

# 汽车之家

看车·买车·用车·换车

# 2025

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT



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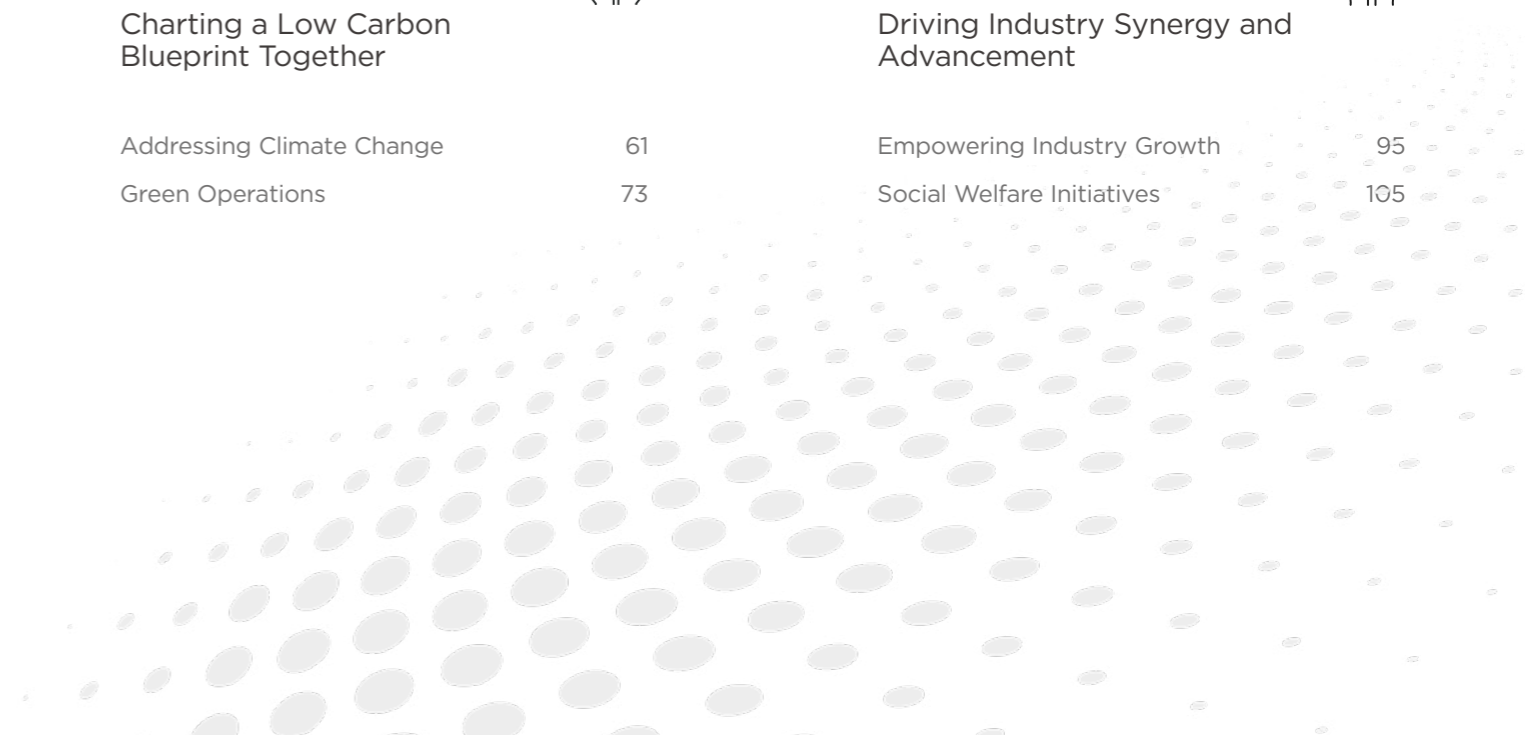
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# About This Report

**Report Introduction** This 2025 Environmental, Social, and Governance (ESG) Report for Autohome Inc. objectively discloses our performance on ESG issues. For ease of reading, we refer to Autohome Inc. as “Autohome,” “the company,” “us,” “our” or “we” throughout this report.

**Report Scope** **Time Scope:** This report covers the period from January 1, 2025, to December 31, 2025, aligning with our 2025 Annual Report. We have also extended certain content appropriately before and after this period.

**Disclosure Scope:** The disclosure scope of this report covers Autohome’s headquarters, along with its regional companies and business centers, consistent with the 2025 Annual report.

**Information Statement** All financial data in this report is derived from Autohome’s audited 2025 financial statements. All other information originates from our internal statistical reports and documents. Unless otherwise specified, all monetary amounts in this report are denominated in Renminbi (RMB).

**Reporting Principles** This report has been prepared in accordance with the principles of “materiality,” “quantification,” “balance,” and “consistency” as set out in Appendix C2, the *Environmental, Social and Governance Reporting Code*, of the Main Board Listing Rules of The Stock Exchange of Hong Kong Limited. It also makes reference to the *Sustainability Reporting Standards* issued by the Global Reporting Initiative (GRI), the *IFRS S1 General Requirements for Disclosure of Sustainability-related Financial Information* and the *IFRS S2 Climate-related Disclosures* issued by the International Sustainability Standards Board (ISSB), as well as the *SDG Compass – The Guide for Business Action on the SDGs*. In addition, this report takes into account the requirements of mainstream ESG rating indices, including MSCI and S&P Dow Jones Indices (S&P DJSI). It strives to present a transparent, fair, and comprehensive view of Autohome’s ESG management practices and performance for the reporting year, thereby enabling readers to gain a more complete understanding of Autohome’s ESG profile. A detailed index mapping the disclosures against the HKEX ESG Code and the GRI Standards is provided in the appendix for easy reference.

- **Materiality Principle:** During the preparation of this report, key stakeholders and their ESG concerns have been identified, and disclosures have been made accordingly based on the relative significance of these issues.
- **Quantifiability Principle:** Key performance indicators (KPIs) related to environmental and social aspects are presented using quantified data. The measurement criteria, methodologies, assumptions, calculation tools, and sources of conversion factors used for KPIs in this report are clearly explained in the relevant sections.
- **Balance Principle:** This report presents the Company’s performance in an impartial manner, avoiding any selection, omission, or presentation format that might unduly influence readers’ decisions or judgments.
- **Consistency Principle:** Unless otherwise stated, the data disclosed in this report are compiled using consistent methodologies compared to previous years.

**Report Language** This report is published in Simplified Chinese, Traditional Chinese, and English. In case of any discrepancies among the language versions, the Simplified Chinese version shall prevail.

**Report Access** The report is available electronically for readers’ reference and can be accessed via the Company’s Investor Relations website (<http://ir.autohome.com.cn>) and the HKEX website ([www.hkexnews.hk](http://www.hkexnews.hk)). To reduce environmental impact, we encourage and recommend reading the electronic version. For any suggestions or feedback regarding Autohome’s ESG management, please contact us via email at [ir@autohome.com.cn](mailto:ir@autohome.com.cn).

# Letter from our Chairman



Chairman of the Board,  
Director and Chief  
Executive Officer

**Mr. Liu Chi**

## To Our Shareholders, Partners, and Friends Around the World:

In 2025, the transformation of the automotive industry entered our most critical phase. As the shift moves beyond simple energy substitution into a multi-dimensional competition for intelligent leadership, the automobile has been redefined—no longer just a means of transport, but a mobile, intelligent terminal.

Against this backdrop, we have embedded ESG practices as the technical foundation of our long-term competitiveness. Guided by a commitment to technological innovation, we integrate ESG principles across our entire value chain. Our goal is clear: to build a greener, more transparent, and more inclusive ecosystem for the automotive lifestyle.

## Driving with Intelligence: Technology Inclusiveness and Governance Enhancement

In today's era of widespread AI adoption, we deeply understand that data security and algorithmic ethics are lifelines for technology companies.

- **Strategic Upgrade:** We leverage AI technology to optimize content ecosystem governance, achieving not only efficiency breakthroughs but also eliminating information asymmetry through technological means, thereby maintaining industry credibility.
- **Technology for Good:** Our goal is to imbue technology with “warmth”, reducing user decision-making costs through digital tools while continuously improving information accessibility and service experience.

## Winning through the Chain: Social Responsibility and Industry Empowerment

At the intersection of industry reshaping and talent evolution, we believe true platform responsibility lies in driving the ecosystem to co-create value.

- **Building Ecosystems Together:** We deepen collaboration with upstream and downstream partners in the industrial chain, promoting standardization and digital upgrades in automotive services, particularly focusing on used car transparency and standardized after-sales services to effectively protect consumer rights.
- **Talent and Public Welfare:** We uphold people-centric values, creating a learning-oriented platform for employees to embrace change. Meanwhile, leveraging our platform's connectivity strengths, we transform community vitality into systematic public welfare leverage, achieving synchronized resonance between social value and commercial ecosystems through deep integration of digital mechanisms and offline car club public welfare initiatives.

## Leading with Green: Low-Carbon Operations and Industrial Decarbonization

While pursuing ultimate computing power and business growth, we respond to the national dual carbon goals by embedding green DNA into every corner of our business landscape.

- **Pursuit of Net Zero:** In 2025, we accelerated our green transformation by optimizing PUE, consolidating servers, and procuring green electricity, supporting a steady reduction in future carbon emission intensity.
- **Empowering Transformation:** Leveraging our platform advantages, we guide new energy vehicle consumption and support the improvement of full lifecycle service systems for new energy vehicle owners. We are not only turning “green” ourselves but also, through data insights and technical solutions, collaborating with partners to jointly address climate change risks.

Sustainable development is a marathon with no finish line. Looking ahead, we will continue to deepen our intelligent service platform, leveraging our technological expertise and ecosystem advantages with stronger conviction and more forward-looking vision, transforming ESG into an intrinsic driver of sustained company growth. We are willing to walk together with every partner, jointly writing a new green chapter in the high-quality development of China's automotive industry.

## Board Statement

The Board of Directors of Autohome (hereinafter referred to as the “Board”) confirms that the content of this report is true, accurate, and complete, without any false records, misleading statements, or material omissions, and hereby issues the following statement regarding the Board’s oversight and management responsibilities in environmental, social, and governance (ESG) matters.

### Governance Structure

Autohome places high importance on ESG matters, with the Board serving as the highest decision-making body fully responsible for ESG strategy formulation and oversight to ensure effective advancement of sustainability initiatives; management is responsible for executing related decisions; the ESG working group, composed of designated representatives from various departments, ensures implementation through cross-departmental collaboration and a top-down coordination mechanism.



### Management Principles and Strategies

Autohome strictly complies with ESG-related laws and regulations applicable to our operations and continuously engages in in-depth communication with various stakeholders through diverse channels. During this reporting period, considering our business characteristics and industry development trends, we conducted materiality assessments and prioritization of key ESG issues using benchmarking against domestic and international peers and interviews with internal and external stakeholders, identifying and managing potential risks, reviewing ESG goal achievements, actively incorporating constructive feedback, and highlighting relevant management practices and performance disclosures in this report.



### Sustainability Practices

In 2025, the Board reviewed matters including optimization of the ESG governance structure, identification of key issues, goal setting, progress monitoring, and risk management, further strengthening the ESG management system and clarifying annual priorities. During the reporting period, Autohome revised environmental goals to more scientifically assess and manage environmental impacts. The Board and the ESG working group will continue to regularly review the progress toward ESG goals and conduct periodic evaluations.

This report objectively presents the company’s 2025 ESG progress and achievements, which were reviewed and approved by the Board of Directors on April 8, 2026.



## About Autohome

Autohome Inc. is a leading online destination for automobile consumers in China. Our mission is to continuously reduce the cost of decision-making and transactions in the automotive industry through advanced technology.

We provide consumers with Occupational-generated Content (OGC), Professional-generated Content (PGC), User-generated Content (UGC), and AI-generated content, covering a comprehensive automotive knowledge base and massive vehicle inventory information throughout the entire car purchase and ownership lifecycle.

With a large and highly engaged community of automobile consumers, we have become a premier platform for automakers and dealers to execute their advertising campaigns. Through our subscription and advertising services, we enable dealers to showcase their inventory and services, extending their physical showrooms to millions of internet users across China and generating quality sales leads. We provide sales leads, data analytics, and marketing services that help automakers and dealers improve operational efficiency and close more transactions.

Beyond our core offerings, we deliver a suite of value-added services through our websites and mobile applications—including auto financing, insurance solutions, used car transactions, and after-sales maintenance.

On December 11, 2013, Autohome officially listed on the New York Stock Exchange under the stock code “ATHM”.

On March 15, 2021, Autohome completed a secondary listing on the Hong Kong Stock Exchange under the stock code “2518”.



# Annual KPI Table

## E Environmental

Scope 1 GHG Emissions

**198.19** tCO<sub>2</sub>e

Scope 2 GHG Emissions

**1,226.07** tCO<sub>2</sub>e

Total GHG Emissions

**1,424.26** tCO<sub>2</sub>e

Server Governance

Retired **589** outdated servers, saving **1.393** million kWh of electricity and reducing emissions by approximately **739** tCO<sub>2</sub>e

Technology Upgrades and Replacements

Replaced **1,160** legacy servers with **690** high-efficiency models (a replacement ratio of 1:1.68), saving **0.628** million kWh of electricity and reducing emissions by approximately **333** tCO<sub>2</sub>e

Achieved LED lighting utilization rate

**100%**



## S Social

**24/7** manual content monitoring by dedicated front-end specialists

Annual content moderation volume  
**200** million pieces

Annual historical content moderation volume  
**1,500** million pieces

Customer satisfaction surveys conducted  
**396** times

Customer complaint resolution rate  
**99.96%**

Annual R&D investment  
**1,064** million RMB

Coverage rate of full-time employees in social insurance, housing fund, and supplementary commercial medical insurance

**100%**

Percentage of employees engaged in the company's equity incentive plan

**24.6%**

Annual investment in environmental protection

**432,000** RMB



## G Governance

Coverage rate of integrity training for directors and employees

**100%**

Signing rate of the *Supplier Integrity, Anti-Corruption, and Anti-Bribery Commitment Letter*

**100%**

Number of business ethics training sessions conducted

**16** times

Number of information security and privacy protection training sessions conducted

**4** times

Number of user personal information security breach incidents

**None**

Number of data breach incidents

**100%**

Annual patent proposals filed

**310**

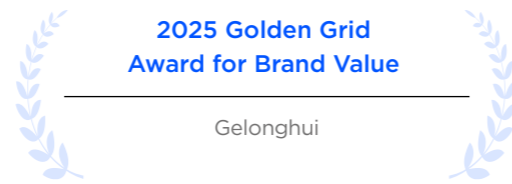
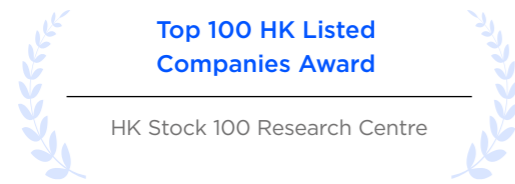
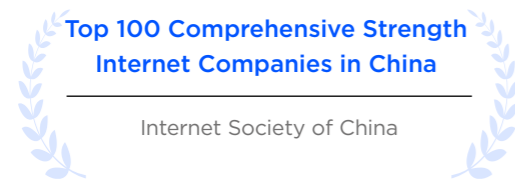
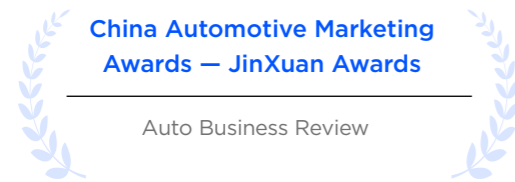
Annual number of newly granted patents

**22**



# Honors and Awards in 2025

## List of Awards



## ESG



### MSCI ESG Rating

Achieved consecutive upgrades over two years, advancing from a historical “B” rating to “BB” in 2024 and further to “BBB” in 2025



### S&P Global ESG Score

The S&P Global CSA Score demonstrated consistent growth, rising from 27 in 2023 to 39 in 2024, and reaching 42 in 2025, outperforming approximately 90% of global industry peers



### Wind ESG Rating

Upgraded from “BB” to “BBB” in 2024, and subsequently achieved an “A” rating in 2025

### 2025Q4



### SynTao ESG rating

Rating improved steadily from “B+” in Q1 2024 to “A-” by Q4 2025





# Responsible Governance

## Building the Foundation for Long-Term Development

We continuously optimize our internal governance structure, strengthen risk prevention and control as well as publicity efforts, integrate ESG management concepts into all aspects of our daily operations, and drive the Company toward long-term sustainable development.

