植的意願；針對具有明顯季節性的果品，公司則依據產季與實際收割情況靈活開展收購談判，確保農戶合理收益。

鮮果到貨後，品控部門會通過抽樣檢測預判該批次果品的成品率，並據此確定採購價格，以市場化機制引導種植戶 " 種出好品質、賣出好價格 "。

◎ PROTECTING FARMERS' INTERESTS

The Group adheres to a direct-from-origin procurement model, reducing intermediate circulation links and safeguarding reasonable profit margins for growers.

In procurement cooperation with farmers, Snow King Agriculture has established long-term and stable cooperative relationships with growers of lemons and other fresh fruits. By signing planting agreements, it provides farmers with stable sales channels and price expectations. For long-term partner growers, we set a minimum guaranteed purchase price to stabilize income expectations and strengthen their willingness to continue planting. For fruits with pronounced seasonality, the Company flexibly conducts procurement negotiations based on the production season and actual harvest conditions to ensure reasonable returns for farmers.

After fresh fruit arrives, the quality control department uses sampling inspections to estimate the yield rate of the batch and determines the purchase price accordingly, using a market-based mechanism to guide growers to "produce better quality and sell at better prices."

傳遞甜蜜，溫暖社會

SHARE SWEETNESS, WARM SOCIETY

本章節簡述的 ESG 議題摘要：

- 鄉村振興
- 共建有愛社會

Summary of ESG topics outlined in this chapter:

- Rural Revitalization
- Building a Caring Society Together

本章節回應的 UN SDGs 目標：



UN SDGs addressed in this chapter:



- 鄉村振興支持 107
Support for Rural Revitalization
- 災情救助支援 110
Disaster Relief Support
- 社區公益行動 114
Community Public Welfare Initiatives

蜜雪冰城始終將“讓全球每個人享受高質平價的美味”的企業使命與社會責任深度融合，積極踐行企業公民理念。2025年，集團在鄉村振興、災情救援及社區公益三大領域持續深耕，以力所能及的方式回饋社會，推動商業價值與社會價值的協同實現。

MIXUE has always deeply integrated its corporate mission of “Great taste, fair price, for everyone” with social responsibility and actively practices the philosophy of corporate citizenship. In 2025, the Group continued to deepen its efforts in three areas—rural revitalization, disaster relief, and community public welfare—giving back to society to the best of its ability and promoting the coordinated realization of commercial and social value.

鄉村振興與支持 SUPPORT FOR RURAL REVITALIZATION

蜜雪冰城將鄉村振興戰略融入產業鏈全鏈條，通過產地深耕、訂單農業、技術賦能與產業聯動，持續帶動原料產區農民增收與縣域經濟發展。

MIXUE integrates the Rural Revitalization strategy into the entire industrial chain and continues to drive income growth for farmers in raw material production areas and county-level economic development through deep cultivation of production areas, contract farming, technical empowerment, and industrial linkage.

深耕產區，咖農共贏

Deep Cultivation in Production Areas and Shared Success with Coffee Farmers



大咖國際持續深耕雲南咖啡核心產地，在普洱市推進咖啡可持續種植賦能專案，覆蓋普洱市9個主產縣區，累積帶動超10萬咖農參與。專案通過優質優價收購機制、高標準驗收與杯測培訓體系，以及微水加工技術推廣，全面推動產區從“重產量”向“重品質”的綠色可持續轉型。

Daka International Food Co., Ltd. has continued to deepen its presence in Yunnan’s core coffee-producing areas by advancing a sustainable coffee planting empowerment project in Pu’er City. The project covers nine major producing counties and districts in Pu’er and has cumulatively benefited and engaged more than 100,000 coffee farmers. Through a premium procurement mechanism based on quality, a high-standard acceptance and cupping training system, and the promotion of low-water-processing technology, the project has comprehensively driven the production area’s green and sustainable transition from “emphasizing output” to “emphasizing quality.”



雲南咖啡晾曬場（普洱產區）
Yunnan Coffee Drying Yard (Pu’er Production Area)



咖啡品質杯測現場
Coffee Quality Cupping Session

乳業合作, 畜牧振興

Dairy Cooperation and Livestock Revitalization



大咖國際與君樂寶合作在新鄉共建樂源牧業，向牧場提供規劃支持、智能養殖設備及技術輔導，推動當地奶牛養殖規模化率從 45% 提升至 70%。專案覆蓋周邊 50 公里內 30 個養殖合作社，保障鮮奶穩定銷售管道，間接帶動配套產業就業崗位 200 個，預計 2026 年推動區域畜牧業產值增加 2.3 億元，助力縣域農業經濟發展與農民增收。

Daka International Food Co., Ltd. partnered with Junlebao in Xinxiang to jointly establish Leyuan Dairy Farm, providing the ranch with planning support, smart breeding equipment, and technical guidance, and helping raise the local scale-based dairy farming rate from 45% to 70%. The project covers 30 breeding cooperatives within a 50-kilometer radius, ensures stable sales channels for fresh milk, and indirectly creates 200 jobs in supporting industries. It is expected to increase the regional livestock industry output value by RMB 230 million in 2026, thereby supporting county-level agricultural economic development and increasing farmers' income.



樂源牧業
Leyuan Dairy Farm

雪王聯農, 檸檬興業

Snow King Joint Hands with Farmers to Boost Lemon Business Prosperity



在重慶潼南，蜜雪冰城全資子公司雪王農業發揮關鍵紐帶作用，與當地合作社及農戶緊密協作。在柏梓工廠，每年十月便進入忙碌季，這裏依託蜜雪冰城全球龐大的消費需求，結合潼南特色檸檬產業，由蜜雪冰城以及當地七個經濟聯合社共創共建，成為鮮果分選、加工及儲存基地。高峰期時，超 500 名當地村民在此從事檸檬拆袋、裝箱等工作，有效帶動了就業。

In Tongnan, Chongqing, Xuewang Agriculture, a wholly owned subsidiary of MIXUE, plays a key bridging role by working closely with local cooperatives and farmers. At the Baizi factory, the busy season begins every October. Supported by MIXUE's vast global consumer demand and leveraging Tongnan's distinctive lemon industry, the facility was jointly developed by MIXUE and seven local economic cooperatives, and has become a base for fresh fruit sorting, processing, and storage. During peak periods, more than 500 local villagers are engaged in work such as unpacking lemons and packing boxes, effectively boosting local employment.

田間地頭，訂單興農

Farmer Empowerment with Purchase Orders From the Field



大咖國際食品（滁州）有限公司坐落於安徽省定遠縣七裏塘鄉，深入當地草莓核心產區，通過訂單農業模式優選高品質“紅顏草莓”，以穩定收購價格保障果農收入，有效延伸農業產業鏈，提升農產品附加值，將企業採購優勢轉化為鄉村振興的持續動力。

Daka International Food (Chuzhou) Co., Ltd. is located in Qilitang Township, Dingyuan County, Anhui Province. Deeply rooted in the local core strawberry-producing area, the Company has selected high-quality "Hongyan" strawberries through a contract farming model. By maintaining stable procurement prices to protect fruit growers' income, it has effectively extended the agricultural value chain, increased the added value of agricultural products, and transformed the Company's procurement advantages into sustained momentum for rural revitalization.

數字賦能，精管降本

Digital Empowerment for Better Management and Lower Costs



報告期內，公司向重慶市潼南區惠農種植服務中心捐助 5 臺農業植保無人機及配套設備（價值 150 萬元），推進病蟲害防治精準化，降低農藥用量與人工成本；並投入價值 80 萬元的有機肥替代化學肥料，改善土壤地力，助力化肥減量與可持續耕作。同期聯合重慶市潼南區惠農種植服務中心推進有機肥採購補貼專案，預計惠及果園 30 家、覆蓋種植面積逾 2 萬畝，有機肥補貼量超 1,000 噸。

During the Reporting Period, the Company donated five agricultural crop-protection drones and supporting equipment, valued at RMB 1.5 million, to Agricultural Support Planting Service Center, Tongnan District, Chongqing, to promote precision pest and disease control and reduce pesticide use and labor costs. It also invested RMB 800,000 in using organic fertilizer to replace chemical fertilizer, improving soil fertility and supporting fertilizer reduction and sustainable cultivation. During the same period, the Company worked with the Tongnan District Agricultural Planting Service Center of Chongqing to advance an organic fertilizer procurement subsidy project, which is expected to benefit 30 orchards, cover more than 20,000 mu of planting area, and provide more than 1,000 tonnes of organic fertilizer subsidies.



檸檬植保無人機
Lemon Crop Protection Drone



生物有機肥
Bio-Organic Fertilizer

災情救助支援 DISASTER RELIEF SUPPORT

面對國內外重大自然災害與突發事故，我們始終堅守企業社會責任擔當，以 " 快速回應、精準援助 " 為原則，第一時間調動資金、物資與門店網路多方資源協同馳援。報告期內，本集團在西藏、貴州、甘肅、香港及泰國等地共發起五項災情救援行動，累計捐贈資金人民幣 2,100 萬元、港元 2,000 萬元、泰銖 100 萬，並將援助延伸至淨水設施、農機裝備及消殺防疫等實質性重建支持，切實守護受災群眾的生命安全與基本生活保障。

In the face of major natural disasters and emergencies at home and abroad, we have always upheld our corporate social responsibility and, guided by the principle of "rapid response and targeted assistance," quickly mobilized funds, materials, and store network resources to provide coordinated support. During the Reporting Period, the Group launched five disaster relief actions in Xizang, Guizhou, Gansu, Hong Kong, and Thailand, with cumulative donations exceeding RMB 21 million, HKD 20 million, and THB 1 million. Assistance was also extended to substantive reconstruction support such as water purification facilities, agricultural machinery, and disinfection and epidemic prevention, effectively safeguarding the lives and basic living conditions of affected people.

