



## 复星旅游文化集团

# 利益相关方参与政策

Stakeholder Engagement Policy of Fosun Tourism Group

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# 复星旅游文化集团利益相关方参与政策

作为全球旅游业的重要参与者，复星旅游文化集团（以下简称“复星旅文”）的业务不仅影响到员工和客户，同时也影响着其他群体，包括投资者、酒店业主、供应商、社区和其他利益相关方。利益相关方对我们的业务有着多样化的观点和期望，为了保持良好的声誉，保证竞争力，并取得长久的成功，关注并回应利益相关方的需求和期望至关重要。

因此，我们制定了《复星旅游文化集团利益相关方参与政策》，作为复星旅文总部及全球所有运营点的指南，为利益相关方的识别、沟通和风险管理提供指引。

## 目标

复星旅文积极地与利益相关方接触，从而有效管理和理解他们的期望，并通过这个契机收集他们的反馈和指导。最终，这将提升我们与利益相关方之间的信任，巩固伙伴关系，并推动复星旅文在可持续发展绩效和长远成功上的持续进步。

## 识别并对利益相关方进行优先排序

我们在识别并对利益相关方进行优先排序时，遵循 AA1000 利益相关方参与标准的原则，综合考虑包容性、依赖性、影响力和多元视角等因素。

我们建议本地运营点使用以下标准来评估并对利益相关方进行优先排序：

1. 利益相关方的利益：利益相关方的利益将在多大程度上受到复星旅文运营的影响；
2. 利益相关方的依赖性：利益相关方对复星旅文的依赖程度以及复星旅文对利益相关方的依赖程度；
3. 利益相关方的影响力：利益相关方对复星旅文的影响力；
4. 利益相关方的专业知识：利益相关方是否有能力对特定问题提供专业的建议；
5. 利益相关方参与对复星旅文的价值：复星旅文通过与利益相关方接触可以获得的益处，包括声誉、合法正当性、当地社区发展以及其他领域的益处。

## 利益相关方参与方法

我们通过多种方法持续与我们的利益相关方进行接触，并根据利益相关方的类型和背景、方法的可行性以及具体讨论的问题来确定具体的参与方法：

- 投资者/股东 - 复星旅文通过股东大会、临时股东大会、投资者会议和业绩发布会与投资者和股东进行接触。其他参与方法包括企业新闻、公告、年度报告、企业简讯和路演。
- 消费者和客户 - 复星旅文主要通过两种方式收集消费者和客户的反馈：面对面的直接互

动和客户满意度调查。

- 酒店业主和特许经营方 - 复星旅文通过定期和不定期的会议以及业绩发布会与酒店业主和特许经营方进行接触。其他参与方法包括新闻、公告、年度报告和企业简讯。
- 员工 - 复星旅文通过员工敬业度和满意度调查获取员工的反馈。此外，我们还举办高管分享会、员工大会和团建活动，以进一步增强员工参与。
- 供应商 - 复星旅文通过供应商现场拜访和审计、供应商年度高管会议、供应商培训以及其他相关活动与供应商进行沟通。
- 媒体 - 复星旅文通过新闻和公告、定期会议与沟通以及对特定问题的回应与媒体进行接触。
- 当地社区和居民 - 我们非常重视与当地社区的关系。我们在每个项目的全生命周期都会与当地社区进行沟通，包括在前期项目规划阶段收集意见、在建设阶段进行持续的沟通和定期咨询以及在项目运营阶段对特定问题进行回应并实行本地雇员和本地采购计划。
- 行业协会 - 复星旅文通过现场和电话沟通与行业协会进行紧密接触。此外，我们亦通过发布定期报告和公告以进一步提升行业协会的参与。

### **利益相关方参与的风险**

充分考虑潜在的利益相关方参与风险对更加顺畅并长久地实施我们的政策至关重要。潜在的风险包括利益相关方的懈怠、利益冲突、恶意诋毁以及低参与意愿。

在某些情况下，关键的利益相关方群体可能面临诸如资金不足、时间限制、语言障碍、文化差异或对相关问题缺乏认识等限制，这可能阻碍他们与复星旅文的有效沟通。如果利益相关方参与由于这些因素而无法有效实施，复星旅文将与本地 ESG 工作组合作，努力与这些利益相关方保持沟通。

复星旅文有时可能会面临利益相关方能力有限的问题，这时理解他们的观点并考虑如何在不产生利益冲突的情况下促进沟通是至关重要的。如果利益相关方提出要求，或者在有必要的情况下，复星旅文 ESG 委员会可以为利益相关方提供额外的支持，如能力建设并向利益相关方详细介绍 ESG 问题等。

### **政策实施指引**

我们为实施利益相关方参与建立了自上而下的管理结构。总裁是利益相关方参与的最高负责人，并以简报的形式就利益相关方参与情况每半年向董事会报告一次。本地运营点的负责人负责监督利益相关方参与在当地的实施。此外，为了确保这项政策的有效实施，我们为本地经理提供了相关培训。

我们亦建立了用于评估本地利益相关方参与有效实施的指标体系，指标包括参与覆盖率、参与频率、反馈实施率、人才吸引和保留等，并与相关职位的年度绩效评估挂钩。

利益相关方参与的结果将在复星旅文内部进行评估和沟通，并将整合到运营和决策中。我们还采取后续行动，包括就利益相关方参与的结果与利益相关方进行持续沟通与定期更新。此外，利益相关方参与结果也将被持续跟踪和评估，从而推动持续的改进。

## **Stakeholder Engagement Policy of Fosun Tourism Group**

As a prominent participant in the global tourism industry, Fosun Tourism Group (the “FTG”)’s business affects various groups beyond our employees and customers, including our investors, hotel owners, suppliers, communities, and other stakeholder groups. These groups have different views and expectations about our business. To maintain a good reputation, stay competitive, and succeed in the long run, it’s crucial to consider and respond to their needs and expectations.