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# Corporate Governance

Autohome strictly complies with laws and regulations such as the *Company Law of the People's Republic of China*, as well as the listing rules of the New York Stock Exchange and The Stock Exchange of Hong Kong Limited, and is committed to building a sound, standardized, transparent, and efficient governance structure. The Board of Directors is the highest decision-making body of the company, with four specialized committees established under it: the Audit Committee, the Compensation Committee, the Compliance Management Committee, and the Nominating and Corporate Governance Committee. Each committee performs its duties strictly in accordance with its defined scope of responsibilities.

During the reporting period, the Board of Directors and its committees held or approved by written resolution 12 Board meetings, 5 Audit Committee meetings, 3 Compensation Committee meetings, and 5 Nominating and Corporate Governance Committee meetings, with a 100% attendance rate at Board meetings. This provided a solid decision-making foundation for the company's stable and sustainable operations and continuously promoted the standardized and efficient functioning of the governmental system. In 2025, in accordance with the provisions of the Board Charter, the Board of Directors was re-elected and appointed by the Shareholders' General Meeting.



## Board Independence and Diversity

Autohome places high importance on board independence and diversity, striving to build an efficient, fully professional board team.

### In terms of diversity

Autohome comprehensively considers gender, ethnicity, age, professional competence, independence, and other diversity dimensions when selecting board candidates and appointing directors. Additionally, the Board of Directors and the Nominating and Corporate Governance Committee regularly review the composition of the Board, including independence, knowledge, skills, experience, and diversity. Board members possess diverse professional backgrounds covering finance, law, strategy, human resources, finance, the automotive industry, internet industry, risk management, and enterprise management, ensuring the Board has strong decision-making and risk response capabilities, providing strong support for the company's long-term development.

### Regarding independence

Autohome strictly adheres to the New York Stock Exchange's requirements regarding director independence to ensure fairness and objectivity in board decisions. All independent directors have no material relationships with the company that could impair their independent judgment. Members of the Audit Committee do not directly or indirectly receive any consulting, advisory, or other compensation from the company or its subsidiaries beyond their directorship fees and are not affiliates of the company or its subsidiaries.

An independent and diversified board structure effectively safeguards the rights and interests of shareholders and other stakeholders. As of the reporting period end, Autohome's Board of Directors consisted of nine members (including one female director), comprising three executive directors and six non-executive directors, including three independent non-executive directors.

## Board Performance Evaluation

Autohome continuously optimizes board effectiveness evaluation and performance assessment mechanisms to strengthen board accountability. The company conducts an annual board performance evaluation, collecting stakeholder feedback through questionnaires; at the same time, all directors complete self-assessment questionnaires to help improve the overall efficiency of the board.

During the reporting period, the board's evaluation focused on dimensions such as overall effectiveness, board structure, corporate culture, board focus, information and resources, board procedures, and implementation, ensuring efficient board operations and continuous improvement in governance standards, while continuously enhancing board operational capabilities based on evaluation results.

## Tax Compliance

Autohome strictly complies with tax laws and regulations in the jurisdictions where it operates, ensuring stable and compliant business operations.

### Autohome Tax Policy Commitment

- Commit to complying with tax laws and regulations in the countries and regions where we conduct business;
- Oppose the abuse of tax rules and commit not to transfer the value created by the company to low-tax jurisdictions;
- Emphasize the business substance and rationality of tax structures, and commit not to use tax structures lacking commercial substance;
- Determine transfer prices in accordance with the arm's length principle, ensuring that the interests of all parties align with independent transaction principles;
- Oppose using confidential jurisdictions or so-called "tax havens" for tax avoidance, and commit not to engage in such activities;
- Comply with national tax laws and regulations; the Board will implement strict approval and oversight procedures for applicable tax policies.

# Risk Governance

Autohome places great importance on building a risk management system, deeply integrating comprehensive risk management into all aspects of corporate strategy and daily operations, strengthening the core cultural concept of “risk management is everyone’s responsibility,” and establishing a solid safety barrier for stable corporate development.

## Risk Management Framework

Autohome continues to improve internal management systems such as the *Autohome Risk Control Management Charter*, *Operational Activity Management Standards*, *Internal Audit System*, and *Marketing Activity Risk Control Access Standards*, while establishing and improving a comprehensive risk management system and organizational structure.

We have established a “Three Lines of Defense” risk management model, with the Board bearing ultimate oversight responsibility for risk management and relevant business departments responsible for specific risk controls. The company clearly defines risk owners across business units, comprehensively promotes standardized risk management, and ensures all business activities are controlled through established processes. Business risk control is managed by the Risk Control Team under the Integrated Management Department, content security by the Content Moderation Team, system and information security risks by the R&D and Data Center, public opinion risks by the Brand Department, regulatory compliance risks by the Government Affairs Department, employer liability risks by the Human Resources Department, and Corporate Finance, Internal Audit, and Legal Departments oversee processes, compliance, and other legal and regulatory matters.

### “Three Lines of Defense” of Autohome

First Line of Defense	<b>Front-office Business Departments</b>
	New Car Department, Used Car Department, New Retail Department, User Operations Center, Information Center
Second Line of Defense	<b>Middle-office Management Department</b>
	Business Management Department
Second Line of Defense	<b>Middle-office Risk Control Departments</b>
	Content Moderation Team, Risk Control Team, Information Security Team, etc.
Third Line of Defense	<b>Back-office Compliance Departments</b>
	Legal Department, Internal Audit Team
Third Line of Defense	<b>Back-office Risk Control Department</b>
	Business Ethics Supervision Team

## Risk Management Process

Autohome relies on the “Liangjian Indicator Audit Platform” and leverages advanced technologies to build an automated and intelligent risk identification and control system, establishing a complete closed-loop risk management process from intelligent identification, audit assessment to rectification and optimization, effectively enhancing the proactiveness and effectiveness of risk prevention and control.



Based on our risk assessment results, we prioritize oversight in two core areas: financial reporting-related risks and risks in procurement, acceptance, and expense reimbursement. We have developed targeted mitigation measures and established dedicated control mechanisms for each. Regarding financial reporting-related risks, we conduct annual US SOX testing as regular practice. This ongoing process continuously safeguards the effectiveness of our internal controls over financial reporting and helps prevent financial misstatements and fraud. To address risks in procurement, acceptance, and expenses, our approach is anchored in ensuring business authenticity and standardizing process compliance. We have built a dedicated indicator system within our systems to enable comprehensive risk identification across suppliers, procurement processes, and expenditures. Key system controls include an integrated supplier blacklist and a price deviation alert mechanism. We automatically perform three-way matching between invoices, purchase orders, and receiving reports. Concurrently, our systems conduct intelligent scans of reimbursement expenses against policies, flagging budget overruns and sensitive purchases. This allows us to precisely identify various risk behaviors, including fraudulent invoices, fictitious transactions, and policy violations. All risks identified—whether through automatic system detection or internal audits—are channeled into a standardized, closed-loop management process. This end-to-end process includes issuing corrective action requirements, conducting full-cycle follow-up and supervision, and iteratively optimizing rules. Through this comprehensive approach, we achieve precise risk prevention and control while continuously strengthening our overall risk management system.



## Emerging Risk Identification and Response

Autohome places great importance on risk identification and management, actively identifying potential major and emerging risks, assessing their possible impacts, and formulating response measures. We employ multiple technical methods to identify emerging risks such as financial loss risks caused by marketing campaigns being exploited by “Gaming the System” black and gray industry chains, bulk account farming risks during user registration and login, automated content inflation risks in content scenarios, and risks of fictitious transactions or money laundering in transaction processes.

Risk Category	Risk Description	Potential Impact	Response Measures
<b>Marketing-Related Risk</b>	Financial loss risk caused by marketing campaigns being exploited by “Gaming the System” black and gray industry chains	Increases costs and reduces profits; undermines the fairness of marketing campaigns and leads to loss of genuine users.	Targeting black-market characteristics such as abnormal parameters and user behaviors, multiple real-time risk control rules have been deployed and continuously optimized in marketing scenarios, effectively increasing the difficulty and cost for malicious actors to exploit promotions.
<b>Account Type Risk</b>	Bulk account farming risks during account registration and login processes	Occupies core platform resources and squeezes out genuine users; damages the platform’s account ecosystem and reduces the credibility of the account system.	Strengthened account risk management by enhancing the identification and interception capabilities against credential stuffing attacks and programmatic bulk account registrations, adding multiple new detection strategies throughout the year.
<b>Automated Traffic Fraud Risk</b>	Programmatic fake traffic and content inflation risks in content scenarios	Leads to distorted content data; undermines fairness in the content ecosystem.	Through refined strategies, accurately identify and block traffic fraud activities, effectively filtering out fake traffic and ensuring the authenticity and stability of content data.

## Targeted Risk Audit

We regularly conduct targeted risk audits to continuously strengthen our risk management framework. During the reporting period, we carried out 16 targeted audit and risk assessment projects focusing on key dimensions including process compliance, operational management, and employee conduct. This allowed us to precisely identify and effectively control risks across our core businesses. For issues identified through our audits, we proposed 24 optimization recommendations to relevant business departments. We achieved a 100% remediation rate for all due items, with corrective actions centered on enhancing policy frameworks and upgrading system control capabilities. Through these targeted audit initiatives, we have tangibly improved our organization-wide risk management standards.

## Risk Culture Development

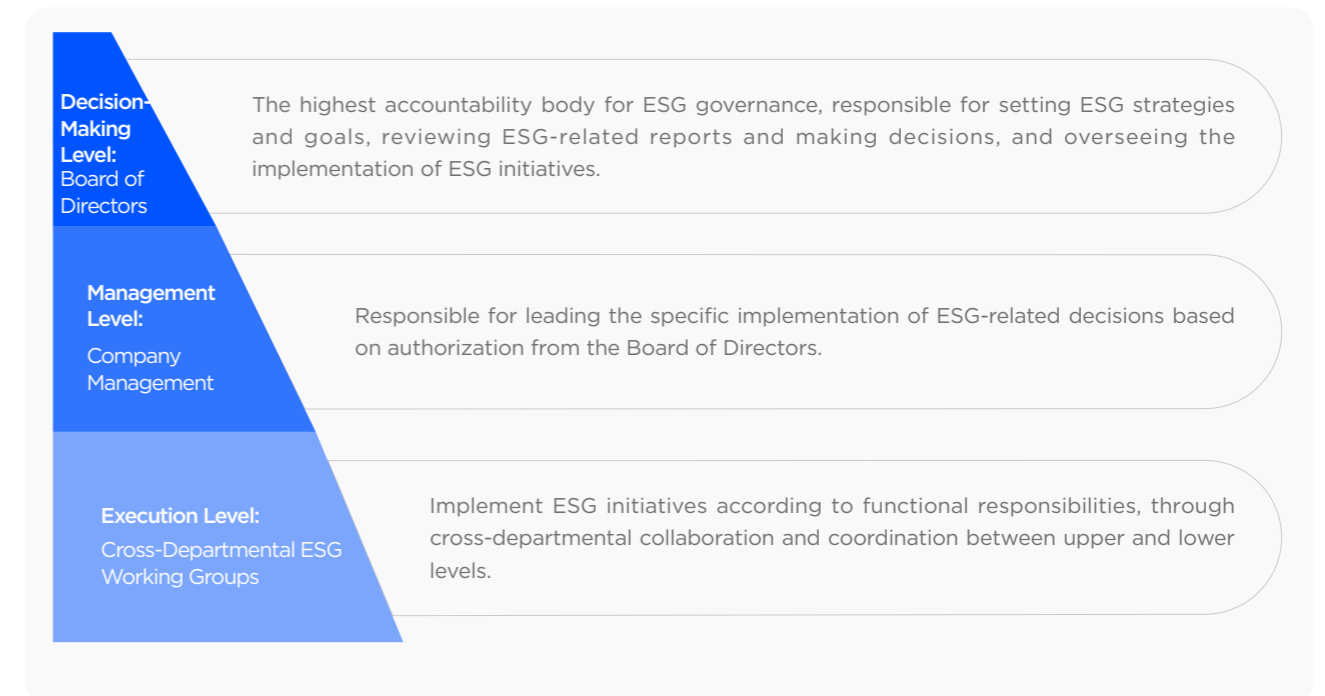
During the reporting period, Autohome established the *Autohome Risk Management Charter*, standardizing risk management requirements, processes, and incentive/punishment systems into various business and product operations, clarifying risk management workflows and responsibilities, and fostering risk awareness across all employees.

During the reporting period, the company conducted risk management training covering all business units, with main topics including risk management requirements, risk control processes and mechanisms, risk coverage assurance, risk reporting systems, typical business scenarios, and related processes and systems, continuously reinforcing the core risk culture concept that “risk management is everyone’s responsibility.”

# ESG Governance

## ESG Governance Structure

Autohome has a robust three-tier ESG governance system comprising the Board of Directors, management, and cross-departmental ESG working groups, continuously improving the efficiency of ESG management.