捐資賑災，馳援藏區

Donations for Disaster Relief and Support for Xizang



2025 年 1 月，西藏日喀則市定日縣發生 6.8 級地震，公司第一時間回應，捐贈 1,000 萬元用於應急救援與災後重建。同時，迅速動員日喀則地區在營門店統籌採購速食麵、礦泉水等應急物資支援一線；西藏各地門店同步開放，免費提供熱水、休息區及熱飲。同期建立與當地加盟商的災情聯絡機制，對員工安全及門店受損情況進行全面排查。

In January 2025, a 6.8-magnitude earthquake struck Dingri County, Xigaze City, Xizang. The Group responded immediately and donated RMB 10 million the day after the disaster for emergency rescue and post-disaster reconstruction. It quickly mobilized operating stores in the Xigaze area to coordinate the procurement of emergency supplies such as instant noodles and bottled water for front-line support. At the same time, all stores across Xizang were opened to provide free hot water, rest areas, and hot drinks. During the same period, the Company established a disaster liaison mechanism with local franchisees and carried out a comprehensive review of employee safety and store damage.



檸檬植保無人機蜜雪冰城向西藏日喀則捐款 1000 萬元支持抗震救災
MIXUE Donated RMB 10 Million to Xigaze, Xizang, to Support Earthquake Relief

多維援助，榕江救災

Multi-Dimensional Assistance for Rongjiang Flood Relief



貴州榕江縣洪澇災害發生後，公司聯合中國鄉村發展基金會及人道救援機構捐助 100 萬元支持搶險救災。同步開展多項援助行動：調配儲水設備與救援物資馳援一線；聯合相關機構在忠誠村捐建 RO 反滲透淨水系統，保障災區飲水安全；並組織專業團隊開展消殺防疫作業，全方位助力災區秩序恢復。

Following the flood disaster in Rongjiang County, Guizhou, the Group joined the China Foundation for Rural Development and humanitarian relief organizations in donating RMB 1 million to support emergency rescue and disaster relief efforts. At the same time, it launched multiple aid initiatives, including dispatching water storage equipment and emergency supplies to frontline areas; partnering with relevant organizations to build a reverse osmosis (RO) water purification system in Zhongcheng Village to ensure safe drinking water in the disaster-stricken area; and organizing professional teams to carry out disinfection and epidemic prevention work, thereby providing comprehensive support for the restoration of normal life and order in the affected communities.



蜜雪冰城馳援榕江
MIXUE Supports Rongjiang



榕江淨水項目
Rongjiang Water Purification Initiative



榕江消殺項目
Rongjiang Disinfection Initiative



榕江鄉村小學操場重建
Reconstruction of the Playground at a Rural Primary School in Rongjiang

農機援助，震區重建

Agricultural Machinery Assistance for Post-Earthquake Reconstruction

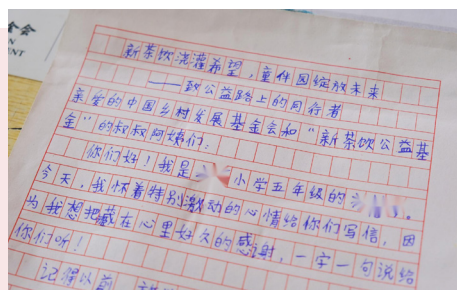


公司聯合新茶飲公益基金向甘肅積石山地震災區援助 1,000 萬元，專項用於災後重建及產業恢復。援助重點支持 "農機社會化服務" 專案，向受災產區捐贈農業植保無人機等現代農機裝備，協助災區農業生產恢復，幫助受災農戶重建生產秩序，推動鄉村產業振興。

The Group joined the New Tea Beverage Public Welfare Fund in providing RMB 10 million in assistance to the earthquake-stricken area of Jishishan, Gansu, specifically for post-disaster reconstruction and industrial recovery. The assistance focused on supporting the "socialized agricultural machinery services" project by donating modern agricultural machinery, including agricultural crop-protection drones, to disaster-affected production areas, helping restore agricultural production, rebuild the production order of affected farmers, and promote rural industrial revitalization.



為受災產區捐贈現代農機裝備
Donation of Modern Agricultural Machinery to Disaster-Affected Production Areas



小學生感謝信
Thank-You Letter from Primary School Students

緊急捐贈，港災救助

Emergency Donation for Hong Kong Fire Relief



2025 年 11 月，香港新界大埔屋邨宏福苑突發火災，造成重大人員傷亡。我們於災情次日緊急捐贈港元 2,000 萬元，專項用於受災居民的醫療救助、緊急安置及生活救助，以實際行動支持受災同胞儘早渡過難關、恢復正常生活。

In November 2025, a sudden fire broke out at Wang Fuk Court in Tai Po, New Territories, Hong Kong, causing significant casualties. We urgently donated HKD 20 million the day after the disaster, specifically for medical treatment, emergency resettlement, and livelihood assistance for affected residents, supporting them in overcoming difficulties and returning to normal life as soon as possible.

蜜雪冰城捐贈 2000 萬港元馳援香港大埔火災救助
MIXUE Donated HKD 20 Million to Support Relief Efforts for the Tai Po Fire in Hong Kong

蜜雪冰城
心繫香港 守望相助
蜜雪冰城捐贈 2000 萬港元
馳援香港大埔火災

11月26日下午，香港新界大埔屋邨宏福苑多棟住宅樓發生火災，造成重大人員傷亡和損失，救援工作牽動着全國人民的心。

11月27日，蜜雪冰城緊急啟動捐贈2000萬港元，用于災區居民的醫療救助、緊急安置及生活救助等救援工作。

蜜雪冰城將持續關注相關災情，與社會各界攜手，幫助災民儘早度過難關、恢復正常生活。

火災無情，人間有愛。我們的祈禱與關懷，始終守護着消防員、醫護人員，以及所有參與搶救災民的各界同胞致以最高的敬意。

蜜雪冰城與災民同守望相助，祈望平安。

蜜雪冰城
2025年11月27日

聯動馳援，泰國洪災

Coordinated Support for Thailand Flood Relief



2025 年 12 月，泰國南部遭遇嚴重洪災。蜜雪冰城泰國分公司迅速回應，通過宋卡王子大學醫院基金會向受災地區捐贈 100 萬泰銖，專項用於受災群眾救助與災後重建；同時聯合當地加盟門店持續調配生活必需物資送達受災社區，全力支持災後恢復工作。

In December 2025, severe flooding struck southern Thailand. MIXUE Ice Cream & Tea Thailand responded quickly by donating THB 1 million to affected areas through the Prince of Songkla University Hospital Foundation, specifically for relief and post-disaster reconstruction. At the same time, it worked with local franchise stores to continuously dispatch essential supplies to affected communities and fully support recovery efforts after the disaster.



蜜雪冰城泰國子公司捐贈 100 萬泰銖援助曼谷南部洪災受災群眾
MIXUE Thailand Donated THB 1 Million to Support Victims of Flooding in Southern Bangkok



蜜雪冰城泰國分公司攜手當地多家連鎖商戶，為受災社區送去生活物資
MIXUE Thailand Worked with Multiple Local Chain Merchants to Distribute Essential Supplies and Bring Warmth to Disaster-Affected Communities

社區公益行動 COMMUNITY PUBLIC WELFARE INITIATIVES

我們積極探索商業資源與社會公益的創新聯動，通過消費助農、公益設施捐建、非遺文化傳承及青少年教育等多元路徑，深化與社區、消費者及社會的正向連接，讓善意可觸達、愛心可傳遞，讓商業價值與社會責任同頻共振。

We actively explore innovative linkages between commercial resources and social good, deepening positive connections with communities, consumers, and society through diverse pathways including consumption-driven agricultural support, donation and construction of public welfare facilities, intangible cultural heritage preservation, and youth education. Through these efforts, we make goodwill tangible and compassion transferable, ensuring that business value and social responsibility resonate in harmony.

消費助農 · 百香果公益專案

Consumption-Based Agricultural Support · Passion Fruit Public Welfare Project



2025年5月22日至6月5日，幸運咖發起百香果消費助農公益活動。活動期間，消費者每購買一杯百香果系列產品，幸運咖即向助農事業捐贈0.1元，聯合雪王公益基金會將善款定向用於農業幫扶。活動最終累計捐贈金額達85,000元，專案整體曝光量達509萬次，有效將日常消費轉化為支持農業發展的社會公益力量。

From May 22 to June 5, 2025, Lucky Cup launched a public welfare campaign linking passion fruit consumption with support for agriculture. During the campaign, for every cup of a passion fruit series product purchased, Lucky Cup donated RMB 0.1 to agricultural support initiatives and, together with the Beijing Snow King Foundation, directed the donations toward agricultural assistance. The campaign ultimately raised a total of RMB 85,000, generated 5.09 million project impressions, and effectively transformed everyday consumption into a social welfare force supporting agricultural development.