For this reason, the “Stakeholder Engagement Policy of Fosun Tourism Group” is crafted and serves as a global guide for all FTG entities and operations, offering direction on stakeholder identification, communication, and risk management.

### **Objective**

FTG actively engages with stakeholders with the aim of effectively managing and comprehending their expectations and providing opportunities to gather feedback and guidance. Ultimately, this will foster trust and partnerships with our stakeholders and drive continuous progress on sustainability performance and long-term success for FTG.

### **Identifying and Prioritizing Stakeholders**

We adhere to the AA1000 Stakeholder Engagement Standard’s principles when identifying and prioritizing stakeholders, taking into account factors such as inclusivity, dependence, influence, and the incorporation of diverse perspectives.

We advise local operations to assess and prioritize stakeholders using the following set of criteria:

1. Stakeholder’s interests: the extent that stakeholders’ interests will be influenced by FTG operations
2. Stakeholder’s dependence: the level of stakeholders’ dependence on FTG and FTG’s dependence on stakeholders.
3. Stakeholder’s influence: the level of stakeholders’ influence on FTG
4. Stakeholder’s expertise: whether stakeholders have the capability to provide expert advice on specific issues.
5. Value for FTG of engaging with the stakeholder: the benefits FTG can gain by engaging with stakeholders including reputation, legitimacy, and local community development and other areas.

### **Stakeholder Engagement Methods**

We conduct several ongoing processes to engage our stakeholders and decide the method of engagement based on the type and background of the stakeholders, the availability of the

method and the specific issues to discuss:

- Investor/Shareholder - FTG engages with investors and shareholders through general meetings, interim general meetings, investor meetings and performance release conferences. Additional engagement methods include press releases, announcements, annual reports, corporate newsletters and road shows.
- Customers and Clients - FTG collects feedback from its customers and clients primarily through two means: direct face-to-face interactions and customer satisfaction surveys.
- Hotel Owners and Franchisees - FTG engages with hotel owners and franchisees through regular and irregular meetings and performance release conference. Additional engagement methods include press releases, announcements, annual reports and corporate newsletters.
- Employee - FTG obtains feedback from employees through employee engagement and satisfaction surveys. Besides, executive sharing sessions, staff meetings and team building activities are conducted to enhance their further engagement.
- Supplier - FTG communicates with suppliers through supplier onsite visit and audit, supplier annual executives meetings and supplier training and related activities
- Media - FTG engages with media through press release and announcement, regular meeting and communication and response to specific issues.
- Local communities and residents - We attach great importance to our relations with local communities. We consult with local communities during the whole process of every project, including opinion collection during the early pre-project stage, continuous communication throughout the construction stage and regular consultation, response to specific issues and local employment and procurement plan during the operation stage.
- Industry Association - FTG engages closely with industry associations through onsite and telephone communication. Besides, periodic reports and announcements will be released to enhance further boost their engagement.

### **Stakeholder Engagement Risks**

For a smoother, long-term implementation of our policy, it is important to consider potential stakeholder engagement risks. Potential risks include participation fatigue, conflicts of interest, disruptive stakeholders, and unwillingness to engage.

In certain instances, essential stakeholder groups may face limitations such as insufficient financial resources, time constraints, language barriers, cultural unfamiliarity, or a lack of awareness regarding pertinent issues, which could hinder their effective engagement with the FTG. If engagement becomes impractical due to any of these factors, the FTG endeavors to

maintain communication with these stakeholders, in cooperation with local ESG Working Group.

When stakeholders have limited capacity, yet it is imperative for FTG to understand their perspective and consider ways to facilitate the process without creating conflicts of interest. FTG ESG Committee can provide additional support such as capacity building, detailed introduction on the ESG issues to stakeholders, if asked by the stakeholders or if necessary.

### **Guidance For Implementation**

We have established a top-down management structure for the implementation of stakeholder engagement. The President is ultimately responsible for stakeholder engagement and the briefings on stakeholder engagement shall be reported to the Board at a semi-annual frequency. The heads of local operations are responsible for overseeing stakeholder engagement at FTG's local operations. Trainings are provided to local managers to ensure the effective implementation of this policy.

We also established a metric system to monitor the effective implementation of local stakeholder engagement, the metrics including engagement reach ratio, engagement frequency, feedback implementation rate, talent attraction and retention, etc., which are linked to the annual performance review of related positions.

The results of stakeholder engagement are assessed and communicated within FTG and will be integrated into operations and decision-making. We also take follow-up actions including communicating and updating the engagement results with the stakeholders. The results will also be tracked and furtherly assessed for continuous improvement.