© ESG Management Structure



# Stakeholder Engagement

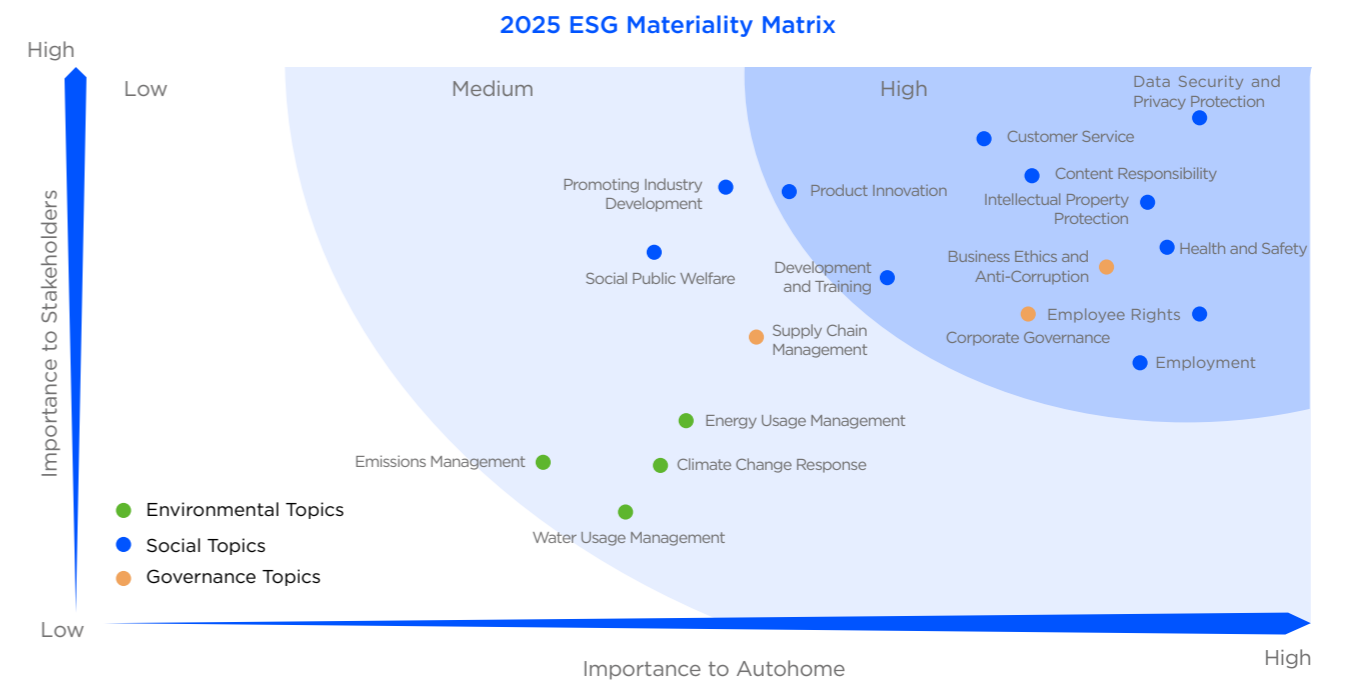
Autohome places great importance on communication with stakeholders, actively listens to key issues raised by various parties, and treats reasonable stakeholder expectations as a critical basis for ESG initiatives. By incorporating insights from stakeholder dialogues and considering own business characteristics, we ensure that stakeholder perspectives are fully considered during decision-making, establishing a long-term and effective communication and feedback mechanism.

## Key Stakeholders & Communication Channels

Key Stakeholders	Primary Communication and Feedback Channels
 <b>Government and Regulatory Authorities</b>	<ul style="list-style-type: none"> <li>Information disclosure</li> <li>Regulatory meetings</li> </ul>
 <b>Shareholders and Investors</b>	<ul style="list-style-type: none"> <li>Shareholders' meetings</li> <li>Information disclosure (annual and interim reports, earnings announcements, corporate announcements at HKEX, investor relations website, etc.)</li> </ul>
 <b>Employees</b>	<ul style="list-style-type: none"> <li>Employee opinion surveys</li> <li>Internal employee communication meetings</li> <li>Internal corporate announcements</li> <li>Employee email announcements</li> </ul>
 <b>Individual Users</b>	<ul style="list-style-type: none"> <li>Customer satisfaction survey and follow-up</li> <li>Daily operations/communication</li> <li>Complaint and feedback channels</li> <li>Questionnaire survey</li> </ul>
 <b>Suppliers and Partners</b>	<ul style="list-style-type: none"> <li>Dedicated liaison mechanism</li> <li>Industry exchange</li> <li>Questionnaire survey</li> </ul>
 <b>Customers</b>	<ul style="list-style-type: none"> <li>Online communication</li> <li>On-site investigation</li> <li>Questionnaire survey</li> </ul>
 <b>General Public and Communities</b>	<ul style="list-style-type: none"> <li>Public welfare activities</li> <li>Environmental protection</li> <li>Social media</li> </ul>

# Materiality Assessment

We conduct an annual, systematic review of our ESG materiality matrix. Our process aligns with regulatory requirements and listing rules, and we benchmark against leading ESG disclosure frameworks and rating methodologies. We tailor our approach to reflect our corporate context and industry characteristics. Our Board of Directors holds ultimate responsibility for the materiality assessment outcomes. During the reporting period, we conducted comprehensive research, analysis, and evaluation through diverse engagement methods including surveys and in-depth interviews. These efforts enabled us to broadly capture stakeholder perspectives and expectations across environmental, social, and governance dimensions. Based on this input, we finalized our ESG materiality matrix comprising 18 material topics spanning environmental, social, and governance categories.



## 2025 Materiality Topics List

High	Medium
<ul style="list-style-type: none"> <li>Employment</li> <li>Health and Safety</li> <li>Content Responsibility</li> <li>Data Security and Privacy Protection</li> <li>Product Innovation</li> <li>Corporate Governance</li> </ul>	<ul style="list-style-type: none"> <li>Employee Rights</li> <li>Development and Training</li> <li>Intellectual Property Protection</li> <li>Customer Service</li> <li>Business Ethics and Anti-Corruption</li> </ul>
<ul style="list-style-type: none"> <li>Emissions Management</li> <li>Water Usage Management</li> <li>Social Public Welfare</li> <li>Supply Chain Management</li> </ul>	<ul style="list-style-type: none"> <li>Energy Usage Management</li> <li>Climate Change Response</li> <li>Promoting Industry Development</li> </ul>

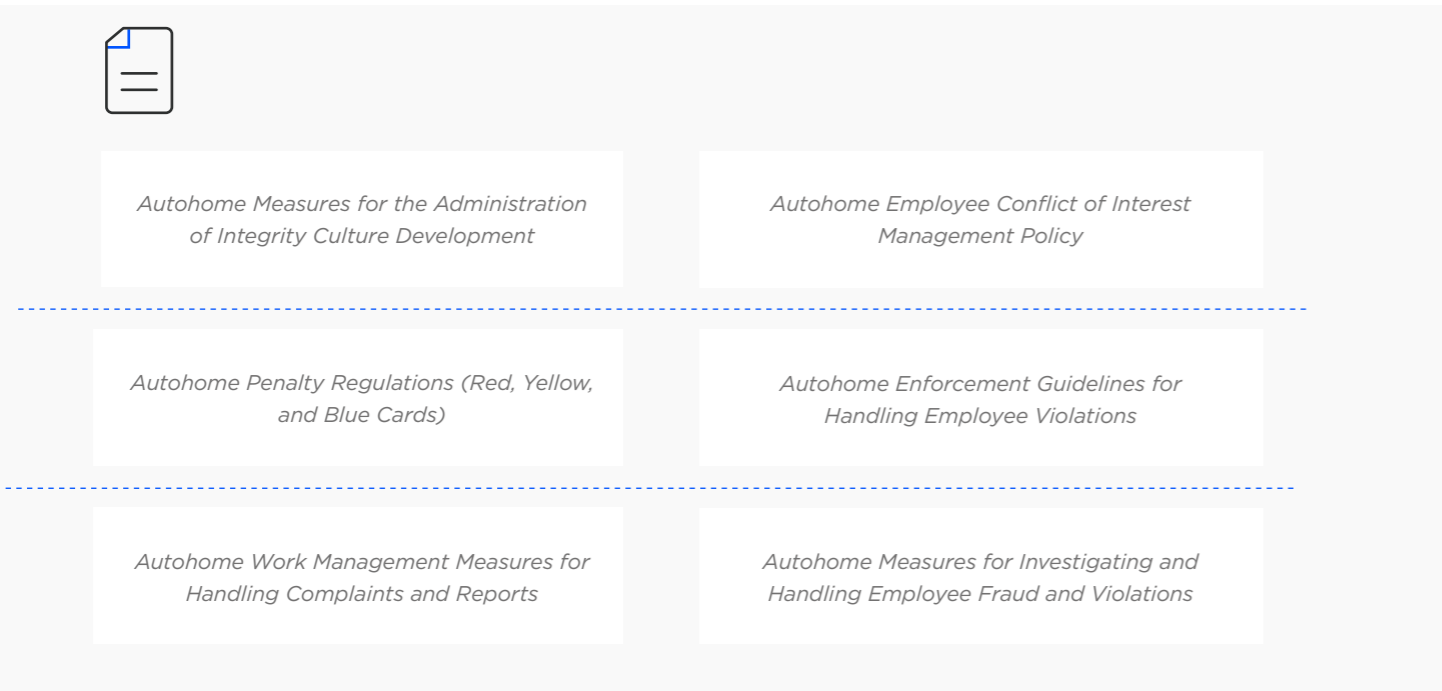
# Business Ethics

Autohome consistently upholds core values of integrity and ethical conduct, treating business ethics as the cornerstone of sustainable development. We are committed to systematically building a culture of openness, transparency, and accountability by continuously improving governance structures, strengthening internal oversight, and deepening employees' sense of responsibility, thereby creating long-term value for all stakeholders.

## Business Ethics Management System

To foster a clean business environment, Autohome continues to advance the institutionalization and systematization of business ethics, strictly complying with laws and regulations such as the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, and the *Foreign Corrupt Practices Act*. Centered on the Autohome White Paper on Integrity Culture and Governance Systems, we have systematically integrated key internal policies, including culture of integrity promotion, employee conflict-of-interest management, disciplinary actions and investigations for violations, and handling of complaints and reports, establishing a unified framework for integrity culture and employee conduct.

© Autohome Code of Business Ethics and Conduct



Board of Directors of Autohome bears ultimate responsibility for and oversees business ethics management. The Business Ethics Supervision Team operates as an independent department, with its head reporting directly to the Executive President, who in turn reports to the Board. The Business Ethics Supervision Team prepares monthly compliance reports covering both consumer and non-consumer categories, systematically sharing key compliance information, training progress, and feedback on reports with the Compliance Committee, while also conducting regular employee compliance reminders.

## Business Ethics Audit

Autohome has established a systematic annual special audit mechanism, coordinated and executed by the Internal Audit Team, covering all business areas and implemented on a rolling three-year cycle to ensure full coverage. The company places particular emphasis on proactive management of business ethics risks. The Internal Audit Team regularly conducts business ethics audits on external suppliers, while the Business Ethics Supervision Team is responsible for promptly initiating special investigations into potential internal violations or related reports. All findings are submitted to the Audit Committee for review.

## Business Ethics Management Practices

**Source Control – Embedding Integrity and Compliance Across the Full Lifecycle of Talent and Partners**

The company adheres to the principle of “prevention first,” striving to establish integrity safeguards at the source of operations. By deeply integrating into core business processes, risk controls are proactively advanced. New employees are required to sign a *Letter of Commitment* on Integrity and complete mandatory business ethics training, clearly defining responsibilities from the outset of their careers. Additionally, compliance is extended upstream to the value chain by requiring key business partners to sign an *Anti-Corruption Commitment Letter*, jointly upholding business ethics through contractual agreements and maintaining a fair and transparent business environment.

**Dynamic Screening – Establishing a Regular Conflict of Interest Identification Mechanism for All Employees**

In accordance with the *Employee Conflict of Interest Management Policy*, the company has established a regular identification mechanism covering all employees. Through mandatory declarations upon onboarding and annually, along with independent audits conducted by the Internal Audit Team, the company ensures the accuracy and completeness of information. Supported by promotional posters and system alerts, the company clearly communicates declaration procedures and prohibited behaviors, effectively guiding employees to proactively identify potential risks and enabling precise identification and dynamic management of internal conflicts of interest.

**Long-Term Restraint – Building a Compliance Closed-Loop Management System of “Assessment + Accountability”**

Autohome has established an incentive mechanism linking compliance performance to employee evaluations and strictly enforces the *Red, Yellow, and Blue Card Disciplinary Rules*. For violations, a diversified accountability approach combining financial penalties (salary deductions) and managerial restrictions (promotion bans) is applied, covering both direct and related responsible parties. This closed-loop system of “assessment + accountability” aims to continuously enhance compliance awareness across the organization through long-term mechanisms.

## Business Ethics Training and Promotion

To systematically advance business ethics and integrity culture, Autohome has established a regular training and promotion mechanism covering all employees throughout the year. In 2025, the company organized 16 business ethics training sessions and conducted 26 integrity-themed training sessions through multiple channels, including onboarding programs for new employees and online/offline platforms, achieving 100% coverage of directors, senior executives, and all employees (including part-time staff and contractors), aiming to continuously enhance compliance awareness and deepen the concept of ethical employment. For ongoing promotion, we conduct daily education through regular email reminders, thematic campaigns, and online quizzes. Specific initiatives include sending compliance alerts via email to clarify trading compliance periods and introducing third-party systems for monitoring to prevent potential violations related to stock trading.

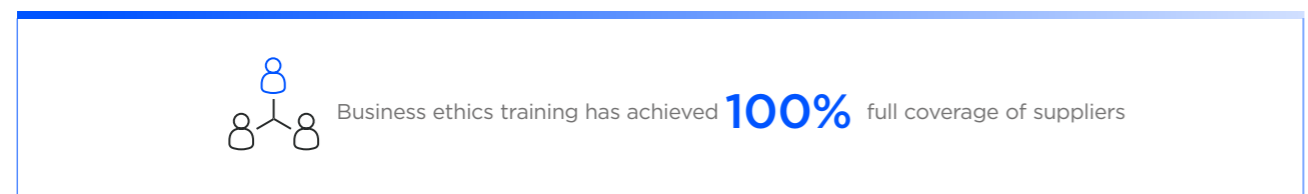
Additionally, we regularly conduct annual and quarterly surveys to promote anti-corruption laws and regulations and collect feedback; it strictly requires all directors to declare their related parties and transactions and to report and explain received gifts and non-salary financial flows, thereby strengthening directors' self-discipline and standardizing ethical business conduct.

Autohome embeds business ethics requirements into supplier onboarding and collaboration processes. During the reporting period, we conducted business ethics training for representatives of all registered suppliers and required them to sign the *Integrity and Anti-Bribery Commitment Letter*, clarifying responsibilities for anti-bribery and fair competition to promote ethical collaboration.

### Autohome 2025 Internal Business Ethics Training Summary



### Autohome 2025 External Business Ethics Training Summary



## New Employee Ethics Training

We require all new hires to complete training based on Autohome's Code of Ethics and Business Conduct. Within their first three months of employment, 100% of new employees complete both the training and assessment, achieving a perfect score to pass. During the reporting period, **309** employees completed this professional ethics training and assessment, representing a total of **154.5** training hours.

## Integrity Culture Promotion

- Distributed the "Che Xiaolian" integrity-themed emoji pack company-wide. Through the cartoon character "Che Xiaolian" performing integrity reminders and displaying warning messages, the initiative aims to constantly remind all employees to uphold integrity in their work, reaching over **3,500** employee engagements.
- Hosted the "May 15" Anti-Economic Crime Awareness Day and a specialized training session on integrity led by criminal justice experts. Both trainings invited external judicial experts to deliver lectures on crime prevention and ethical work practices. Over **160** employees participated.
- Held five case-based educational awareness conferences, enabling employees to identify corruption risks at the root and transform warning effects into institutional constraints and daily habits, providing a solid safeguard for the company's sustainable development. The events reached over **2,600** participants, including the company's leadership team, department heads, team leaders, and key personnel.
- We conducted 5 integrity and compliance training sessions for new employees, reaching **195** participants. These sessions introduced Autohome's integrity culture and strengthened new hires' awareness of ethical conduct, providing foundational guidance at the start of their employment journey.
- Distributed the third "919" Integrity-themed Fun Activity quiz to all employees. By designing questions based on real cases, employees were asked to judge whether the behaviors described were appropriate, further strengthening and improving their ability to identify risks in business scenarios. The activity reached over **3,500** participants.