幸運咖：百香果公益專案
Lucky Cup: Passion Fruit Public Welfare Project

助農善款捐贈公示
Public Disclosure of Donations for
Agricultural Support

公益捐建 · 鄉村兒童操場

Public Welfare Construction · Rural Children's Playgrounds



我們聯合美團、壹基金共同推進 " 鄉村兒童操場 " 數位化公益專案，將消費行為轉化為持續性公益動能。2025 年 8 月 7 日至 9 月 8 日，幸運咖聯合美團、壹基金共同發起鄉村兒童操場捐建公益專案，攜手旗下加盟門店共同參與，於湖北省秭歸縣壩田鄉幼稚園建立愛心操場，切實改善鄉村兒童課外活動與成長環境。

Together with Meituan and One Foundation, we promoted the digital public welfare project "Rural Children's Playground," transforming consumer behavior into sustained public welfare momentum. From August 7 to September 8, 2025, Lucky Cup, together with Meituan and One Foundation, launched a charitable project to build rural children's playgrounds, working with its franchise stores to establish a caring playground at Batian Township Kindergarten in Zigui County, Hubei Province, effectively improving the extracurricular activity and growth environment of rural children.

截至報告期末，已有超過 10,601 家蜜雪冰城門店加入公益計畫，累計捐建拼接地板 252,678 塊，在全國鄉村學校鋪建兒童操場 50 座，總面積達 23,474.57 平方米，覆蓋貴州、雲南、四川等多個省份，為當地兒童提供安全、標準的運動與成長空間。

By the end of the Reporting Period, more than 10,601 MIXUE stores had joined the public welfare program, contributing a total of 252,678 interlocking floor tiles to build 50 children's playgrounds in rural schools across China, covering a total area of 23,474.57 square meters across multiple provinces, including Guizhou, Yunnan, and Sichuan, and providing local children with safe and standardized spaces for sports and growth.



幸運咖IP "老K" 與小朋友共慶操場落成
Lucky Cup IP "Old K" Celebrates the Completion of the Playground with Children



鄉村兒童操場
Rural Children's Playground

非遺傳承 · 皮影文化創新傳播

Intangible Cultural Heritage Inheritance · Innovative Communication of Shadow Puppetry Culture



2025 年 12 月至 2026 年 1 月，幸運咖積極回應非物質文化遺產保護與傳承號召，以新春為契機，將皮影戲這一國家級非遺藝術融入產品包材設計及品牌傳播，在旗艦店舉辦皮影文化主題體驗活動，以消費者喜聞樂見的互動形式，將傳統民間藝術帶入年輕群體的日常生活。本次活動累計觸達受眾超 1.2 億人次，有效擴大了非遺文化的傳播覆蓋面，推動皮影藝術在現代消費場景中煥發新生，以商業管道的廣泛覆蓋力為非遺文化的保護與活化探索出一條可持續路徑。

From December 2025 to January 2026, Lucky Cup actively responded to the call for the protection and inheritance of intangible cultural heritage. Taking the Chinese New Year as an opportunity, it incorporated shadow puppetry, a national-level intangible cultural heritage art form, into product packaging design and brand communication, and held shadow-puppetry-themed experiential activities at flagship stores. Through interactive formats favored by consumers, the campaign brought traditional folk art into the daily lives of younger generations. The campaign reached more than 120 million people, effectively expanding the communication coverage of intangible cultural heritage, promoting the revitalization of shadow puppetry in modern consumption settings, and exploring a sustainable path for the protection and activation of intangible cultural heritage through the broad reach of commercial channels.



幸運咖馬年非遺皮影限定主題包材設計
Lucky Cup Year of the Horse Limited Packaging Design Featuring Intangible Cultural Heritage Shadow Puppetry

青少年教育 · 大咖夢工廠研學開放

Youth Education · Open Study Tours at Daka International Food Co., Ltd. a Dream Factory



我們依託大咖國際茶飲夢工廠，持續面向青少年群體開放研學參觀活動，系統介紹原料生產全流程、食品安全溯源體系及智能化生產技術，並融入鄉村振興專題，引導青少年瞭解企業在雲南咖啡、四川安嶽檸檬及重慶潼南等產區推動農業發展、助力農民增收的實踐探索。活動以互動體驗為核心，以寓教於樂的方式傳播食品安全知識與社會責任理念，持續推動企業公益價值向公眾傳導。

Relying on the Daka International Food Co., Ltd. Tea Beverage Dream Factory, we have continuously opened study tour visits to young people, systematically introducing the full raw material production process, the food safety traceability system, and intelligent production technologies, while incorporating special topics on rural revitalization. This helps young people understand the Group's practical efforts in promoting agricultural development and increasing farmers' income in production areas such as Yunnan coffee, Anyue lemons in Sichuan, and Tongnan in Chongqing. Centered on interactive experiences, the program spreads food safety knowledge and social responsibility concepts in an educational and engaging way, continuously conveying the Company's public welfare value to the public.

書香入店 · 一平米公益書架計畫

Bringing Books into Stores · One-Square-Meter Public Welfare Bookshelf Program



我們聯合網商銀行、新華書店等機構發起 "一平米書架" 公益專案，將門店空間轉化為鄉鎮文化服務站點，在 85 家鄉鎮蜜雪冰城門店為當地居民免費提供圖書閱讀服務。

Together with MYbank, Xinhua Bookstore, and other institutions, we launched the "One-Square-Meter Bookshelf" public welfare project, transforming store space into township cultural service stations and providing free book reading services to local residents in 85 township MIXUE stores.

2025 年 11 月，我們發起蜜雪冰城小程序 "雪王幣" 公益專案，發動消費者累計募集約 3 億枚雪王幣，吸引 601,396 人次消費者參與，已在全國 120 家鄉鎮門店落地 "一平米書架，覆蓋河南、雲南、海南等 7 個省份。

In November 2025, we launched the "Xuewang Coin" public welfare project through the MIXUE Ice Cream & Tea mini program, mobilizing consumers to raise approximately 300 million Xuewang Coins in total and attracting 601,396 participants. The "One-Square-Meter Bookshelf" program has now been implemented in 120 township stores across seven provinces, including Henan, Yunnan, and Hainan.

兩期 "一平米書架專案" 累計提供圖書約 4.5 萬冊，覆蓋 205 個鄉鎮。

Across the two phases of the "One-Square-Meter Bookshelf" program, approximately 45,000 books have been provided in total, reaching 205 townships.

一平米書架
One-Square-Meter Bookshelf



愛心餐桌 · 關愛環衛工人公益行動

Caring Dining Table · Public Welfare Initiative for Sanitation Workers



2025 年 12 月，我們聯合騰訊公益平臺及中華社會救助基金會，正式上線 " 環衛工人愛心餐 " 公益項目。消費者通過蜜雪冰城小程序以雪王幣參與捐贈，為城市一線環衛工人送上暖心餐食。截至報告期末，專案累計籌集雪王幣約 6,305 萬，吸引 232,548 人次參與，完成目標進度 42%，以 " 消費即公益 " 的創新模式廣泛凝聚社會善意。

In December 2025, together with the Tencent Public Welfare Platform and the China Social Assistance Foundation, we officially launched the "Caring Meal Project for Sanitation Workers." Consumers participated in donations through the MIXUE Ice Cream & Tea mini program using Xuewang Coins, providing warm meals for frontline urban sanitation workers. By the end of the Reporting Period, the project had raised approximately 63.05 million Xuewang Coins, attracted 232,548 participants, and achieved 42% of its target progress, widely mobilizing social goodwill through the innovative model of "consumption as public welfare."

環衛工人愛心餐專案
Caring Meal Project for Sanitation Workers



獎學助學 · 立體化教育幫扶體系

Scholarships and Educational Assistance · A Multi-Layered Education Support System



我們積極投入教育公益領域，在全國 9 所農業高校設立為期 5 年的蜜雪冰城專項獎助學金；同時向海南省定安縣捐贈教育基金共計人民幣 1,000 萬元（第二期已完成捐助），將幫扶範圍從地方基礎教育延伸至全國高等教育，構建立體化助學體系，精準支持青年學子成長發展。

We have actively invested in education-related public welfare initiatives, establishing five-year dedicated MIXUE Bingcheng scholarships and bursaries at nine agricultural universities across China. In parallel, we donated a cumulative total of RMB 10 million in education funds to Ding'an County, Hainan Province (with the second installment having been completed), extending our support from local basic education to higher education nationwide and building a multi-tiered student assistance system that provides targeted support for the growth and development of young students.

見證微光 · 平凡英雄精神傳承

Witnessing Glimmers of Light · Carrying Forward the Spirit of Everyday Heroes



我們堅持將企業文化建設與公益精神培育深度融合。2025年11月，集團面向員工及加盟商發起“蜜雪集團2025年度十大平凡英雄”評選活動，以“見證微光，成為微光”為精神主張，發現並表彰身邊正能量人物，於集團年會隆重頒獎，激勵每一位在平凡崗位上堅守與奉獻的奮鬥者，將公益理念內化為企業文化的有機組成。

We are committed to deeply integrating corporate culture building with the cultivation of public welfare spirit. In November 2025, the Group launched the “Top 10 Everyday Heroes of MIXUE Group in 2025” selection activity for employees and franchisees, centered on the spirit of “Witness the Glimmer, Become the Glimmer.” The initiative identified and recognized positive role models around us and presented awards to them at the Group’s annual meeting, inspiring every struggler who persists and contributes in ordinary positions and internalizing the concept of public welfare as an organic part of corporate culture.