Integrity Themed Training by Criminal Trial Experts

## Integrity Themed Activities

- We organized 2 themed educational visits to an integrity education center for over **40** key core leaders and more than **40** newly promoted leaders.
- We hosted an Integrity Reading Day, immersing employees in the deeper meaning of integrity culture through a literary atmosphere. The event reached over **300** participants
- We held the 3rd Autohome “919 Integrity and Compliance Day” series of themed activities, engaging all employees.
- We launched an Integrity Themed Individual Points Competition, featuring five interactive activities: the Integrity Spinning Wheel, Integrity Bag Toss, Integrity Ring Toss, Integrity Ball Challenge, and Integrity Word Guessing Game. Moving beyond traditional lecture-based formats, this interactive gaming approach made integrity culture education both innovative and engaging. Over **230** employees participated in the event.



Employee Integrity Education Center Themed Activity



Integrity Reading Day Activity



Integrity Themed Individual Points Competition

## Disseminating Business Ethics Information

Autohome regularly disseminates business ethics information through OA system, the “Integrity Home” column, and company-wide emails, promptly communicating internal integrity policies, announcing disciplinary decisions, and sharing significant internal and external events related to ethical conduct. In 2025, the “Integrity Home” column published six issues, with over **10,000** online views.



### Case : Autohome Training on Preventing Economic Crimes Among Employees

On May 15, 2025, Autohome held a themed training session titled “Upholding Integrity, Practicing Honesty” — Preventing Economic Crimes by Corporate Employees. Participants were selected through a combination of targeted outreach to newly promoted managers, core talents, and voluntary sign-ups, with nearly 100 employees attending the session in person. We were honored to invite case-handling experts from the Economic Crime Investigation Division of the Beijing Public Security Bureau to deliver a special lecture on preventing economic crimes by corporate employees.

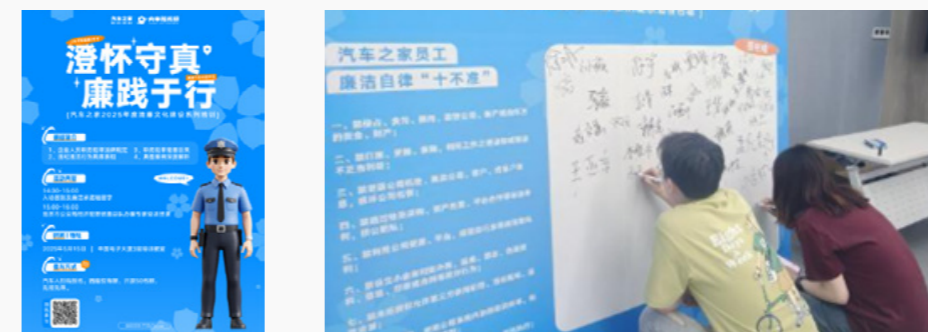
Prior to the training

Attendees formally signed their names on the Integrity Commitment Wall, expressing their solemn pledge to uphold Autohome’s “Ten Prohibitions” for Employee Integrity and Self-Discipline and to strengthen their commitment to ethical conduct. Through this act of signing, they embedded the belief in clean and honest performance deeply within their professional mindset.

During the training

The case-handling expert delivered an engaging and insightful session for employees, covering four key areas: an overview of commercial corruption crimes, the background behind recent amendments to commercial corruption laws, a detailed interpretation of newly added commercial corruption offenses, and real-life stories of those who have faced imprisonment.

Throughout the training, employees applauded repeatedly while gaining a deep understanding of a fundamental truth: nothing can be accomplished without norms and standards. They recognized the critical importance of never crossing legal red lines and never violating institutional boundaries.



Integrity in Action—Preventing Economic Crimes Training



Case : Autohome Launches the “Che Xiaolian” Emoji Pack

By creating the vivid and approachable cartoon character “Che Xiaolian”, combined with a series of workplace-relevant integrity reminders and clear warning slogans, Autohome delivers the values of integrity and self-discipline to all employees in an easy-to-understand and subtle manner. This emoji set aims to integrate integrity education into daily communication and professional conduct, constantly reminding every employee to uphold professional ethics, strictly observe disciplinary boundaries, consciously practice integrity at work, and jointly foster a corporate culture characterized by integrity, honesty, and compliance.



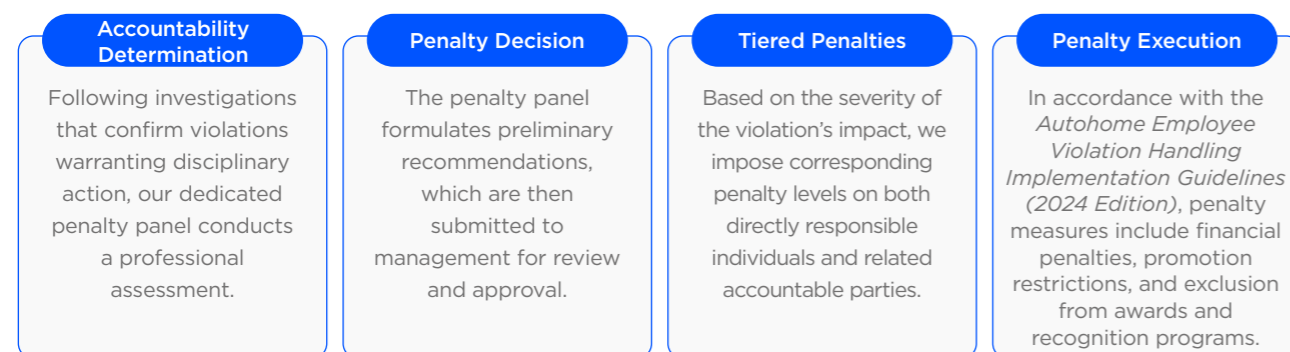
“Che Xiaolian” Emoji



## Investigation and Handling of Violations

Autohome has established a systematic and standardized violation management system, developed rigorous investigation procedures, and defined unified standards for handling employee violations, forming a closed-loop management process covering prevention, identification, investigation, and resolution of violations. Based on the *Autohome Red, Yellow, and Blue Card Penalty Regulations*, the company has defined 41 red card offenses, 29 yellow card offenses, and 15 blue card offenses. Referencing the *Autohome Code of Ethics and Business Conduct*, this enables precise classification of violations and provides clear grounds for fair disciplinary actions.

When targeted audits or whistleblowing investigations identify employee conduct that violates our business ethics standards, we activate our standardized violation handling procedures:

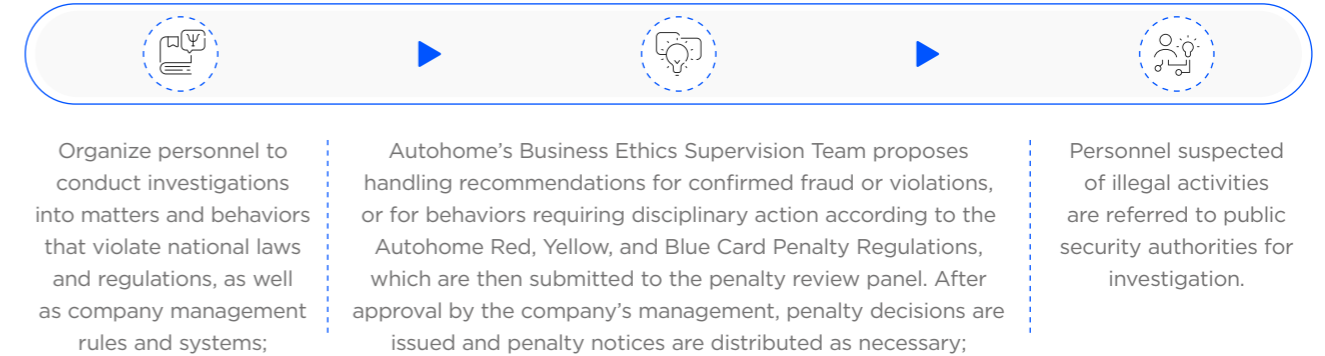


In 2025, we addressed 10 employee violation cases and imposed corresponding penalties on 35 responsible individuals. Through rigorous enforcement of our violation control system, we effectively maintained internal disciplinary standards. Notably, no concluded corruption lawsuits were filed against the company or its employees during the year.

Whistleblowing and Violation Reporting Statistics

Whistleblowing and Reporting	Total whistleblowing reports received	cases	413
	Total whistleblowing reports resolved	cases	413
Reporting of Violations	Number of non-consumer violation reports received during the year	cases	27
	Number of violation reports resolved	cases	27

Violation Investigation and Handling Process



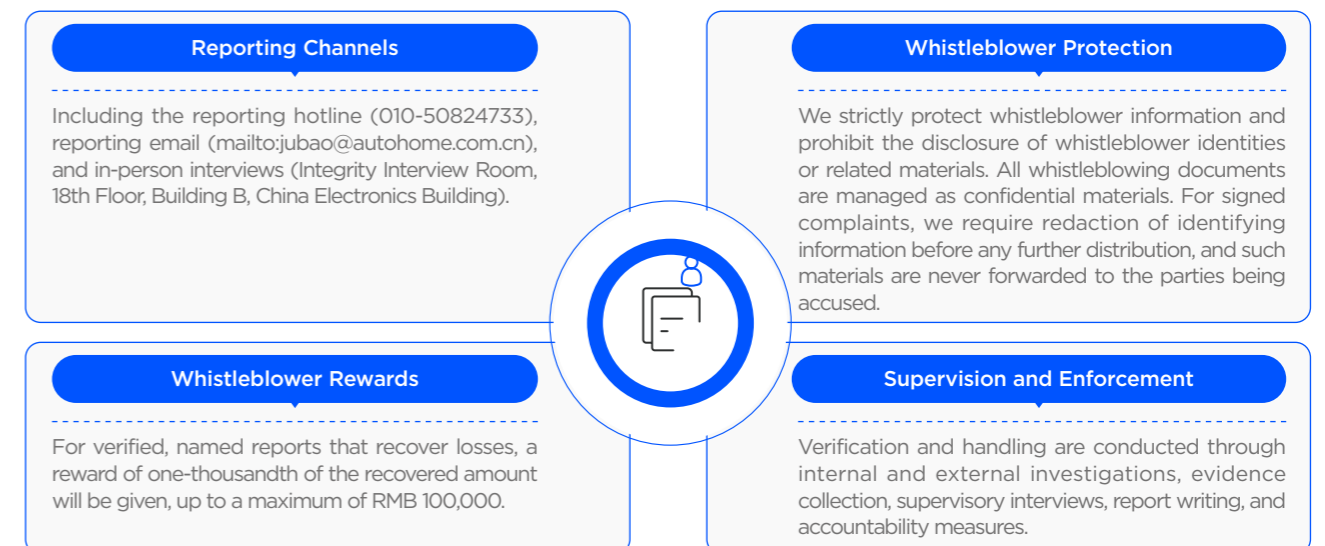
## Business Ethics Oversight and Whistleblower Protection

Autohome deeply recognizes the significant value of reporting mechanisms in promoting business ethics and highly values feedback, complaints, suggestions, and reports from stakeholders including employees at all levels, suppliers, customers, and users. To establish transparent and accessible oversight channels, the company has set up anti-corruption reporting channels on multiple platforms, including the external Autohome website, internal OA portal, and supplier procurement platform, and provides a dedicated reporting hotline. For all complaints and reports received through various channels, the company strictly follows the provisions of the *Autohome Petition and Reporting Management Measures (2024 Edition)* and implements standardized handling procedures.

Autohome encourages employees to actively participate in business ethics initiatives and has established a comprehensive whistleblower protection and reward system. The company’s Employee Handbook includes clauses on business ethics, clearly stipulating strict penalties for threats, intimidation, retaliation, and similar behaviors. We are committed to continuously conveying our corporate values of integrity and transparent governance to society and contributing to building a trustworthy business ecosystem and maintaining market order.

### Reporting Procedure

Autohome’s *Petition and Reporting Management Measures* clearly stipulates that the Business Ethics Supervision Team, under the leadership of CPC Committee of the company, oversees petition and reporting work and has established a special task force responsible for classifying and assessing leads.





# Stable Operations

## Building a Secure and Trusted Barrier

We remain committed to sound operations as our foundation, deepening our efforts in information security, privacy protection, and intellectual property systems. We are building a sustainable supply chain, reinforcing security and trust, and continuously advancing an efficient and collaborative governance framework.

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# Information Security and Privacy Protection

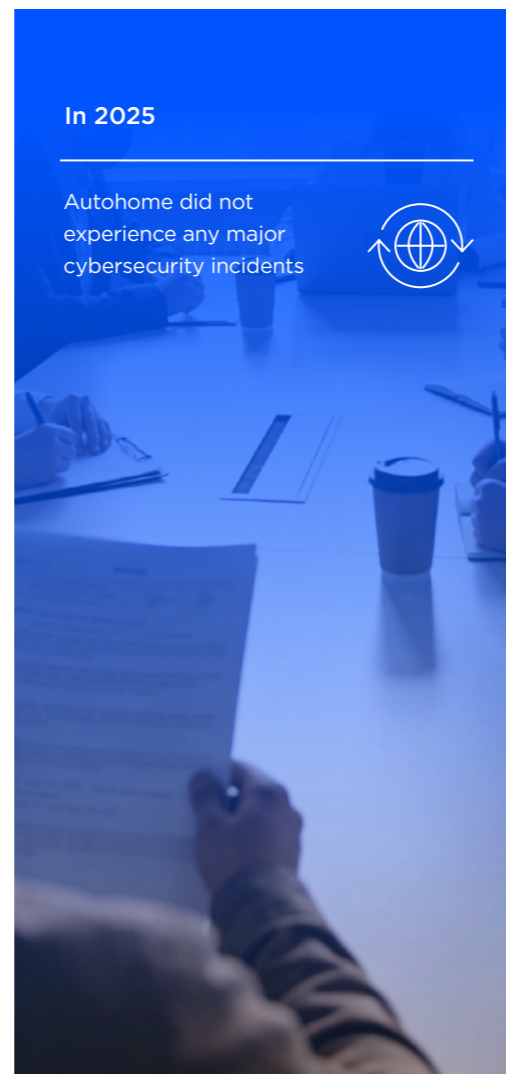
Autohome strictly complies with laws and regulations such as the *Cybersecurity Law of the People's Republic of China*, *Data Security Law of the People's Republic of China*, *Personal Information Protection Law of the People's Republic of China*, and the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services*, continuously improving our information security and privacy protection management system. In 2025, we made new progress in institutional development by introducing two key policies: the *Autohome Information Security Standards-Rewards and Punishments* and the *Autohome Office Security Management Standards*. We have now established dozens of management systems centered on the *Autohome Data Security Standards* and *Autohome Information Security Standards*, comprehensively covering network security, data protection, user information protection, and the full lifecycle management of data, laying a solid foundation for secure business operations. To ensure effective implementation of these policies, we have established a dedicated Information Security Team responsible for their full lifecycle management. All policies are approved by senior management and disseminated company-wide through internal channels to ensure that information security requirements are deeply integrated into daily business operations, continuously strengthening our security foundation.