平凡英雄
Everyday Heroes

關鍵績效指標
Key Performance Indicators

單位
Unit

2025年數據
2025 Data

對外捐贈款項及物資
External Donations in Cash and Kind

萬元
RMB ten thousand

3,556.70

附錄1: 香港聯交所指標索引

Appendix 1: Hong Kong Stock Exchange Index

議題 Topic	披露項 Disclosure Requirement	對應章節 Relevant Section
強制披露規定 (管治架構) Mandatory Disclosure Requirements (Governance Structure)		
管治架構 Governance Structure	<p>由董事會發出的聲明，當中載有下列內容：</p> <p>(i) 披露董事會對環境、社會及管治事宜的監管；</p> <p>(ii) 董事會的環境、社會及管治管理方針及策略，包括評估、優次排列及管理重要的環境、社會及管治相關事宜（包括對發行人業務的風險）的過程；及</p> <p>(iii) 董事會如何按環境、社會及管治相關目標檢討進度，並解釋它們如何與發行人業務有關連。</p> <p>Following elements:</p> <p>(i) a disclosure of the board's oversight of ESG issues;</p> <p>(ii) the board's ESG management approach and strategy, including the process used to evaluate, prioritize, and manage material ESG-related issues (including risks to the issuer's business); and (iii) how the board reviews progress made against ESG-related goals and targets with and explanation of how they relate to the issuer's businesses.</p>	<p>董事會聲明</p> <p>ESG 管理</p> <p>ESG 管治架構</p> <p>利益相關方溝通</p> <p>重要性議題評估</p> <p>Board Statement;</p> <p>ESG Management;</p> <p>ESG Governance Structure;</p> <p>Stakeholder Engagement;</p> <p>Materiality Assessment</p>
匯報原則 Reporting Principles		
匯報原則 Reporting Principles	<p>描述或解釋在編備環境、社會及管治報告時如何應用下列彙報原則：</p> <p>重要性：環境、社會及管治報告應披露：</p> <p>(i) 識別重要環境、社會及管治因素的過程及選擇這些因素的準則；</p> <p>(ii) 如發行人已進行持份者參與，已識別的重要持份者的描述及發行人持份者參與的過程及結果。</p> <p>量化：有關彙報排放量／能源耗用（如適用）所用的標準、方法、假設及／或計算工具的資料，以及所使用的轉換因素的來源應予披露。</p> <p>一致性：發行人應在環境、社會及管治報告中披露統計方法或關鍵績效指標的變更（如有）或任何其他影響有意義比較的相關因素。</p>	<p>關於本報告</p> <p>About The Report</p>

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
	<p>A description of, or an explanation on, the application of the following Reporting Principles in the preparation of the ESG report:</p> <p>Materiality: the ESG Report should disclose:</p> <p>(i) the process to identify and the criteria for the selection of material ESG factors;</p> <p>(ii) if a stakeholder engagement is conducted, a description of significant stakeholders identified, and the process and results of the issuer 's stakeholder engagement.</p> <p>Quantitative: Information on the standards, methodologies, assumptions and/ or calculation tools used, and source of conversion factors used, for the reporting of emissions/energy consumption (where applicable) should be disclosed.</p> <p>Consistency: The issuer should disclose in the ESG report any changes to the methods or KPIs used, or any other relevant factors affecting a meaningful comparison.</p>	
匯報範圍 Reporting Boundary		
匯報範圍 Reporting Boundary	<p>解釋環境、社會及管治報告的彙報範圍，及描述挑選哪些實體或業務納入環境、社會及管治報告的過程。若彙報範圍有所改變，發行人應解釋不同之處及變動原因。</p> <p>A narrative explaining the reporting boundaries of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the scope, the issuer should explain the difference and reason for the change.</p>	關於本報告 About The Report
不遵守就解釋 — A 環境 “Comply or Explain” Provisions — A. Environmental		
層面 A1: 排放物 Aspect A1: Emissions		
一般披露 General Disclosure	<p>有關廢氣及溫室氣體排放、向水及土地的排汙、有害及無害廢棄物的產生等的：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料。</p>	3. 綠色行動，守護地球 3. Green Action, Protecting the Planet

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
	<p>Information on: (a) the policies; and (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 the generation of hazardous and non-hazardous waste.</p>	
A1.1	<p>排放物種類及相關排放數據。 The types of emissions and respective emissions data.</p>	<p>3.4 綠色清潔運營 3.4 Green and Clean Operations</p>
A1.2	<p>[Repealed 1 January 2025][Repealed 1 January 2025]</p>	<p>/</p>
A1.3	<p>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 hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).</p>	<p>3.4 綠色清潔運營 3.4 Green and Clean Operations</p>
A1.4	<p>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 non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production, per facility).</p>	<p>3.4 綠色清潔運營 3.4 Green and Clean Operations</p>
A1.5	<p>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 emissions target(s) set and steps taken to achieve them.</p>	<p>3.1 氣候變化應對 3.1 Climate Change Response</p>
A1.6	<p>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.</p>	<p>3.4 綠色清潔運營 3.4 Green and Clean Operations</p>

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
層面 A2: 資源使用 Aspect A2: 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.	3. 綠色行動，守護地球 3. Green Action, Protecting the Planet
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 (thousand kWh) and intensity (e.g. per unit of production, per facility).	3.2 資源高效利用 3.2 Efficient Resource Utilization
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, per facility).	3.2 資源高效利用 3.2 Efficient Resource Utilization
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.	3.2 資源高效利用 3.2 Efficient Resource Utilization
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.	3.2 資源高效利用 3.2 Efficient Resource Utilization
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 tonnes) and, if applicable, with reference to per unit produced.	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
層面 A3: 環境及天然資源 Aspect A3: 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.	3.2 資源高效利用 3.2 Efficient Resource Utilization

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
A3.1	<p>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。</p> <p>Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.</p>	<p>3.2 資源高效利用 3.2 Efficient Resource Utilization</p>
不遵守就解釋 — B 社會 “Comply or Explain” Provisions — B. Social		
層面 B1: 僱傭 Aspect B1: Employment		
一般披露 General Disclosure	<p>有關薪酬及解雇、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料。</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(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, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.</p>	<p>4.2 員工權益保障 4.2 Employee Rights and Interests Protection</p>
B1.1	<p>按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的雇員總數。</p> <p>Total workforce by gender, employment type (for example, full- or parttime), age group and geographical region.</p>	<p>4.2 員工權益保障 4.2 Employee Rights and Interests Protection</p>
B1.2	<p>按性別、年齡組別及地區劃分的雇員流失比率。</p> <p>Employee turnover rate by gender, age group, and geographical region.</p>	<p>4.2 員工權益保障 4.2 Employee Rights and Interests Protection</p>
層面 B2: 健康與安全 Aspect B2: Health and Safety		
一般披露 General Disclosure	<p>有關提供安全工作環境及保障雇員避免職業性危害的：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料。</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(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.</p>	<p>4.2 員工權益保障 4.2 Employee Rights and Interests Protection</p>

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
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.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
B2.2	因工傷損失工作日數。 Lost days due to work injury.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
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.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
層面 B3: 發展與培訓 Aspect B3: Development and Training		
一般披露 General Disclosure	有關提升雇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.	4.1 加盟商賦能 4.3 員工培訓和發展 4.1 Franchisee Empowerment; 4.3 Employee Training and Development
B3.1	按性別及雇員類別（如高級管理層、中級管理層等）劃分的受訓雇員百分比。 The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	4.3 員工培訓和發展 4.3 Employee Training and Development
B3.2	按性別及雇員類別劃分，每名雇員完成受訓的平均時數。 The average training hours completed per employee by gender and employee category.	4.3 員工培訓和發展 4.3 Employee Training and Development

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
層面 A4: 勞工準則 Aspect B4: Labor Standards		
一般披露 General Disclosure	有關防止童工或強制勞工的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labor.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
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 labor and forced labor.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
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.	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
層面 B5: 供應鏈管理 Aspect B5: 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.	4.4 供應鏈管理 4.4 Supply Chain Management
B5.1	按地區劃分的供應商數目。 Number of suppliers by geographical region.	4.4 供應鏈管理 4.4 Supply Chain Management
B5.2	描述有關聘用供應商的慣例, 向其執行有關慣例的供應商數目, 以及相關執行及監察方法。 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	4.4 供應鏈管理 4.4 Supply Chain Management
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.	4.4 供應鏈管理 4.4 Supply Chain Management

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
B5.4	<p>描述在揀選供應商時促使多用環保產品及服務的慣例，以及相關執行及監察方法。</p> <p>Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.</p>	<p>4.4 供應鏈管理 4.4 Supply Chain Management</p>
層面B6: 產品責任 Aspect B6: Product Responsibility		
一般披露 General Disclosure	<p>有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的：</p> <p>(a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。</p> <p>Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labeling, and privacy matters relating to products and services provided and methods of redress.</p>	<p>2.2 食品安全治理 2.2 Food Safety Governance</p>
B6.1	<p>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。</p> <p>Percentage of total products sold or shipped subject to recalls for safety and health reasons.</p>	<p>2.1 源頭品質嚴選 2.2 食品安全治理 2.1 Rigorous Selection of Quality at the Source; 2.2 Food Safety Governance</p>
B6.2	<p>接獲關於產品及服務的投訴數目以及應對方法。</p> <p>Number of product and service related complaints received and how they are dealt with.</p>	<p>2.3 客戶權益保障 2.3 Protection of Customer Rights and Interests</p>
B6.3	<p>描述與維護及保障知識產權有關的慣例。</p> <p>Description of practices relating to observing and protecting intellectual property rights.</p>	<p>2.4 品牌價值維護 2.4 Brand Value Guardianship</p>
B6.4	<p>描述品質檢定過程及產品回收程式。</p> <p>Description of quality assurance process and recall procedures.</p>	<p>2.2 食品安全治理 2.2 Food Safety Governance</p>
B6.5	<p>描述消費者資料保障及私隱政策，以及相關執行及監察方法。</p> <p>Description of consumer data protection and privacy policies, and how they are implemented and monitored.</p>	<p>1.4 信息安全保護 1.4 Information Security Protection</p>

議題 Topic	披露項 Disclosure	對應章節 Relevant Section
層面 B7: 反貪污 Aspect B7: Anti-corruption		
一般披露 General Disclosure	有關防止賄賂、勒索、欺詐及洗黑錢的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud, and money laundering.	1. 合規經營，基業長青 1. Operate with Integrity for Enduring Success
B7.1	於彙報期內對發行人或其雇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.	1. 合規經營，基業長青 1. Operate with Integrity for Enduring Success
B7.2	描述防範措施及舉報程式，以及相關執行及監察方法。 Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	1. 合規經營，基業長青 1. Operate with Integrity for Enduring Success
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. 合規經營，基業長青 1. Operate with Integrity for Enduring Success
層面 B8: 社區投資 Aspect B8: Community Investment		
一般披露 General Disclosure	有關以社區參與來瞭解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 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	5. 傳遞幸福，溫暖社會 5. Sharing Happiness, Warming Society
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, sports).	5. 傳遞幸福，溫暖社會 5. Sharing Happiness, Warming Society
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.	5. 傳遞幸福，溫暖社會 5. Sharing Happiness, Warming Society

氣候相關披露

Core Element

核心元素 Topic		對應章節 Relevant Section
管治 Governance		
管治 Governance	<p>19. 發行人須披露有關以下方面的資料：</p> <p>(a) 負責監督氣候相關風險和機遇的治理機構（可包括董事會、委員會或其他同等治理機構）或個人的資訊。</p> <p>(b) 管理層在用以監察、管理及監督氣候相關風險和機遇的管治流程、監控措施及程式中的角色。</p> <p>19. An issuer shall disclose information about:</p> <p>(a) the governance body(s) (which can include a board, committee or equivalent body charged with governance) or individual(s) responsible for oversight of climate-related risks and opportunities.</p> <p>(b) management's role in the governance processes, controls and procedures used to monitor, manage and oversee climate-related risks and opportunities.</p>	3.1 氣候變化應對 3.1 Climate Change Response
策略 Reporting Principles		
氣候相關風險和機遇 Reporting Principles	<p>20. 發行人須披露其資訊，以讓人理解其合理預期可能在短期、中期或長期影響其現金流量、融資管道或資本成本的氣候相關風險和機遇。具體而言，發行人須：</p> <p>(a) 描述合理預期可能在短期、中期或長期影響發行人的現金流量、融資管道或資本成本的氣候相關風險和機遇；</p> <p>(b) 就發行人已識別的每項氣候相關風險，解釋發行人是否認為該風險是與氣候相關物理風險或與氣候相關轉型風險；</p> <p>(c) 就發行人已識別的每項氣候相關風險和機遇，具體說明其合理預期可能影響發行人的時間範圍（短期、中期或長期）；及</p> <p>(d) 解釋發行人如何定義短期、中期及長期，以及這些定義如何與其策略決定規劃範圍掛鉤。</p>	3.1 氣候變化應對 3.1 Climate Change Response

核心元素 Topic		對應章節 Relevant Section
<p>業務模式和價值鏈 Business Model and Value Chain</p>	<p>20. An issuer shall disclose information to enable an understanding of climate-related risks and opportunities that could reasonably be expected to affect the issuer's cash flows, its access to finance or cost of capital over the short, medium or long term. Specifically, the issuer shall:</p> <p>(a) describe climate-related risks and opportunities that could reasonably be expected to affect the issuer's cash flows, its access to finance or cost of capital over the short, medium or long term;</p> <p>(b) explain, for each climate-related risk the issuer has identified, whether the issuer considers the risk to be a climate-related physical risk or climate-related transition risk;</p> <p>(c) specify, for each climate-related risk and opportunity the issuer has identified, over which time horizons – short, medium or long term – the effects of each climate-related risk and opportunity could reasonably be expected to occur; and</p> <p>(d) explain how the issuer defines 'short term', 'medium term' and 'long term' and how these definitions are linked to the planning horizons used by the issuer for strategic decision-making.</p> <p>21. 發行人須披露讓人瞭解氣候相關風險和機遇對其業務模式和價值鏈的當前和預期影響的資訊。具體而言，發行人須作如下披露：</p> <p>(a) 描述氣候相關風險和機遇對發行人的業務模式和價值鏈的當前和預期影響；及 (b) 描述在發行人的業務模式和價值鏈中，氣候相關風險和機遇集中的地方（例如，地理區域、設施及資產類型）。</p> <p>21. An issuer shall disclose information that enables an understanding of the current and anticipated effects of climate-related risks and opportunities on the issuer's business model and value chain. Specifically, the issuer shall disclose:</p> <p>(a) a description of the current and anticipated effects of climate-related risks and opportunities on the issuer's business model and value chain; and</p> <p>(b) a description of where in the issuer's business model and value chain climaterelated risks and opportunities are concentrated (for example, geographical areas, facilities and types of assets).</p>	<p>3.1 氣候變化應對 3.1 Climate Change Response</p>

核心元素 Topic		對應章節 Relevant Section
策略和決策 Strategy and Decision-Making	<p>22. 發行人須披露讓人瞭解氣候相關風險和機遇對其策略和決策的影響的資訊。具體而言，發行人須披露：</p> <p>(a) 有關發行人已經及將來計畫在其策略和決策中如何應對氣候相關風險和機遇的資訊，包括發行人計畫如何實現任何其所設定的氣候相關目標，以及任何法律或法規要求達到的目標；</p> <p>(b) 有關發行人當前及將來計畫如何為根據第 22(a) 段披露的行動提供資源。</p> <p>22. An issuer shall disclose information that enables an understanding of the effects of climate-related risks and opportunities on its strategy and decision-making. Specifically, the issuer shall disclose:</p> <p>(a) information about how the issuer has responded to, and plans to respond to, climate-related risks and opportunities in its strategy and decision-making, including how the issuer plans to achieve any climate-related targets it has set and any targets it is required to meet by law or regulation.</p> <p>(b) information about how the issuer is resourcing, and plans to resource, the activities disclosed in accordance with paragraph 22(a).</p>	/
策略和決策 Strategy and Decision-Making	<p>23. 發行人須披露先前各彙報期內按照第 22(a) 段披露計畫的進度。</p> <p>23. An issuer shall disclose information about the progress of plans disclosed in previous reporting periods in accordance with paragraph 22(a).</p>	/
財務狀況、財務表現及 現金流量 Financial Position, Financial Performance, and Cash Flows	<p>24. 當發行人須披露以下定性和量化資料：</p> <p>(a) 氣候相關風險和機遇如何影響發行人在彙報期的財務狀況、財務表現及現金流量；及</p> <p>(b) 當存在將導致下一彙報年度相關財務報表中的資產和負債帳面價值發生重要調整的重大風險時，關於第 24(a) 段中識別的氣候相關風險和機遇的資訊。</p> <p>24. An issuer shall disclose qualitative and quantitative information about:</p> <p>(a) how climate-related risks and opportunities have affected its financial position, financial performance and cash flows for the reporting period; and</p> <p>(b) the climate-related risks and opportunities identified in paragraph 24(a) for which there is a significant risk of a material adjustment within the next annual reporting period to the carrying amounts of assets and liabilities reported in the related financial statements.</p>	/

核心元素 Topic		對應章節 Relevant Section
<p>財務狀況、財務表現及現金流量 Financial Position, Financial Performance, and Cash Flows</p>	<p>25. 發行人須披露以下定性和量化資料： (a) 發行人經考慮其管理氣候相關風險和機遇的策略後，並考慮到以下各項，預期其財務表現在短期、中期及長期內將如何變化： (i) 其投資及處置計畫；及 (ii) 其為實施策略所需的資金的計畫資金來源；及 (b) 基於發行人管理氣候相關風險和機遇的策略，其預計其財務業績及現金流量在短期、中期及長期的變化。 25.The issuer shall provide qualitative and quantitative disclosures about: (a) how the issuer expects its financial position to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities, taking into consideration: (i) its investment and disposal plans; and (ii) its planned sources of funding to implement its strategy; and (b) how the issuer expects its financial performance and cash flows to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities.</p>	<p>3.1 氣候變化應對 3.1 Climate Change Response</p>
<p>氣候韌性 Climate Resilience</p>	<p>26. 在考慮發行人已識別的氣候相關風險和機遇後，發行人須披露資訊，使他人瞭解發行人的策略及業務模式對氣候相關變化、發展或不確定性的韌性。發行人須按與其情況相稱的做法，使用與氣候相關的情景分析來評估其氣候韌性。提供量化資訊時，發行人可披露單一數額或區間範圍。具體而言，發行人須披露： (a) 發行人截至彙報日對其氣候韌性的評估； (b) 如何及何時進行氣候相關情景分析。 26.An issuer shall disclose information that enables an understanding of the resilience of the issuer's strategy and business model to climate-related changes, developments and uncertainties, taking into consideration the issuer's identified climate-related risks and opportunities. An issuer shall use climate-related scenario analysis to assess its climate resilience using an approach that is commensurate with an issuer's circumstances. In providing quantitative information, the issuer may disclose a single amount or a range. Specifically, the issuer shall disclose: (a) the issuer's assessment of its climate resilience as at the reporting date; and (b) how and when the climate-related scenario analysis was carried out.</p>	<p>3.1 氣候變化應對 3.1 Climate Change Response</p>