## Management Structure

Autohome has incorporated cybersecurity, information security, and personal information protection into our core compliance agenda, continuously strengthening oversight and management responsibilities at the board level. As the highest governing body, the Board of Directors provides guidance and supervision over the overall strategies, operational status, and major matters related to information security and privacy protection, ensuring that management requirements remain aligned with our business activities and regulatory expectations.

At the execution level, we have established a Security Committee to coordinate and advance information security and privacy protection related efforts. The Security Committee Head is Zhou Shenglei, a member of the Autohome Board of Directors. The Deputy Head is the Chief Technology Officer (CTO). The Executive Secretary and committee members for each specialized area are all held by mid-level and senior management personnel. The Security Committee brings together leaders from network security, data, algorithms, content, product, government regulatory communication, and business units to form a cross-departmental collaborative information security management mechanism. Management regularly reports to the Board on cybersecurity and data security risks, governance progress, and key issues. In the event of a security incident, management, supported by the Security Committee, coordinates and manages the response, fulfilling disclosure and reporting obligations in accordance with the *Rules on Cybersecurity Risk Management, Strategy, Governance, and Incident Disclosure for Listed Companies* and other relevant laws and regulations. Management promptly reports significant cybersecurity incidents to the Board.

Regarding data governance, we have established the *Autohome Data Security Standards-Data Classification and Grading* and continues to advance data classification and grading management. Based on data attributes, business scenarios, risk impact, and compliance requirements, data is systematically identified and classified, with corresponding security measures such as access control, encryption, data masking, and authorization management implemented to strengthen the standardization and security of data usage, storage, and transmission.



### In 2025

Autohome did not experience any major cybersecurity incidents



# Information Security and Privacy Protection Audits

In managing information security and privacy protection, Autohome actively aligns with national laws, regulations, and industry standards, continuously evaluating the effectiveness of security controls through a combination of internal management and third-party audits. Based on the importance and risk profile of business systems, we have completed cybersecurity classification protection registration for our information systems and commissions qualified third-party agencies to conduct annual assessments for all Level 3 classified systems and biennial assessments for Level 2 classified systems, ensuring that system security protections match our actual risk levels.

In 2025, Autohome completed the annual classification protection assessments for all Level 3 and Level 2 registered systems, with all results certified and approved by the classification protection assessment agencies. In accordance with requirements from the Ministry of Industry and Information Technology, we engaged a third-party agency to conduct a data security risk assessment on important data within the industrial and information technology sectors that the company has registered. The assessment identified no high-risk vulnerabilities, and the company successfully passed the evaluation.

Internally, Autohome conducts multi-dimensional inspections of our information systems each year through security testing, attack-defense drills, and system evaluations to promptly identify and fix potential vulnerabilities. We also promote collaboration between business units and the Information Security Team to conduct self-inspections and corrections on

both front and back-office departments, with verification by the Internal Audit Team, further enhancing the systematic and forward-looking nature of security management. Front office departments focus on strict account verification, labeling user account information, confirming account origins, clearing harmful content, anonymizing sensitive information, and updating [privacy policies](#). Back-office departments measure includes de-identified storage of sensitive information, weak password scanning, app privacy compliance checks, and multi-dimensional system self-audits. We also engage professional third-party security service providers to conduct attack-defense drills and optimize security strategies based on the findings.

For information systems related to financial reporting and critical business processes, Autohome continuously conducts internal security assessments and external audits, promptly addressing any identified issues. In 2025, we used a combination of self-testing and external audits to identify system deficiencies, and all identified risks have been fully rectified. No significant deficiencies in information system controls were identified during the reporting period. Additionally, Autohome commissions external professional agencies at least once a year to conduct privacy compliance testing on our main apps, covering key areas such as personal information collection, data subject rights, children's personal information protection, and personal information protection policies. The test results confirm compliance with regulatory requirements.

### In 2025

The company experienced no material user personal information security breaches.



Autohome has been awarded the PIA label by the China Cybersecurity Industry Alliance (CCIA) Data Security Working Committee and the Data Security Community (DSC)



## Emergency Response

To enhance our ability to respond to information security incidents, we have developed the *Regulation on Emergency Response to Network and Information Security Events*, establishing and continuously updating specialized emergency response plans for various risk scenarios such as malware, data breaches, network intrusions, and system vulnerabilities, clearly defining response procedures, responsibilities, and handling requirements. Through an on-call duty system and rapid response mechanisms, Autohome ensures emergency response capabilities during both regular and non-working hours and regularly conducts emergency drills to test and optimize the effectiveness of response procedures and technical measures.

Meanwhile, Autohome actively engages external expertise to explore a collaborative model for information security governance. We collaborate with a leading domestic security crowdsourced testing platform, leveraging “white hat” experts on the platform to identify and report system vulnerabilities, promptly implementing remediation measures. We also employ positive incentive mechanisms to encourage the discovery and improvement of security issues, continuously enhancing overall protection capabilities and promoting shared responsibility for information security.

### In 2025

The company did not experience any major data breaches.



## Privacy Protection Principles

Autohome regards personal information protection and user privacy security as fundamental to compliant operations and building user trust. In managing App permissions and processing personal information, we strictly follow relevant laws, regulations, and industry standards, adhering to the “minimum necessary” principle to ensure that personal information collection and use align with business functionality. We have established the *Autohome User Service Agreement* and updated the *Autohome Privacy Policy* in 2025, clearly specifying the types of personal information involved, purposes of use, and processing methods across different business scenarios, and providing clear definitions for data collection, use, sharing, transfer, storage, deletion, and transmission, ensuring users’ right to informed and autonomous choice. The privacy policy is continuously maintained and updated within the company’s overall compliance risk management framework, and an external professional agency is commissioned annually to conduct compliance assessments, using the results to promptly optimize policy terms and management practices, ensuring the policy’s compliance and applicability.

In daily operations, when changes in business models or product features may affect personal information processing rules, we conduct assessments and reviews jointly by internal responsible departments and external legal experts, evaluating compliance, necessity, and risk controllability to effectively prevent privacy compliance risks.

We place great importance on safeguarding users’ rights as data subjects. Through our privacy policy, we clearly inform users of the methods and procedures for exercising their rights regarding access, correction, deletion, withdrawal of authorization, withdrawal of consent, and account cancellation, without imposing unreasonable restrictions, thereby continuously maintaining users’ control over their personal data.

In terms of personal information sharing and entrusted processing, Autohome strictly controls the boundaries of information use. Unless otherwise required by laws and regulations or with the user’s separate consent, the company will not disclose personal information to unrelated third parties. Where business needs necessitate, information is provided only within the necessary scope to cooperating partners who deliver corresponding services, and management and technical measures are implemented to prevent overuse or misuse of the information.

### In 2025

Autohome’s personal information protection impact assessment in scenarios involving information sharing with dealerships and used car merchants achieved a **two-star rating**.



## Privacy Protection Awareness and Training

Autohome places high importance on cultivating employees’ awareness of privacy protection and compliance capabilities, treating information security and personal data protection training as a routine management requirement. We organize at least two company-wide training sessions annually through a combination of online and offline methods and provide targeted specialized training for employees in key positions involved in data processing and user information.

Online, we leverage our internal learning platform, “The Home of Learning,” to publish courses on privacy protection and information security, covering legal and regulatory interpretation, data compliance requirements, personal information protection practices, and typical risk case studies. Offline and externally, the company actively participates in specialized training organized by regulators

or invites external experts for lectures and exchanges to continuously update employees’ understanding of privacy protection requirements and risk trends. Additionally, through regular awareness campaigns, the company periodically issues information security and privacy protection alerts to employees, strengthening risk prevention awareness and promoting the implementation of relevant requirements in daily work.

### In 2025

Autohome organized a total of **4** internal trainings on information security and privacy protection.



## Complaints and Handling

Autohome has established a relatively comprehensive mechanism for handling personal information inquiries and complaints, providing users with multiple communication and feedback channels, including customer service hotlines, in-app online customer service, and dedicated email, making it convenient for users to consult or file complaints regarding personal information protection. We follow standardized procedures for receiving and tracking such requests to ensure timely responses and resolution, records and follows up on outcomes, continuously improve service quality, and effectively safeguard users’ legitimate rights and user experience.

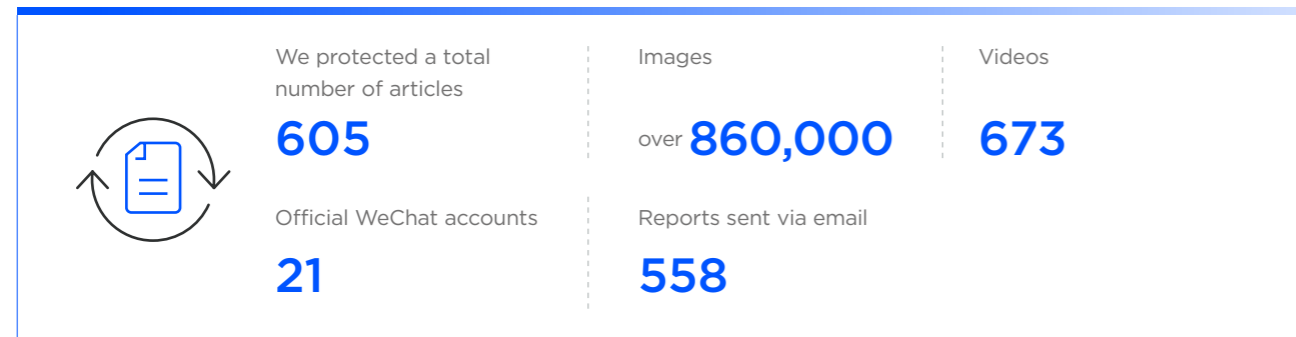


# Intellectual Property

Autohome places great importance on intellectual property protection, treating it as a critical foundation for safeguarding innovation, maintaining fair competition, and promoting sustainable business development. We strictly comply with relevant laws and regulations such as the *Patent Law of People's Republic of China*, *Copyright Law of People's Republic of China*, *Trademark Law of People's Republic of China*, and the *Computer Software Protection Regulations* in our operations, continuously enhancing standardized management and risk prevention capabilities for various types of intellectual property. Internally, we have formulated and implemented systems including the *Autohome Intellectual Property Management Measures*, *Autohome Registered Trademark Application Guidelines*, and *Autohome Software Copyright Application Process*, systematically managing the application, use, maintenance, and protection of intellectual property such as patents, copyrights, and trademarks, clarifying responsibilities and management procedures to promote standardized and institutionalized intellectual property management. By publicly issuing an *Intellectual Property Statement*, we clearly articulate our principles and obligations regarding intellectual property protection and proper use, proactively strengthening awareness of protecting intellectual property. Meanwhile, we provide rights holders with clear channels for reporting and addressing infringement; for verified infringements, it takes necessary measures such as content removal or link deactivation in accordance with laws and regulations to promptly mitigate infringement risks and protect the legitimate rights of rights holders. We also establish information feedback mechanisms for content publishers, guiding lawful and compliant use of intellectual property and fostering a healthy ecosystem within the platform that respects innovation and promotes standardized usage. Through continuous improvement of institutional frameworks and governance mechanisms, we strengthen our intellectual property protection capabilities, providing strong support for platform innovation and healthy industry development.



## In 2025



# Technological Innovation

Autohome is committed to empowering business development and enhancing user value through technological innovation, viewing digital capabilities as a key enabler connecting users, industries, and services. In platform operations, we continuously improve information-matching efficiency and service precision through data analytics and intelligent algorithms, optimizing the overall user experience in accessing automotive information and decision support. At the same time, we actively explore the application of technology in scenario-based services, enriching offline events and interactive experiences through digital tools and innovative formats, enhancing user engagement and immersion, and promoting the coordinated development of online and offline services.

## In 2025

Autohome's total R&D investment amounted to RMB **1,064** million



In terms of innovation organizational mechanisms, Autohome emphasizes fostering an open and diverse innovation culture, encouraging employees to propose innovative ideas in content creation, product design, business models, and technology development. The company has established an internal innovation proposal and evaluation mechanism to systematically screen and nurture promising ideas, supporting the transformation of innovative projects into implementable and replicable solutions through incentive measures and cross-departmental collaboration. By continuously stimulating employee innovation, we strengthen our foundation for technological innovation, providing internal momentum for the platform's long-term and stable growth.

## Innovation Achievements

### Case: Intelligent Decision Support Tool Enhances Accessibility of Automotive Consumer Information and Service Experience—Autohome AI Assistant Application Practice



Leveraging artificial intelligence technology, Autohome has launched an intelligent decision-support tool—the Autohome AI Assistant—focused on users' needs for information acquisition and comprehension during car browsing and selection. By integrating industry data resources and professional expertise, the tool delivers structured, scenario-based automotive information services, helping users better understand complex product details, lowering decision-making barriers, and enhancing overall consumer experience.

In practical applications, the Autohome AI Assistant provides users with more precise and easily understandable content presentations centered on key concerns such as vehicle specifications, configuration differences, pricing, and usage scenarios. Through visualized data cards and similar formats, it enhances information transparency and readability. This intelligent service not only improves the efficiency of information access for users but also alleviates decision-making pressure caused by information asymmetry in the car-buying process, helping users make more rational and personalized choices.

By integrating advanced artificial intelligence capabilities with the industry data accumulated over years on our platform, we continuously drive the transformation of technological achievements into inclusive services, providing stable, high-quality digital support to a broader user base, demonstrating the positive role of technological innovation in enhancing service accessibility and user value.

**Case: Building a Collaborative Data Cooperation Mechanism to Support Full-Scenario Automotive Consumer Services**



To address users' diverse needs at different stages of car browsing, purchasing, and usage, Autohome continuously expands data collaboration with industry ecosystem partners, promoting the coordinated application of cross-industry resources. By systematically integrating multi-source data within the platform and establishing unified data standards and integration mechanisms, we continuously improve the efficiency and stability of external data collaboration, providing partners with a clearer and more reliable data support foundation. Data integration and collaboration mechanisms help break down data silos between different entities, enabling multiple parties to achieve information interoperability under compliant and secure conditions, thereby responding more accurately to user needs and enriching service content and application scenarios. Through the openness and collaboration of data capabilities, we not only support our own business development but also create conditions for service innovation and efficiency improvements across the industry supply chain.

**Case: Deepening On-Device Model Applications to Ensure Real-Time User Profiling and Enhance Recommendation Experience**

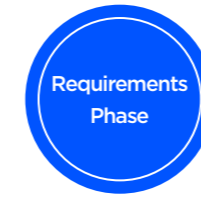


Fully leveraging the high-performance computing power of mobile devices to enable real-time updates of user profile data, effectively enhancing the timeliness and accuracy of user recommendations and optimizing the user experience.

To better meet users' expectations for personalized content and timely services, Autohome fully leverages the high-performance computing capabilities of mobile devices to enhance the real-time updating of user profiles and accelerate service response speeds. Based on this, the platform optimizes content recommendations and service matching, making suggestions more aligned with actual needs and usage scenarios, thereby improving the quality of interaction between users and the platform. At the same time, by enhancing the precision and stability of our services, we continuously strengthen the support of digital services for users' decision-making processes, driving our offerings toward a more intelligent and user-centric evolution.