核心元素 Topic		對應章節 Relevant Section
風險管理 Risk Management	<p>27. 發行人須披露以下資訊：</p> <p>(a) 發行人用於識別、評估氣候相關風險，以及厘定當中輕重緩急並保持監察的流程及相關政策；</p> <p>(b) 發行人用於識別、評估氣候相關機遇，以及厘定當中輕重緩急並保持監察的流程（包括發行人可有及如何使用氣候相關情景分析來確定氣候相關機遇的資訊）；及</p> <p>(c) 氣候相關風險和機遇的識別、評估、優次排列和監察流程，是如何融入發行人的整體風險管理流程，以及融入的程度如何。</p> <p>27. An issuer shall disclose information about:</p> <p>(a) the processes and related policies it uses to identify, assess, prioritise and monitor</p> <p>(b) how and when the climate-related scenario analysis was carried out.</p> <p>(c) the extent to which, and how, the processes for identifying, assessing, prioritising and monitoring climate-related risks and opportunities are integrated into and inform the issuer's overall risk management process.</p>	3.1 氣候變化應對 3.1 Climate Change Response
溫室氣體排放 Greenhouse Gas Emissions	<p>28. 發行人須披露彙報期內的溫室氣體絕對總排放量（以公噸二氧化碳當量表示），並分為：</p> <p>(a) 範圍 1 溫室氣體排放；</p> <p>(b) 範圍 2 溫室氣體排放；及</p> <p>(c) 範圍 3 溫室氣體排放。</p> <p>28. An issuer shall disclose its absolute gross greenhouse gas emissions generated during the reporting period, expressed as metric tons of CO₂ equivalent, classified as:</p> <p>(a) Scope 1 greenhouse gas emissions;</p> <p>(b) Scope 2 greenhouse gas emissions; and</p> <p>(c) Scope 3 greenhouse gas emissions.</p>	3.1 氣候變化應對 3.1 Climate Change Response

核心元素 Topic		對應章節 Relevant Section
<p>溫室氣體排放 Greenhouse Gas Emissions</p>	<p>29. 發行人須： (a) 除非管轄機關或發行人上市之另一交易所另有要求，否則發行人須根據《溫室氣體核算體系：企業核算與報告標準（2004年）》計量其溫室氣體排放； (b) 披露其用於計量溫室氣體排放的方法； (c) 就根據 28(b) 段披露的範圍 2 溫室氣體排放，披露其以地域為基準的範圍 2 溫室氣體排放，並提供有助於瞭解該排放的任何所需合約文書的資訊；及 (d) 就根據 28(c) 段披露的範圍 3 溫室氣體排放，根據《溫室氣體核算體系：企業價值鏈（範圍 3）核算與報告標準（2011年）》所述的範圍 3 類別披露發行人計量範圍 3 溫室氣體排放中包含的類別。</p> <p>29. An issuer shall: (a) measure its greenhouse gas emissions in accordance with the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (2004) unless required by a jurisdictional authority or another exchange on which the issuer is listed to use a different method for measuring greenhouse gas emissions; (b) disclose the approach it uses to measure its greenhouse gas emissions; (c) for Scope 2 greenhouse gas emissions disclosed in accordance with paragraph 28(b), disclose its location-based Scope 2 greenhouse gas emissions, and provide information about any contractual instruments that is necessary to enable an understanding of the issuer's Scope 2 greenhouse gas emissions; and (d) for Scope 3 greenhouse gas emissions disclosed in accordance with paragraph 28(c), disclose the categories included within the issuer's measure of Scope 3 greenhouse gas emissions, in accordance with the Scope 3 categories described in the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011).</p>	<p>3.1 氣候變化應對 3.1 Climate Change Response</p>
<p>氣候相關轉型風險 Climate-related Transition Risks</p>	<p>30. 發行人須披露容易受氣候相關轉型風險影響的資產或業務活動的金額及百分比。 30. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related transition risks.</p>	<p>/</p>

核心元素 Topic		對應章節 Relevant Section
氣候相關轉型風險 Climate-related Transition Risks	<p>31. 發行人須披露容易受氣候相關物理風險影響的資產或業務活動的金額及百分比。</p> <p>31. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related physical risks.</p>	/
氣候相關轉型風險 Climate-related Transition Risks	<p>32. 發行人須披露涉及氣候相關機遇的資產或業務活動的金額及百分比。</p> <p>32. An issuer shall disclose the amount and percentage of assets or business activities aligned with climate-related opportunities.</p>	/
資本運用 Capital Deployment	<p>33. 發行人須披露用於氣候相關風險和機遇的資本開支、融資或投資的金額。</p> <p>33. An issuer shall disclose the amount of capital expenditure, financing or investment deployed towards climate-related risks and opportunities.</p>	/
內部碳定價 Internal Carbon Pricing	<p>34. 發行人須披露如下：</p> <p>(a) 闡釋發行人可有及如何在決策中應用碳定價（例如投資決策、轉移定價及情景分析）；及</p> <p>(b) 發行人用於評估其溫室氣體排放成本的每公噸溫室氣體排放量定價；</p> <p>或適當的否定聲明，確認發行人沒有在決策中應用碳定價。</p> <p>34. An issuer shall disclose:</p> <p>(a) an explanation of whether and how the issuer is applying a carbon price in decisionmaking (for example, investment decisions, transfer pricing, and scenario analysis); and</p> <p>(b) the price of each metric tonne of greenhouse gas emissions the issuer uses to assess the costs of its greenhouse gas emissions;</p>	/
薪酬 Remuneration	<p>35. 發行人須披露氣候相關考慮因素可有及如何納入薪酬政策，或提供適當的否定聲明。這可能構成根據第 19(a)(iv) 段作出的披露的一部分。</p> <p>35. An issuer shall disclose whether and how climate-related considerations are factored into remuneration policy, or an appropriate negative statement. This may form part of the disclosure under paragraph 19(a)(iv).</p>	/

核心元素 Topic		對應章節 Relevant Section
<p>行業指標 Industry-based Metrics</p>	<p>36. 本交易所鼓勵發行人披露與一項或多項特定的業務模式和活動有關的行業指標，或與參與有關行業常見特徵有關的行業指標。在決定披露哪些行業指標時，本交易所鼓勵發行人參考《〈國際財務報告可持續披露準則 S2 號〉行業披露指南》和其他國際環境、社會及管治報告框架規定的行業披露要求所述的與披露主題相關的行業指標，並考慮其是否適用。</p> <p>36. An issuer is encouraged to disclose industry-based metrics that are associated with one or more particular business models, activities or other common features that characterise participation in an industry. In determining the industry-based metrics that the issuer discloses, an issuer is encouraged to refer to and consider the applicability of the industrybased metrics associated with disclosure topics described in the IFRS S2 Industrybased Guidance on implementing Climate-related Disclosures and other industry-based disclosure requirements prescribed under other international ESG reporting frameworks.</p>	<p>/</p>
<p>氣候相關目標 Climate-related Targets</p>	<p>37. 發行人須披露：</p> <p>(a) 其為監察實現其策略目標的進展而設定的與氣候相關的定性及量化目標；及 (b) 法律或法規要求發行人達到的任何目標，包括任何溫室氣體排放目標。發行人須就每個目標逐一披露：</p> <p>(a) 用於設定目標的指標；</p> <p>(b) 目標的目的（例如減緩、適應或以科學為基礎的舉措）；</p> <p>(c) 目標的適用範圍（例如目標是適用於發行人整個集團還是部分，如僅適用於某個業務單位或地理區域）；</p> <p>(d) 目標的適用期間；</p> <p>(e) 衡量進度的基準期間；</p> <p>(f) 階段性目標或中期目標（如有）；</p> <p>(g) 如屬量化目標，其屬絕對目標還是強度目標；及</p> <p>(h) 最新氣候變化國際協議（包括該協議產生的司法承諾）如何幫助發行人設定目標。</p>	<p>/</p>

核心元素 Topic		對應章節 Relevant Section
氣候相關目標 Climate-related Targets	<p>37. An issuer shall disclose (a) the qualitative and quantitative climate-related targets the issuer has set to monitor progress towards achieving its strategic goals; and (b) any targets the issuer is required to meet by law or regulation, including any greenhouse gas emissions targets. For each target, the issuer shall disclose:</p> <ul style="list-style-type: none"> (a) the metric used to set the target; (b) the objective of the target; (c) the part of the issuer to which the target applies; (d) the period over which the target applies; (e) the base period from which progress is measured; (f) milestones or interim targets (if any); (g) if the target is quantitative, whether the target is an absolute target or an intensity target; and (h) how the latest international agreement on climate change, including jurisdictional commitments that arise from that agreement, has informed the target. 	/
氣候相關目標 Climate-related Targets	<p>38. 發行人須披露其設定及審核每專案標的方法，以及其如何監察達標進度，包括：</p> <ul style="list-style-type: none"> (a) 目標本身及設定目標的方法是否經第三方驗證； (b) 發行人審核目標的程式； (c) 用於監察達標進度的指標；及 (d) 任何修訂目標的內容及原因。 <p>38. An issuer shall disclose information about its approach to setting and reviewing each target, and how it monitors progress against each target, including:</p> <ul style="list-style-type: none"> (a) whether the target and the methodology for setting the target has been validated by a third party; (b) the issuer's processes for reviewing the target; (c) the metrics used to monitor progress towards reaching the target; and (d) any revisions to the target and an explanation for those revisions. 	/
氣候相關目標 Climate-related Targets	<p>39. 發行人須披露有關每項氣候相關目標的績效的資訊以及對發行人績效的趨勢或變化分析。</p> <p>39. An issuer shall disclose information about its performance against each climate-related target and an analysis of trends or changes in the issuer's performance.</p>	/