## R&D Quality Control Measures



**Establish consensus at the source to ensure consistent understanding of requirements**

During the requirements briefing phase, all team members participate in synchronized communication sessions to clarify core business logic, boundary rules, and acceptance criteria. We also implement a requirement re-explanation mechanism, where developers restate key requirements to verify the accuracy and consistency of their understanding, preventing rework caused by requirement misinterpretation and ensuring precise alignment between development direction and business objectives.



**Strengthen self-validation to strictly control code delivery quality**

During development, strict code self-testing requirements are enforced. After completing feature development, engineers conduct end-to-end self-testing against requirement documents and established testing standards to identify basic issues such as code logic and functional implementation in advance, reducing low-level errors from entering the testing phase, improving code delivery quality, and lowering subsequent remediation costs.



**Multi-dimensional testing to comprehensively identify potential issues**

In the testing phase, automated test cases are executed with full coverage, leveraging automation to improve regression testing efficiency and ensure stability during core feature iterations. For key projects, a dedicated crowdtesting mechanism is additionally initiated, pooling diverse testing resources for in-depth validation to maximize the detection of hidden and edge-case issues, further strengthening product quality assurance.



**Strict gatekeeping at launch to prevent risks during deployment**

A strict code deployment gatekeeping process is implemented prior to release: versions that fail automated validation are prohibited from deployment, preventing non-compliant releases at the process level. During deployment, comprehensive real-time system monitoring is conducted to promptly detect and resolve unexpected issues, ensuring a smooth and controlled rollout process.



**Comprehensive monitoring and inspections to ensure stable system operation**

A normalized manual inspection mechanism is established to precisely identify online business logic issues; automated inspection programs are deployed to verify the accuracy of interface return values in real time; and a comprehensive 24/7 real-time monitoring system is built to instantly alert the R&D team of anomalies, enabling rapid response and efficient resolution to ensure continuous stable operation of the online system.

# Supply Chain Management

Autohome places great importance on innovation in supply chain management and systematically advances the implementation of green and sustainable development concepts across all supply chain stages, aiming to build an environmentally friendly, resource-efficient, and long-term stable supply chain ecosystem. In 2025, we continue to refine our supply chain management system by integrating principles of compliant operations, risk control, and sustainable development throughout the entire supplier management process. Based on our current procurement structure and operational realities, suppliers are managed centrally and standardized, with professional management implemented across the entire lifecycle—from initial sourcing, evaluation, and application, through mid-term usage, to later-stage assessment and status management—coordinating supplier relationships, optimizing the supplier portfolio, and continuously improving procurement quality and efficiency.

We have established and implemented formal systems and guidelines such as the Autohome Supplier Management System and the Supplier Operations Manual, providing clear foundations for supplier management. Meanwhile, leveraging intelligent management systems, we enforce end-to-end control over suppliers, enhancing information transparency and process standardization, reducing compliance risks, and promoting stable supply chain operations.

## Supplier Management Process



### Supplier Onboarding

In the supplier onboarding phase, Autohome carefully assesses the necessity of on-site inspections based on procurement categories and business needs. For suppliers requiring on-site evaluations, we rigorously review their qualifications and conduct standardized assessments using the *Autohome On-site Supplier Evaluation Report* to ensure objectivity and consistency in onboarding decisions.

Additionally, we systematically incorporate ESG factors into our supplier onboarding assessments, clearly covering business ethics, occupational health and safety, human rights principles, and social and environmental performance, assigning evaluation weights of 10% to 30% based on category characteristics to promote ESG principles at the supply chain source.

Categorized management is implemented for different types of suppliers:

For physical goods suppliers, emphasis is placed on supply chain compliance and sustainability performance;

For service providers, safety management is a core onboarding requirement and is explicitly included in contracts;

For labor outsourcing suppliers, key focus areas include employee rights, health, and safety as social performance indicators.

All suppliers must meet general quality requirements, and specific categories must also possess corresponding professional qualifications. To strengthen compliance accountability, all suppliers participating in bidding must electronically sign the *Supplier Self-Assessment and Compliance Commitment Letter* via the supplier portal, institutionalizing compliance obligations.

### Supplier Addition and Change

Autohome strictly follows internal standard procedures for supplier addition, changes, and information maintenance, strengthening supplier record management and information update mechanisms to ensure completeness, accuracy, and traceability of supplier information, providing a reliable foundation for subsequent management and evaluation.

### Supplier Risk and Performance Assessment

Autohome has established a systematic supplier risk and performance evaluation mechanism, following fundamental principles such as comprehensiveness, scientific clarity, stability and comparability, and flexibility and operability. It employs a multi-indicator comprehensive evaluation method, including ESG metrics, to continuously assess suppliers' performance and risk levels. In terms of evaluation methods, we primarily adopt an online assessment model: for centrally procured categories, performance evaluations are conducted on an order-by-order basis; for other procurement categories, evaluations are carried out based on contracts.

In 2025, we conducted risk and performance evaluations for all registered formal suppliers (excluding individuals, overseas suppliers, and suppliers without contractual payments), achieving 100% evaluation coverage.

In addition, we have enabled all formal suppliers (excluding individuals and overseas suppliers) to connect to the Tianyancha credit information system, enabling continuous monitoring of supplier credit status and effectively preventing potential operational and compliance risks.

#### • Digital Supply Chain Risk Control Tool: "Procure Shield" System

To further strengthen supply chain risk management, we independently developed and continuously optimized our supply chain risk control system, "Procure Shield." This system establishes a comprehensive risk control database, monitors key business processes end-to-end, and centrally presents risk control outcomes on a visualized, integrated platform.

Focusing on critical risk points in supplier and procurement management, the "Procure Shield" system establishes a proactive risk control framework through early identification, risk alerts, and transaction termination, when necessary, effectively intercepting potential compliance risks at the pre-event stage and reducing the likelihood of bid-rigging and collusion. Meanwhile, the system features periodic risk screening and rapid response capabilities, enhancing risk management efficiency.

### Supplier Supervision and Improvement Management

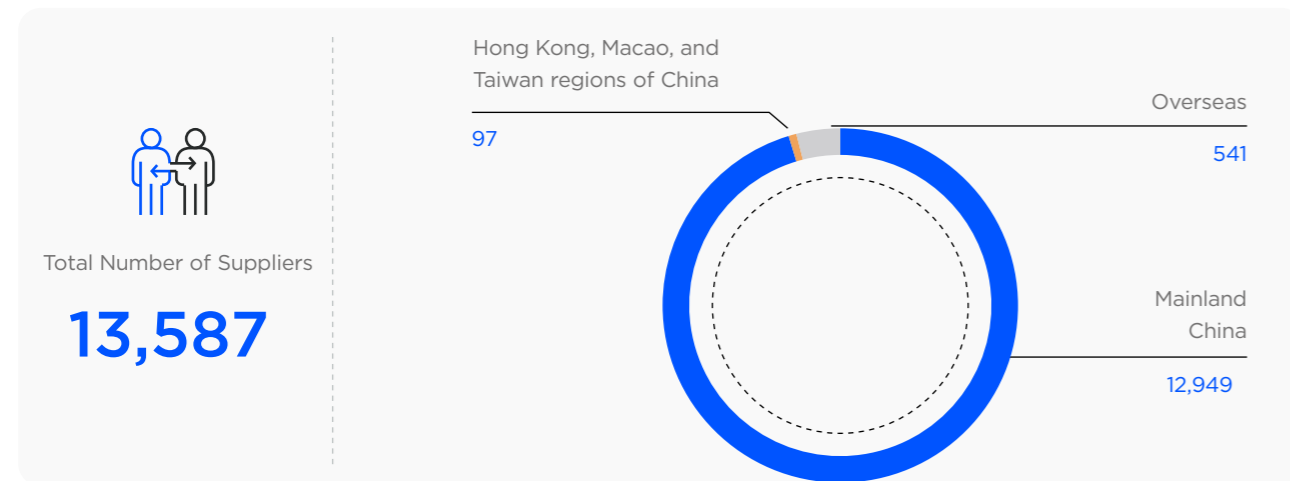
To systematically improve supplier service quality and overall performance, Autohome has established a dynamic supplier management mechanism based on performance evaluations. For certain key categories, we implement a bottom-performer elimination mechanism. For partners requiring performance improvement, we follow a collaborative improvement principle, assisting them in developing and implementing targeted improvement plans to jointly advance continuous optimization of supply chain capabilities. In terms of risk management, we have built a comprehensive supplier compliance monitoring system. When potential compliance risks or misconduct are identified, the supplier management system integrates with risk control monitoring data to initiate a tiered response mechanism, including but not limited to risk warnings, rectification within a specified timeframe, and mandatory exit measures, ensuring supply chain operations consistently comply with legal and ethical standards. To further strengthen compliance management, we have clearly defined disciplinary rules and rectification requirements in our supplier management policies, using institutionalized management tools to regulate supplier behavior and maintain stable and sustainable supply chain operations. In 2025, a total of 87 suppliers were placed on the supplier blacklist.

**Supplier Communication and Engagement**

Autohome places high importance on collaborative development with supplier partners and has established diversified communication and collaboration mechanisms to systematically promote the dissemination of management requirements and joint capability building. Through annual supplier performance reviews and regular communication, we emphasize core requirements such as supplier blacklist management, business ethics, and anti-corruption policies, and standardize their publication via the supplier portal platform, ensuring full coverage across all partners.

This communication system effectively enhances suppliers' understanding of compliance principles and sustainable development concepts, continuously improving their practices and execution effectiveness in ESG-related areas through ongoing capacity building and knowledge sharing, collectively fostering a transparent, trustworthy, and responsible supply chain ecosystem.

● **Total Number of Autohome's Suppliers by Region**



**Supplier Business Ethics**

Autohome is committed to collaborating with all supplier partners to build a sustainable supply chain system, ensuring operational stability and efficiency through a systematic risk management mechanism. In external procurement, we actively promote transparent procurement practices and have established strict standards regarding business ethics, social responsibility, and environmental performance to regulate supplier behavior and drive healthy, orderly development of the supply chain ecosystem.

To strengthen supply chain compliance governance, we have established a Procurement Management and Discipline Committee, working collaboratively with departments such as supply chain management and compliance supervision to conduct systematic compliance management. Within the procurement process, we disseminate advocacy for supplier integrity through our procurement platform, simultaneously communicating the core requirements of the Autohome Supplier Management System. At the contract signing stage, we conduct specialized integrity supply chain briefings with each supplier to ensure all partners receive business ethics training organized by the company and fully understand and master our specific measures regarding supplier business ethics management. Through the comprehensive deployment of the supplier portal system, the company has achieved 100% coverage of supplier business ethics training.

We have established a robust anti-corruption reporting mechanism, clearly publicizing the scope of reportable issues, specific procedures, and relevant requirements, providing suppliers with an open and accessible channel for supervision and feedback. All suppliers must sign the Integrity, Anti-Corruption, and Anti-Bribery Commitment Letter upon contract execution, while all procurement-related employees are required to sign the Employee Integrity and Self-Discipline Commitment Letter prior to commencing work; the signing rate for both commitment letters reaches 100%. Throughout ongoing collaboration, we regularly release promotional materials such as A Letter from Autohome to Our Suppliers via the official account called "Autohome Procurement Cooperation Platform," continuously reinforcing the communication and implementation of integrity management requirements.

**In 2025**

<p>The signing rate for both <i>Integrity, Anti-Corruption, and Anti-Bribery Commitment Letter and Employee Integrity and Self-Discipline Commitment Letter</i> was</p> <p><b>100%</b></p> <p>Total number of active suppliers that completed anti-corruption training was</p> <p><b>3,105</b></p>	<p>Supplier participation coverage rate for anti-corruption training was</p> <p><b>100%</b></p> <p>Total number of supplier anti-corruption training sessions conducted was</p> <p><b>2</b></p>
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## Supplier Information Security and Privacy Protection

In collaboration with suppliers, we consistently prioritize information security and privacy protection. In 2025, we continued to enhance our supplier data security management system, adhering to institutional guidelines such as the *Supplier Data Compliance Obligations Review Checklist and the Lead Business Compliance Guidelines*, setting clear data security and privacy requirements for relevant suppliers and partners to ensure the company's information security initiatives progress in an orderly, compliant manner.

We strictly follow the principle of "informed consent," obtaining explicit user consent through an independent authorization process before sharing data with suppliers, and clearly informing users of key information such as the identity of the data recipient, the purpose of sharing, and the scope of use. For suppliers and business partners involved in personal information sharing or entrusted data processing, Autohome signs legally binding *Data Processing Agreements* that clearly define the scope, purpose, and processing duration of data sharing or entrusted processing, as well as the specific responsibilities and obligations of both parties regarding data protection.

To further strengthen supply chain data security controls, we conduct systematic audits of suppliers' data processing measures on a regular basis, in compliance with applicable laws and regulations. By evaluating partners' institutional frameworks, technical capabilities, and practical implementation levels in information security and privacy protection, we ensure their data management practices align with internal standards, providing solid assurance for overall supply chain information security.



## Green Procurement

Autohome actively integrates green and sustainable development principles deeply into every stage of corporate procurement, prioritizing products and services that meet environmental standards, energy efficiency, and low carbon emissions.

In the procurement of office furniture, we set clear environmental and quality thresholds for suppliers, including:

Suppliers must possess ISO14001 Environmental Management System certification to ensure their capability for continuous environmental improvement;

Holding the China Environmental Labeling Product Certification (also known as the "Attestation of Chinese Environment Mark"), demonstrating that products meet national environmental requirements throughout their entire lifecycle;

Encouraging suppliers to obtain China Green Product Certification, reflecting their comprehensive performance in resource conservation and environmental friendliness;

After winning the bid, suppliers must provide procurement documentation for key materials (e.g., panels), E0-grade or higher environmental inspection reports, and complete product quality and environmental testing reports to ensure full traceability and safety control from raw materials to finished products.

Regarding gift procurement, we advocate and practice the following principles:



- Prioritizing renewable materials to reduce resource consumption and environmental impact;
- Promoting minimalist packaging, avoiding over-packaging, and reducing waste generation;
- Emphasizing that packaging should be environmentally friendly, practical, and reusable, with rational structural design that facilitates storage and repeated use, thereby extending product life cycles and practicing the principles of a circular economy.





# Platform Safeguarding

## Protecting the Value of the Content Ecosystem

We harness the strength of our platform to protect the content ecosystem. By strictly managing content quality, listening to our users, and practicing responsible marketing, we safeguard content health and user trust while continuously increasing the value of our content ecosystem.

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# Content Management

## Content Governance Principles

We strictly comply with national laws and regulations such as the *Cybersecurity Law of the People's Republic of China*, *Data Security Law of the People's Republic of China*, *Personal Information Protection Law of the People's Republic of China*, and the Law of the People's Republic of China on the Protection of Minors, and formulate and continuously improve our content moderation rules based on our specific business models and actual conditions. We actively respond to and further implement the requirements of the Cyberspace Administration of China's "Qinglang" series of special actions, treating them as key practices for strengthening governance.

To proactively support the country's overall development agenda, our Content Moderation Team has established a regularized special analysis mechanism for major national policies such as the 15th Five-Year Plan, continuously tracking industrial policy directions, economic support measures, and potential risk signals, and dynamically formulating and adjusting content governance strategies accordingly. Our core principles are: upholding the highest standards to safeguard security baselines, serving industrial development through professional judgment, and fulfilling social responsibility to maintain a clean and healthy online environment.

### Our content governance is specifically reflected in:

#### Lawful compliance and precise governance

In accordance with laws and regulatory requirements, we implement full-process content moderation across the platform. By fulfilling the requirements of the "Qinglang" special campaign, we actively promote and encourage users to publish high-quality, constructive "green-light" content such as new energy vehicle information and professional reviews, while firmly identifying and eliminating "red-light" content including violence, pornography, hate speech, false information, cyber harassment, and content harmful to minors, specifically addressing prominent issues to maintain a clean and healthy environment.

#### Supporting the real economy with prudent oversight

Given the strategic role of the automotive industry as a pillar of the national economy, we deeply align with national strategic guidance. For example, in anticipation of public discussions triggered by the introduction and implementation of industrial policies, we proactively develop contingency plans to foster rational and constructive public discourse. For potentially irrational sentiments arising from international competition or geopolitical factors, we proactively set topic boundaries to prevent the spread of emotional or extremist speech, aiming to filter out false information and cultivate an objective and healthy public opinion environment, firmly safeguarding the industry's stable development.

#### Technology for good, responsibility-led

We regard content security as a core component of corporate social responsibility. Through continuous upgrades in AI technology and human-machine collaboration, we not only efficiently block illegal and non-compliant content but also proactively prevent risks that disrupt social harmony and affect minors, fulfilling our responsibilities as a leading industry platform.

## Content Governance Structure

Autohome places high importance on content security and treats it as a core management issue. The Board of Directors bears ultimate responsibility for content governance and serves as the final approval body for related strategies and major decisions. During the reporting period, we optimized the governance structure into a flattened governance chain led by the highest decision-making body and efficiently executed by management, with the Chief Executive Officer directly responsible for content security and reporting directly to the Board of Directors, significantly enhancing the responsiveness and execution efficiency of content governance.

## Content Moderation Methodology

### Content Moderation Mechanism

To fully implement content security controls, Autohome has established a full-process moderation mechanism covering pre-, during-, and post-publication stages. We follow a pre-moderation-before-publishing principle, implementing a three-tier process of machine-based initial moderation, human re-moderation, and quality inspection spot checks, and includes AI-generated content such as "digital human" live streams within the scope of moderation. In the machine moderation phase, we innovatively adopt a strategy combining general large models with vertical-specific large models, where the former ensures broad coverage to improve moderation efficiency, while the latter focuses on specific violation scenarios for deep and precise identification. After content publication, the platform conducts 7x24-hour manual patrols and maintains a user appeal mechanism, applying strict standards to negative content such as inflammatory speech and rumors to minimize risks and systematically ensure platform compliance and ecosystem health.

#### Content Moderation Process

##### Machine Preliminary Moderation

Completed the architecture upgrade from keyword recognition to a dual-model collaboration of "general + vertical-specific" models, improving machine moderation accuracy by 10%. The model enables instant case additions and minute-level iterations, greatly enhancing the ability to quickly block new types of violations.



##### Manual Moderation

Conducting re-examination from multiple core dimensions including language expression, internal logic, information sources, and value orientation to ensure the accuracy of all moderation conclusions and their strict alignment with platform guidelines



##### Quality Inspection Sampling

Continuously monitoring moderation quality and standard consistency through regular and ad hoc sampling reviews. Once issues are identified, immediately tracing back the entire moderation process and promptly correcting deviations to form a closed-loop management system



##### Appeal Mechanism

When content is determined to be in violation, the platform will notify the user of the outcome and open an appeal channel. Upon receiving an appeal, we will conduct rigorous re-moderation by professionals. If the appeal is valid, the content will be restored promptly to protect the user's legitimate rights and interests



## Content Governance Measures

### ① Priorities of Autohome's Platform Content Ecosystem Special Rectification

#### Protecting Minors' Safety

- To fully implement online protection for minors, Autohome applies the strictest moderation standards to all content involving minors. We strictly block images and animated content containing inappropriate appearances or actions and adopt a "presumed guilty" approach toward any borderline content themed around minors, ensuring no violations are missed. We strictly comply with and implement the Cyberspace Administration of China's "Qinglang Summer Campaign for Minors Online Environment Rectification" special action requirements, building a robust content security defense.

#### Clearing Existing Violative Content

- In 2025, we made the routine cleanup of historical content and special governance core priorities, aiming to unify content safety standards across the platform and focus on combating fraudulent and malicious marketing information to build a safe and fair online environment.
- We screened approximately 1,500 million existing data entries and developed differentiated moderation strategies and centralized cleaning plans based on content formats such as images, text, and videos. This approach effectively integrated resources, avoided frequent rule switching, and significantly improved moderation efficiency and accuracy. In 2025, the company accurately identified and handled approximately 26,000 violations, continuously purifying the platform ecosystem.

#### Handling Violations of Platform Accounts

- Autohome has established a cross-departmental collaborative account governance mechanism. The Content Moderation Team is responsible for proactively monitoring and identifying non-compliant content (such as unauthorized traffic diversion and telecom fraud information) and synchronizing evidence to the business departments for final actions.
- In 2025, based on multi-dimensional violation facts, we cumulatively identified and removed 98 non-compliant accounts. This mechanism ensures proactive and efficient platform governance.

#### Preventing Telecom and Internet Fraud

- Autohome has formulated a systematic telecom fraud prevention strategy. We have extracted key characteristics of fraudulent language—such as exaggerated lottery winnings and induced recharging clicks—and integrated them into our machine recognition system to rigorously screen content involving URLs and prize claims. Furthermore, for high-risk accounts that post more than five suspected telecom fraud-related messages in a single day, our Content Moderation Team is authorized to immediately take measures such as account suspension in accordance with the law.

#### Regulating AI-generated Content

- Autohome uses technical means to clearly label all AI-generated content, ensuring its identifiability and traceability. In terms of moderation standards, AI-generated content is treated equally with traditional content, applying identical moderation criteria.
- To control risks at the source, Autohome conducts comprehensive pre-moderations of preset programmed output content before launching AI-related features. This proactive measure effectively enhances the baseline of content safety during product usage, prevents potential violations, and thus optimizes user experience while ensuring security.

#### Strictly Controlling the Spread of False Information

- Through workgroup collaboration with business teams, we rapidly assess and handle suspected false content in real time. Meanwhile, the team serves as the central contact point for coordinating with the Cyberspace Administration of China (CAC) and automotive manufacturers' reporting systems, ensuring that all reported information is promptly distributed, addressed, and closed with feedback.

## Efficient Reporting and Handling Mechanism

All reports, regardless of content severity, are effectively processed and responded to on the same day, achieving a **100%** same-day resolution rate.

### ① Key Performance Metrics of 2025 Content Management

Content moderation volume	in thousands of pieces	200,000
Number of non-compliant contents	in thousands of pieces	80
Proportion of non-compliant content	%	0.04
Volume of harmful information removed through manual inspection	in thousands of pieces	30
Number of harmful information items cleaned by machines and big data	in thousands of pieces	50
Rate of handling non-compliant content	%	100
Number of cyberbullying information addressed	pieces	25
Number of tobacco and alcohol product information addressed	pieces	70
Number of pornographic information addressed	pieces	2,100
Number of weapon-related information addressed	pieces	8
Number of gambling-related information addressed	pieces	340
Number of discriminatory information addressed (including gender, region, vehicle brand, ethnicity, religion, etc.)	pieces	530
Number of privacy violations, information breaches, and doxing information addressed	pieces	6



## Content Moderation Training

To ensure consistency, accuracy, and timeliness of content moderation standards, we continuously optimize our training system that combines routine and specialized programs across various scenarios. In 2025, we organized 2 specialized training sessions, covering 60 participants with a total duration of 6 hours, continuously enhancing the professional capabilities of the Content Moderation Team and related staff.

Autohome has established a year-round, routine training mechanism. A total of six regular training sessions were conducted throughout the year, cumulatively covering 720 participants with a total duration of 12 hours, ensuring the team continuously understands and applies the latest moderation guidelines.

### Regular training

#### Daily quality inspection error correction training

To reduce moderation errors caused by misinterpretation, we conduct daily quality inspection error correction training. Supervisors provide one-on-one explanations for error cases, thoroughly analyzing the root causes to help staff accurately understand and apply standards.

#### Summary training on quality issues

To enhance our employees' ability to identify and address quality issues, we summarize typical cases each month and organize specialized training sessions. By promptly explaining problematic cases and their solutions, we help the team reach a consensus and standardize operations, thereby continuously ensuring product and service quality.

#### Training on rule updates and synchronization

Whenever compliance rules are updated, we immediately organize professional training. Through online or offline formats, employees are briefed on the key points of the new regulations to ensure accurate understanding and proper implementation.

In 2025, Autohome conducted two targeted special training sessions around major national events, each reaching approximately 30 participants, ensuring the team could precisely execute moderation strategies during critical periods and safeguard platform content security.

### Specialized training

#### Special and major event support training

Special and major event support training focuses on content security, public opinion environment, relevant policies, and industry ecosystem during significant events. Through intensive training and on-site supervision, it ensures the Content Moderation Team can make accurate judgments and respond quickly, maintaining consistency and stability of content safety standards during critical periods.

## Advertising Responsibility

Autohome treats advertising compliance as a key component of platform governance, continuously promoting the legal, standardized, and responsible operation of advertising businesses. We strictly comply with relevant laws, regulations, and industry standards such as the *Advertising Law of the People's Republic of China*, the *Detailed Implementing Rules for the Regulation on Advertising*, and *Interim Measures for the Administration of Internet Advertising*. Combining these with our business characteristics, we have developed and implemented the *Internal Advertising Moderation Guidelines*, clearly defining compliance standards and moderation requirements for advertising content to ensure that all advertising information on the platform is truthful, lawful, and clearly identifiable.

### At the governance level

We implement a strict access and management mechanism for our advertising business. The Board of Directors and management play key decision-making roles in the advertising segment, comprehensively overseeing the strategic direction and overall policies of the advertising business. We set clear restrictions on product categories involved in advertising, prohibiting the publication of ads related to tobacco products, alcoholic beverages, weapons, gambling, and similar areas. We also strictly regulate ad formats to prevent content involving violence, discrimination, misleading information, cultural sensitivities, harm to minors' rights, or threats to public safety and health. Additionally, any advertisements involving illegal hunting, wildlife trading, or online fraud are strictly prohibited. All ads are clearly labeled in prominent positions on the page to safeguard users' right to know and identify them.

### In terms of moderation execution

Autohome has established a comprehensive moderation mechanism covering pre-, mid-, and post-advertisement release stages, combining technological tools with human judgment to conduct multi-layered content checks. The advertising moderation process follows a three-tier procedure: initial screening by automated systems, followed by secondary verification by the Manual Moderation Team, and finally random spot checks conducted by the Quality Inspection Department to ensure moderation quality. Centered on compliance with the *Advertising Law of the People's Republic of China*, we focus on identifying false or exaggerated claims, inappropriate marketing language, content potentially harmful to minors, and vulgar or improper expressions, continuously improving the quality and compliance of advertising content.

### In terms of capacity building

Autohome proactively integrates advertising responsibility requirements into the source of business operations. Through specialized training and other initiatives, we strengthen compliance awareness among our sales teams, focusing on high-risk scenarios such as controlled goods, goods requiring registration, extreme language, and inappropriate presentations. We also promote the transmission of these requirements to partners and dealers, fostering a collaborative and compliant advertising management environment.

In addition, we have established an advertising complaint and reporting mechanism open to users and the public, ensuring smooth channels for reporting non-compliant ads. For ads verified to contain illegal or non-compliant content, we will take timely corrective actions in accordance with laws and regulations, continuously maintaining the integrity of our platform's advertising ecosystem.

# Service Experience

## User Experience Management System

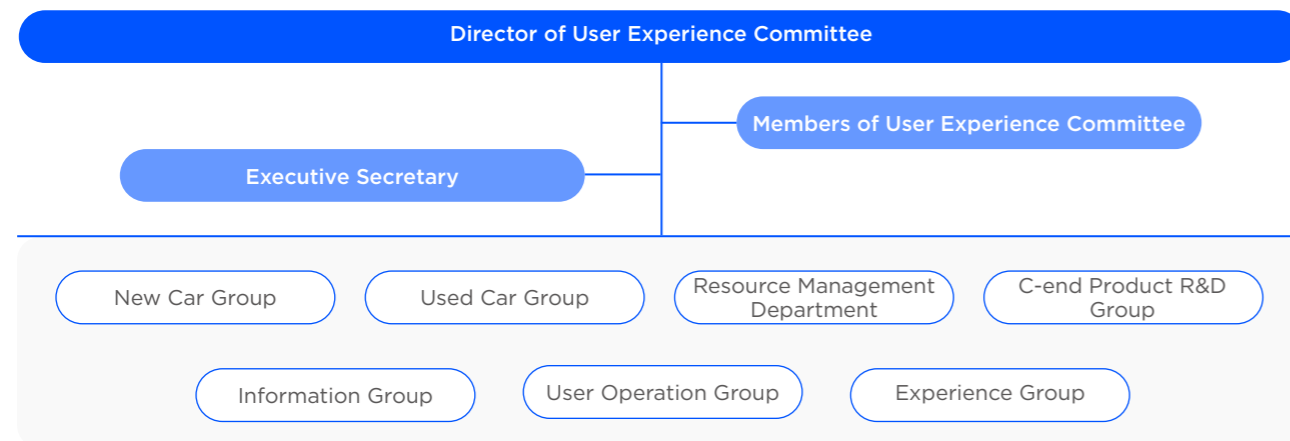
Autohome consistently adheres to a user-centered, service-oriented user service management system, treating user experience management as a critical foundation for enhancing platform service quality and building user trust. We continuously build a user experience management system covering service planning, execution management, and quality supervision, committed to providing users with timely, stable, and high-quality service support.

In terms of institutional development, Autohome has formulated and implemented the *Customer Service Center Service Manual*, clearly defining service principles, response requirements, and operational standards around customer service processes and standards to ensure consistency and professionalism of customer service across different business scenarios. Meanwhile, we have established supporting service quality management systems, including the *Customer Service Center Quality Inspection Ratio Regulations*, *Customer Service Center Quality Inspection Standards*, and *Customer Service Center Quality Inspection Process*, strengthening

frontline service personnel's service behaviors and quality control through standardized management requirements. By conducting regular spot checks and evaluations of customer service performance, we continuously monitor key aspects of the service process, promptly identifying and improving issues affecting user experience. By integrating service standards, quality supervision, and continuous improvement, we continuously refine our closed-loop user experience management, driving steady improvements in service levels.

In terms of governance structure, Autohome has established a User Experience Committee to coordinate and advance the planning and coordination of user experience-related work. Through cross-departmental collaboration mechanisms, the committee continuously monitors changes in user needs and service pain points, driving relevant business units to continuously optimize user experience in product design, service processes, and operational management, promoting systematic enhancement of service capabilities.