核心元素 Topic		對應章節 Relevant Section
氣候相關目標 Climate-related Targets	<p>40. 就按第 37 至 39 段披露的每一項溫室氣體排放目標，發行人須披露：</p> <p>(a) 目標涵蓋哪些溫室氣體；</p> <p>(b) 目標是否涵蓋範圍 1、範圍 2 或範圍 3 溫室氣體排放；</p> <p>(c) 此目標是溫室氣體排放總量目標還是溫室氣體排放淨額目標。如為溫室氣體排放淨額目標，發行人須另外披露相關的溫室氣體排放總量目標；</p> <p>(d) 目標是否是採用行業脫碳方法得出的；及</p> <p>(e) 發行人計畫使用碳信用抵銷溫室氣體排放以實現任何溫室氣體排放淨額目標。</p> <p>40. For each greenhouse gas emissions target disclosed in accordance with paragraphs 37 to 39, an issuer shall disclose:</p> <p>(a) which greenhouse gases are covered by the target;</p> <p>(b) whether Scope 1, Scope 2 or Scope 3 greenhouse gas emissions are covered by the target;</p> <p>(c) whether the target is a gross greenhouse gas emissions target or a net greenhouse gas emissions target. If the issuer discloses a net greenhouse gas emissions target, the issuer is also required to separately disclose its associated gross greenhouse gas emissions target;</p> <p>(d) whether the target was derived using a sectoral decarbonisation approach; and</p> <p>(e) the issuer's planned use of carbon credits to offset greenhouse gas emissions to achieve any net greenhouse gas emissions target.</p>	/
跨行業指標及行業指標的適用性 Applicability of Cross-industry and Industry-based Metrics	<p>41. 在編制披露內容以符合第 21 至 26 及 37 至 38 段的規定時，發行人須參考 (i) 跨行業指標（見第 28 至 35 段）及 (ii) 行業指標（見第 36 段）並考慮其是否適用。</p> <p>41. In preparing disclosures to meet the requirements in paragraphs 21 to 26 and 37 to 38, an issuer shall refer to and consider the applicability of cross-industry metrics (see paragraphs 28 to 35) and (ii) industry-based metrics (see paragraph 36).</p>	/

附錄2: GRI標準索引

Appendix 2: GRI Content Index

指標 Indicators	披露章節 Disclosure Sections
GRI 1: 基礎 GRI 1: Foundation	
GRI 1: 基礎 GRI 1: Foundation	關於本報告 About the Report
GRI 2: 一般披露 GRI 2: General Disclosures	
2-1 組織詳細信息 2-1 Organizational details	走進蜜雪冰城 MIXUE Group Introduction
2-2 納入組織可持續發展報告的實體 2-2 Entities included in the organization's sustainability reporting	關於本報告 About the Report
2-3 報告期、報告頻率與聯繫點 2-3 Reporting period, frequency and contact point	關於本報告 About the Report
2-4 信息重述 2-4 Restatements of information	關於本報告 About the Report
2-5 外部鑒證 2-5 External assurance	關於本報告 About the Report
2-6 活動、價值鏈及其他業務關係 2-6 Activities, value chain and other business relationships	走進蜜雪冰城 MIXUE Group Introduction
2-7 員工 2-7 Employees	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
2-8 非雇員工作者 2-8 Workers who are not employees	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
2-9 治理結構及其組成 2-9 Governance structure and composition	ESG 管理 ESG Management
2-12 最高治理機構監督戰略的作用 2-12 Role of the highest governance body in overseeing the management of impacts	董事會聲明 Board Statement

指標 Indicators	披露章節 Relevant Section
2-13 管理影響的責任委派 2-13 Delegation of responsibility for managing impacts	ESG 管理 ESG Management
2-14 最高治理機構在可持續發展報告中的作用 2-14 Role of the highest governance body in sustainability reporting	董事會聲明 Board Statement
2-16 關鍵關注事項的溝通 2-16 Communication of critical concerns	ESG 管理 ESG Management
2-18 最高治理機構績效評估 2-18 Evaluation of the performance of the highest governance body	ESG 管理 ESG Management
2-22 可持續發展戰略聲明 2-22 Statement on sustainable development strategy	董事會聲明 Board Statement
2-23 政策承諾 2-23 Policy commitments	ESG 管理 ESG Management
2-25 補救負面影響的流程 2-25 Processes to remediate negative impacts	ESG 管理 ESG Management
2-26 尋求建議與提出關切的機制 2-26 Mechanisms for seeking advice and raising concerns	1.2 合規監督管理 1.2 Compliance Oversight and Management
2-27 法律法規遵循情況 2-27 Compliance with laws and regulations	1.2 合規監督管理 1.2 Compliance Oversight and Management
2-28 協會會員資格 2-28 Membership associations	走進蜜雪冰城 MIXUE Group Introduction
2-29 利益相關方參與方法 2-29 Approach to stakeholder engagement	ESG 管理 ESG Management

指標 Indicator	披露章節 Relevant Section
GRI 3: 實質性議題 GRI 3: Material Topics	
3-1 確定實質性議題的流程 3-1 Process to determine material topics	ESG 管理 ESG Management
3-2 實質性議題清單 3-2 List of material topics	ESG 管理 ESG Management
GRI 201: 經濟績效 GRI 201: Economic Performance	
201-1 直接創造和分配的經濟價值 201-1 Direct economic value generated and distributed	走進蜜雪冰城 MIXUE Group Introduction
201-2 氣候變化帶來的財務影響及其他風險與機遇 201-2 Financial implications and other risks and opportunities due to climate change	3.1 氣候變化應對 3.1 Climate Change Response
201-3 確定給付計畫義務及其他退休計畫 201-3 Defined benefit plan obligations and other retirement plans	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
GRI 203: 間接經濟影響 GRI 203: Indirect Economic Impacts	
203-1 基礎設施投資與支持的服務 203-1 Infrastructure investments and services supported	5.1 鄉村振興與支持 5.1 Support for Rural Revitalization
203-2 重大間接經濟影響 203-2 Significant indirect economic impacts	5.1 鄉村振興與支持 5.1 Support for Rural Revitalization
GRI 205: 反腐敗 GRI 205: Anti-corruption	
205-2 反腐敗政策與程式的溝通和培訓 205-2 Communication and training about anti-corruption policies and procedures	1.3 廉潔文化建設 1.3 Integrity Culture Development
205-3 已確認的腐敗事件及採取的行動 205-3 Confirmed incidents of corruption and actions taken	1.2 合規監督管理 1.2 Compliance Oversight and Management

指標 Indicator	披露章節 Relevant Section
GRI 302: 能源 GRI 302: Energy	
302-1 組織內部能源消耗 302-1 Energy consumption within the organization	3.2 資源高效利用 3.2 Efficient Resource Utilization
302-2 組織外部能源消耗 302-2 Energy consumption outside of the organization	3.2 資源高效利用 3.2 Efficient Resource Utilization
302-3 能源強度 302-3 Energy intensity	3.2 資源高效利用 3.2 Efficient Resource Utilization
302-5 降低產品和服務的能源需求 302-5 Reductions in energy requirements of products and services	3.4 綠色清潔運營 3.4 Green and Clean Operations
GRI 303: 水資源與污水 GRI 303: Water and Effluents	
303-1 水作為共用資源的相互影響 303-1 Interactions with water as a shared resource	3.2 資源高效利用 3.2 Efficient Resource Utilization
303-2 與水排放相關影響的管理 303-2 Management of water discharge-related impacts	3.2 資源高效利用 3.2 Efficient Resource Utilization
303-3 取水 303-3 Water withdrawal	3.2 資源高效利用 3.2 Efficient Resource Utilization
303-4 排水 303-4 Water discharge	3.2 資源高效利用 3.2 Efficient Resource Utilization
303-5 耗水 303-5 Water consumption	3.2 資源高效利用 3.2 Efficient Resource Utilization
GRI 305: 排放 GRI 305: Emissions	
305-1 直接溫室氣體排放 (範圍 1) 305-1 Direct (Scope 1) GHG emissions	3.1 氣候變化應對 3.1 Climate Change Response
305-2 能源間接溫室氣體排放 (範圍 2) 305-2 Energy indirect (Scope 2) GHG emissions	3.1 氣候變化應對 3.1 Climate Change Response
305-4 溫室氣體排放強度 305-4 GHG emissions intensity	3.1 氣候變化應對 3.1 Climate Change Response

指標 Indicator	披露章節 Relevant Section
305-7 氮氧化物 (NOx)、硫氧化物 (SOx) 及其他重大空氣排放 305-7 Nitrogen oxides (NOx), sulfur oxides (SOx) and other significant air emissions	3.4 綠色清潔運營 3.4 Green and Clean Operations
GRI 306: 廢棄物 GRI 306: Waste	
306-1 廢棄物產生及重大廢棄物相關影響 306-1 Waste generation and significant waste-related impacts	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
306-2 管理重大廢棄物相關影響 306-2 Management of significant waste-related impacts	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
306-3 產生的廢棄物 306-3 Waste generated	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
306-4 轉移處置的廢棄物 306-4 Waste diverted from disposal	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
306-5 最終處置的廢棄物 306-5 Waste directed to disposal	3.3 包材循環經濟 3.3 Circular Economy for Packaging Materials
GRI 401: 僱傭 GRI 401: Employment	
401-1 新進員工雇用與員工流失 401-1 New employee hires and employee turnover	4.2 員工權益保障 4.2 Employee Rights and Interests Protection

指標 Indicator	披露章節 Relevant Section
GRI 403: 職業健康與安全 GRI 403: Occupational Health and Safety	
403-1 職業健康安全管理體系 403-1 Occupational health and safety management system	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-2 危害識別、風險評估與事故調查 403-2 Hazard identification, risk assessment, and incident investigation	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-3 職業健康服務 403-3 Occupational health services	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-4 員工參與、協商與溝通 403-4 Worker participation, consultation, and communication on occupational health and safety	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-5 職業健康安全培訓 403-5 Worker training on occupational health and safety	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-6 促進員工健康 403-6 Promotion of worker health	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-7 與業務關係直接相關的職業健康安全影響的預防與緩解 403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	4.4 供應鏈管理 4.4 Supply Chain Management
403-8 納入職業健康安全管理體系覆蓋的員工 403-8 Workers covered by an occupational health and safety management system	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
403-9 工傷 403-9 Work-related injuries	4.2 員工權益保障 4.2 Employee Rights and Interests Protection

指標 Indicator	披露章節 Relevant Section
GRI 404: 培訓與教育 GRI 404: Training and Education	
404-1 員工人均培訓小時數 404-1 Average hours of training per year per employee	4.3 員工培訓發展 4.3 Employee Training and Development
404-2 員工技能提升與轉崗支持計畫 404-2 Programs for upgrading employee skills and transition assistance programs	4.3 員工培訓發展 4.3 Employee Training and Development
GRI 405: 員工多元化與平等機會 GRI 405: Diversity and Equal Opportunity	
405-1 治理機構與員工多元化 405-1 Diversity of governance bodies and employees	4.2 員工權益保障 4.2 Employee Rights and Interests Protection
GRI 413: 當地社區 GRI 413: Local Communities	
413-2 對當地社區造成重大實際或潛在負面影響的運營活動 413-2 Operations with significant actual and potential negative impacts on local communities	5.3 社區公益行動 5.3 Community Public Welfare Initiatives
GRI 416: 客戶健康與安全 GRI 416: Customer Health and Safety	
416-1 對產品和服務類別健康與安全影響的評估 416-1 Assessment of the health and safety impacts of product and service categories	2.2 食品安全治理 2.2 Food Safety Governance
416-2 有關產品和服務健康與安全影響的違規事件 416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	2.2 食品安全治理 2.2 Food Safety Governance

附錄3: SASB標準索引

Appendix 3: SASB Standards Index

披露主題 Disclosure Topic	計量指標 Metric	對應報告章節 Relevant Section
能源管理 Energy Management		
能源管理 Energy Management	(1) 消耗的總能量; (2) 電網電力占比; (3) 可再生能源占比 (1) Total energy consumed; (2) percentage of grid electricity; (3) percentage of renewable energy	3.2 資源高效利用 3.2 Efficient Resource Utilization
水資源管理 Water Management		
水資源管理 Water Management	(1) 取水總量; (2) 耗水總量 (1) Total water withdrawn, (2) total water consumed;	3.2 資源高效利用 3.2 Efficient Resource Utilization
食品與包裝廢棄物管理 Food and Packaging Waste Management		
食品與包裝廢棄物管理 Food and Packaging Waste Management	(1) 廢棄物總量; (2) 食品廢棄物占比; (3) 廢棄物轉化利用率 (1) Total amount of waste; (2) proportion of food waste; and (3) waste diversion rate	3.3 包材循環經濟 3.4 綠色清潔運營 3.3 Circular Economy for Packaging Materials 3.4 Green and Clean Operations
食品安全 Food Safety		
食品安全 Food Safety	(1) 食品安全相關的召回次數; (2) 召回數量 (1) Number of recalls issued and (2) total amount of food product recalled	2.2 食品安全治理 2.2 Food Safety Governance

披露主題 Disclosure Topic	計量指標 Accounting Metric	對應報告章節 Relevant Section
健康和營養 Health & Nutrition		
健康和營養 Health & Nutrition	關於識別和應對營養和健康問題相關風險與機遇的討論 Discussion of the process to identify and manage products and ingredients related to nutritional and health concerns among consumers	2.1 源頭品質嚴選 2.3 客戶權益保障 2.1 Rigorous Selection of Quality at the Source 2.3 Protection of Customer Rights and Interests
供應鏈管理與食品採購 Supply Chain Management and Food Sourcing		
供應鏈管理與食品採購 Supply Chain Management and Food Sourcing	關於供應鏈內環境與社會風險管理策略的討論 Discussion of strategy to manage environmental and social risks within the supply chain, including animal welfare	2.1 源頭品質嚴選 3.1 氣候變化應對 4.4 供應鏈管理 2.1 Rigorous Selection of Quality at the Source 3.1 Climate Change Response 4.4 Supply Chain Management
活動指標 Activity Metrics		
活動指標 Activity Metrics	(1) 自營門店數量; (2) 加盟門店數量 Number of (1) entity-owned and (2) franchise restaurants	走進蜜雪冰城 MIXUE Group Introduction
活動指標 Activity Metrics	(1) 自營門店員工數量 (2) 加盟店員工數量 Number of employees at (1) entity-owned and (2) franchise locations	走進蜜雪冰城 4.2 員工權益保障 MIXUE Group Introduction 4.2 Employee Rights and Interests Protection

附錄4: UN SDGs行動與索引

Appendix 4: UN SDGs Actions and Index

聯合國可持續發展目標 (SDGs) UN Sustainable Development Goals (SDGs)	披露章節 Relevant Section
	<ul style="list-style-type: none"> 5.1 鄉村振興與支持 5.3 社區公益投資 5.1 Support for Rural Revitalization 5.3 Community Public Welfare Initiatives
	<ul style="list-style-type: none"> 2.1 源頭品質嚴選 2.2 食品安全治理 5.1 鄉村振興與支持 2.1 Rigorous Selection of Quality at the Source 2.2 Food Safety Governance 5.1 Support for Rural Revitalization
	<ul style="list-style-type: none"> 2.2 食品安全治理 2.3 客戶權益保障 4.1 員工權益保障 5.2 災情救助支援 2.2 Food Safety Governance 2.3 Protection of Customer Rights and Interests 4.2 Employee Rights and Interests Protection 5.2 Disaster Relief Support
	<ul style="list-style-type: none"> 4.1 加盟商賦能 4.3 員工培訓發展 5.3 社區公益行動 4.1 Franchisee Empowerment 4.3 Employee Training and Development 5.3 Community Public Welfare Initiatives
	<ul style="list-style-type: none"> 4.2 員工權益保障 4.2 Employee Rights and Interests Protection
	<ul style="list-style-type: none"> 3.2 資源高效利用 3.4 綠色清潔運營 3.2 Efficient Resource Utilization 3.4 Green and Clean Operations
	<ul style="list-style-type: none"> 3.2 資源高效利用 3.4 綠色清潔運營 3.2 Efficient Resource Utilization 3.4 Green and Clean Operations

聯合國可持續發展目標 (SDGs) UN Sustainable Development Goals (SDGs)	披露章節 Relevant Section
 	4.1 加盟商賦能 4.2 員工權益保障 4.3 員工培訓發展 4.1 Franchisee Empowerment 4.2 Employee Rights and Interests Protection 4.3 Employee Training and Development
 	2.4 品牌價值守護 3.3 包材循環經濟 ESG管理 2.4 Brand Value Protection 3.3 Circular Economy for Packaging Materials ESG Management
 	4.2 員工權益保障 5.1 鄉村振興支持 5.3 社區公益行動 4.2 Employee Rights and Interests Protection 5.1 Support for Rural Revitalization 5.3 Community Public Welfare Initiatives
 	3.4 綠色清潔運營 5.3 社區公益投資 3.4 Green and Clean Operations 5.3 Community Public Welfare Investment
 	2.1 源頭品質嚴選 3.2 資源高效利用 3.3 包材循環經濟 4.4 供應鏈管理 2.1 Rigorous Selection of Quality at the Source 3.2 Efficient Resource Utilization 3.3 Circular Economy for Packaging Materials 4.4 Supply Chain Management
 	3.1 氣候變化應對 3.2 資源高效利用 3.1 Climate Change Response 3.2 Efficient Resource Utilization
 	3.2 資源高效利用 3.3 包材循環經濟 3.2 Efficient Resource Utilization 3.3 Circular Economy for Packaging Materials

聯合國可持續發展目標 (SDGs)
UN Sustainable Development Goals (SDGs)

披露章節
Relevant Section



- 3.3 包材循環經濟
- 3.4 綠色清潔運營
- 4.4 供應鏈管理
- 3.3 Circular Economy for Packaging Materials
- 3.4 Green and Clean Operations
- 4.4 Supply Chain Management



- 1.1 商業行為規範
- 1.2 合規監督管理
- 1.3 廉潔文化建設
- 1.4 信息安全保護
- ESG管理
- 1.1 Code of Business Conduct
- 1.2 Compliance Oversight and Management
- 1.3 Integrity Culture Development
- 1.4 Information Security Protection
- ESG Management



- 4.4 供應鏈管理
- 4.3 加盟商賦能
- 5.1 鄉村振興與支持
- ESG管理
- 4.4 Supply Chain Management
- 4.3 Franchisee Empowerment
- 5.1 Support for Rural Revitalization
- ESG Management



蜜雪集團
MIXUE GROUP



股份代號Stock Code:2097

(於中華人民共和國註冊成立的股份有限公司)

(A joint stock company incorporated in the People's Republic of China with limited liability)