### User Experience Committee Structure



Autohome places great importance on employees' professional capacity building in user experience management and related areas, continuously enhancing the professional competence and execution capabilities of relevant personnel through institutionalized and regular specialized training. In 2025, we organized a total of eight specialized training sessions, including orientation sessions on new user acquisition marketing, offline promotion activities, activity launch process SOPs, vehicle service integration processes, pop-up window management systems, lead generation experience standards, AI experience standards,

and search experience standards. These specialized trainings reached approximately 300 employees cumulatively, including personnel from user experience, legal, risk control, finance, supplier management, and related business departments. During the reporting period, the cumulative training duration amounted to about 16 hours. Through the systematic review of relevant regulations and operational guidelines, we further enhance employees' understanding and execution capabilities with respect to experience consistency, compliance, and user-friendliness.

## User Service Experience Enhancement

Autohome continues to prioritize user experience as a key focus in product and service management. During the reporting period, we iteratively upgraded our experience management standards around key business scenarios, gradually establishing experience service and management standards covering six major scenarios: artificial intelligence applications, search functionality, pop-up notifications, live streaming services, user lead generation, and subsidy activities, strengthening consistency, compliance, and user-friendliness of experiences. Meanwhile, we have established an end-to-end experience inspection mechanism across the entire product lifecycle, forming a procedural operation mechanism from standard setting, pre-launch reporting, issue warning, launch monitoring, to regular inspections. By moving experience management forward to the product planning and development stages, we have gradually shifted from passive remediation to proactive prevention, solidifying the baseline of product quality and reducing the impact of potential risks on user experience and operational efficiency.

To support the unified implementation of experience standards, Autohome continues to build and improve the "Fanxing" Experience Platform, positioning it as a company-level design infrastructure for product development. The "Fanxing" platform integrates experience design guidelines, component libraries, brand visual standards, and related resources and tools. The component library, as the core module, includes

basic components, common components, and business components, providing standardized support for product interface and interaction design. Open to multiple roles including designers, product managers, developers, and operations staff, the platform serves as a unified design benchmark, enhances collaboration efficiency, and verifies experience quality during product development. Through unified design values and experience principles, combined with standardized reuse of components and visual guidelines, Autohome effectively ensures consistency in interface styles and interaction logic across different products and business scenarios. Moreover, the early delivery of modular guidelines and components helps relevant stakeholders reach consensus at the early stages of development, reducing redundant design and development efforts, minimizing rework risks, and improving overall R&D efficiency. Leveraging institutionalized experience management and platform-based tool support, we continuously advance user service experiences toward greater stability, efficiency, and predictability.

Through a simple and intuitive user interface and high-contrast visual design, we ensure that every user can easily access our services. For older users and those with visual impairments, we have added features such as larger font support and eye-protection mode in our app. Users can adjust the "body text size" setting within the app according to their preferences to select a suitable font size.



## Listening to Users' Voices

Autohome highly values user opinions and experience feedback. We have built a multi-layered user communication mechanism through various channels such as user surveys, interviews, customer service feedback, and special solicitation activities, promoting the effective transformation of user needs into product design, service optimization, and operational management.

In user research, Autohome relies on online questionnaires and special studies to continuously expand the breadth and depth of user feedback collection. In 2025, we distributed a total of 521,279 online survey questionnaires to users, collecting 4,499 valid responses. Based on systematic analysis and screening of the survey results, we distilled 825 user needs and improvement suggestions, further transforming 289 of them into specific product or functional optimization initiatives. Centered on annual key topics, we produced 42 thematic analysis reports based on survey findings, providing data support and user insights for product decisions and service improvements.

Through user interviews and service feedback, Autohome gains deep insights into users' pain points and needs during actual usage. During the reporting period, Autohome conducted 1,418 user interviews, reaching 299 users, collecting 825 valid comments and 289 procurement suggestions. User interviews and questionnaire surveys complement each other, helping us understand real user experiences and perceptual differences beyond large-scale data. We organize collaborative analysis involving products, operations, customer service, and experience teams around high-frequency issues, driving user feedback into actionable improvement measures.

**Enhancing Car Service Experience**

In response to user feedback about difficulty in identifying certification levels and corresponding benefits after completing owner verification, we optimized the process from both product and operational perspectives. It clearly communicated certification results and tier information to users via SMS and in-app messages, established a cross-team collaboration mechanism to retroactively issue benefits to eligible users who had not received them in time, and guided users to complete subsequent tier upgrades. After implementing these measures, complaints related to this issue dropped from 27% to 0%, significantly improving users' understanding and experience of the certification service.

**Optimizing Authenticated Owner Benefits Perception**

**Improving Lead Generation Experience**

After analyzing harassment complaints and in-app usage scenarios, we identified that certain lead collection entry points were not uniformly integrated into the SMS verification process, leading to user concerns about personal information usage. To address these concerns, Autohome systematically reviewed relevant risk entry points and promoted the unified integration of SMS verification across all lead collection scenarios. After the upgrade, 35 high-risk entry points were rectified, and the risk validation coverage rate for lead collection scenarios increased from 23% to 94%, significantly enhancing transparency in information usage and user trust.

**Optimizing Unified SMS Verification Process**

**Enhancing Advertising and Content Experience**

In response to user feedback regarding the strong perception of ads and sponsored content in the information feed, we optimized the native design of certain commercial content, improving the user experience in terms of interaction, loading speed, and visual presentation, while balancing business operation needs. After optimization, page loading speed improved by over 100%, content clarity significantly increased, and user perception of commercial content in the feed decreased from 30% to 25%, resulting in a smoother overall browsing experience.

**Native Integration of Commercial Content**

## Customer Complaints

Autohome places high importance on customer feedback and complaint management. We have established and implemented institutional documents such as the *Reporting Mechanism for Major/Emergency Incidents*, *Standardized Complaint Handling Procedures for Business Areas*, *Guidelines for Handling Typical Complaint Issues*, and *Detailed Complaint Handling Procedures for Business Scenarios Across Channels* to ensure that every step from complaint receipt to resolution is standardized and traceable, enabling timely, compliant, and effective responses to customer concerns.

In practice, Autohome relies on standardized processes and cross-departmental collaboration mechanisms to categorize and handle different types of complaints involving event rules, fund security, information protection, and merchant service quality, balancing rule enforcement with user experience to ensure proper resolution of issues.

### Customer Complaint Cases and Solutions

Complaint Cases	Complaint Issues	Solutions
<b>Dispute Resolution for Event Reward Distribution</b>	Users reported not receiving corresponding rewards after participating in the platform's word-of-mouth campaign, believing the platform failed to fulfill its event commitments, and requested reward distribution.	After receiving the complaint, we reviewed the event rules and the user's participation, confirming that the timing of the user's word-of-mouth post did not fall within the event's specified period. Considering the user's active participation and high-quality content, we resolved the issue by compensatorily issuing the reward, which the user accepted.
<b>Emergency Response and Assistance for Users Affected by Telecom Fraud</b>	Users reported that funds from their accounts were used for platform transactions after falling victim to telecom fraud and requested transaction inquiries and assistance with related losses.	Upon receiving user complaints, we immediately report to the legal department and actively cooperate with police investigations. After verification, we freeze any unused related orders and arrange refunds, effectively helping users recover part of their financial losses.
<b>Personal Information and Harassment Complaints</b>	Users reported receiving frequent calls from multiple dealers despite not initiating vehicle inquiries, severely affecting their daily lives, and requested the platform to block and resolve the issue.	Technical investigation revealed that the phone number had been abnormally submitted with multiple inquiry requests in a short period, indicating potential malicious behavior. The platform immediately blocked the number for the user and cleared related abnormal leads to prevent recurrence. The user acknowledged the solution.
<b>Performance and Service Attitude Issues in Used Car Appraisal Services</b>	Users reported that appraisal personnel from a platform-partnered used car dealer failed to provide on-site service at the scheduled time and exhibited inappropriate behavior, requesting platform intervention.	We urged the relevant merchant to verify the situation and implement corrective actions, including strengthening employee training and service management, and required the involved personnel to apologize to the user. Follow-up confirmed the issue was properly resolved, and the user accepted the solution.
<b>Dispute Resolution for Car Purchase Subsidy Review</b>	The user participated in the platform's car purchase subsidy program and submitted an invoice, but the review was not approved due to inconsistency between the dealer system record selected during upload and the seller's name on the invoice, leading the user to raise an objection to the review result.	After consulting with the relevant business team and considering the user's actual purchase situation and experience, we requested the user to provide a document confirming that the actual purchase was made at the selected store, stamped with the store's official seal. The application was subsequently approved, and the user accepted the resolution.

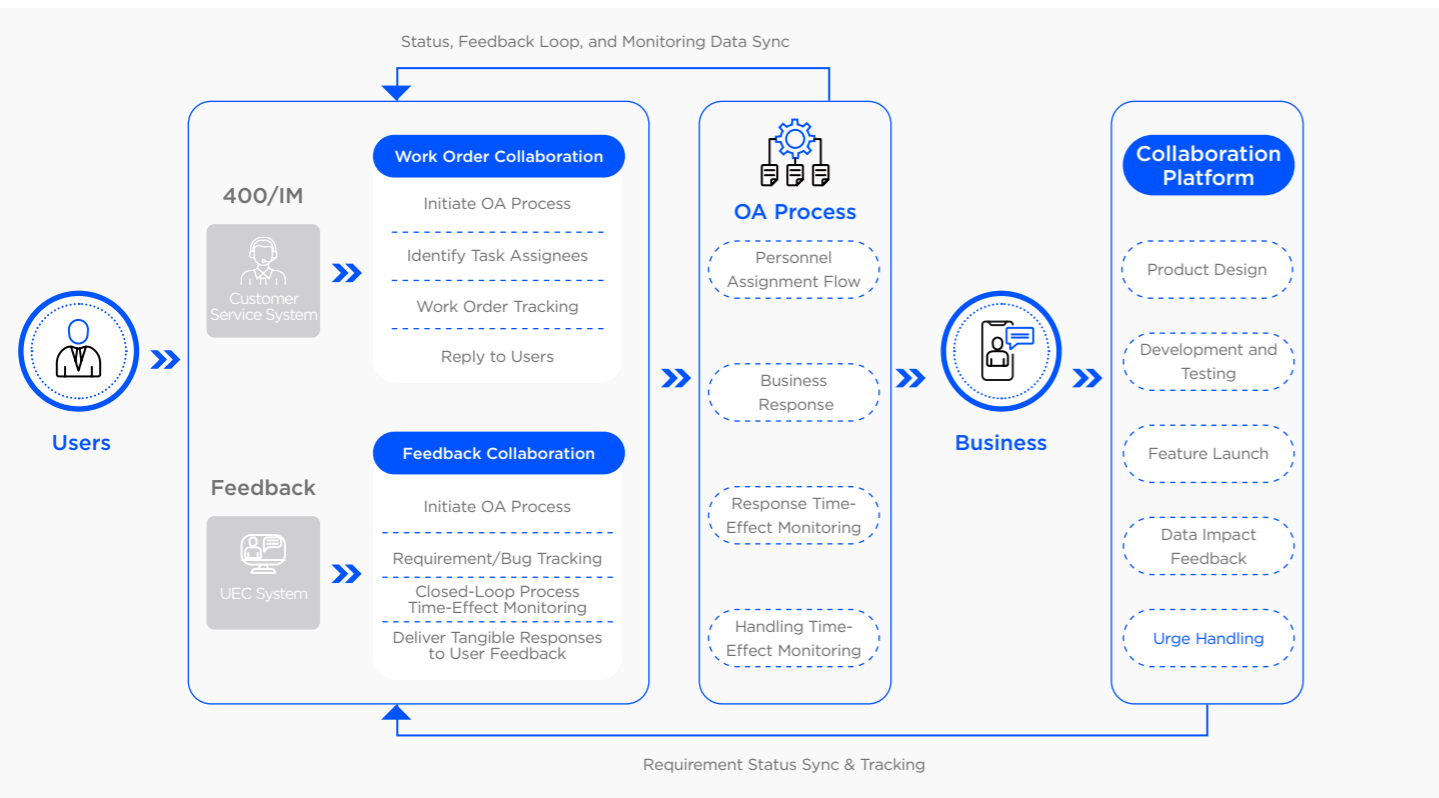
In 2025, Autohome handled a total of 38,360 customer complaints, achieving a 100% response rate and a complaint resolution rate of 99.96%. By continuously improving institutional frameworks, optimizing handling processes, and strengthening cross-departmental collaboration, the company has consistently enhanced the efficiency and quality of complaint resolution, effectively addressing user concerns and steadily improving platform service capabilities and user trust.

## Satisfaction Improvement

Autohome continues to treat user satisfaction as a key indicator for measuring product and service quality, consistently innovating and upgrading our satisfaction management mechanisms by focusing on the efficiency of user feedback collection, depth analysis, and closed-loop improvements. During the reporting period, we further enhanced the decision-making and improvement value of user satisfaction data by deeply integrating satisfaction surveys with user services, product development, and intelligent tools.

In terms of mechanism innovation, we have transformed our customer service center from a tool-based product into a feedback-driven product. By optimizing feedback collection methods and analysis mechanisms, the number of user-submitted suggestions increased by approximately 66% compared to before, with 53 suggestions incorporated into product evaluation and improvement pipelines, providing more targeted input for product iteration. Meanwhile, through process optimization, user inquiries are routed via OA tasks to relevant business teams and linked to the implementation progress of product and R&D requirements, gradually establishing a closed-loop management model of “issue intake—requirement assessment—improvement tracking—result feedback”.

### Customer Service Center Closed-Loop Management Model



### Effect of User Satisfaction Plugin Enhancement

Optimize homepage OPU distribution mechanism	Improve gallery-related metrics	Enhance data-related tasks
Address homepage content quality issues, achieving year-on-year improvement in homepage satisfaction rate	By resolving incomplete gallery coverage, achieve year-on-year improvement in gallery satisfaction rate	By addressing incomplete specification coverage and data accuracy issues, achieve year-on-year improvement in satisfaction with vehicle specifications for sale
Homepage satisfaction in December 2025 was <b>45%</b> , compared to <b>39.3%</b> in the same period last year, representing a year-on-year increase of <b>14.6%</b> .	Gallery satisfaction in December 2025 was <b>69%</b> , compared to <b>66.7%</b> in the same period last year, representing a year-on-year increase of <b>3.4%</b> .	Configuration satisfaction in December 2025 was <b>64%</b> , compared to <b>61.7%</b> in the same period last year, representing a year-on-year increase of <b>3.5%</b> .

In 2025, we completed the componentization of NPS-H5 capabilities and promoted our application across 44 different business and service scenarios.

In terms of intelligent applications, we have embedded satisfaction surveys into AI interaction scenarios, collecting user satisfaction ratings in real time on responses during intelligent customer service and Q&A interactions, and conducting comprehensive analysis by combining user attitudes, feedback content, and profile information. Through this approach, we identified 13 common experience issues and accordingly advanced optimization and upgrades of relevant models and service capabilities.

By continuously innovating satisfaction survey methods and strengthening the application of results, Autohome is enhancing the accessibility and convertibility of user feedback, transforming user satisfaction management from post-event evaluation to real-time perception and proactive optimization, providing strong support for continuously improving user experience and platform service quality.

### Satisfaction Survey

Number of satisfaction surveys	times	396
Satisfaction survey coverage rate	%	0.30
Number of people covered by satisfaction survey	people	1,192,015
Satisfaction survey response rate	%	0.34
Average satisfaction rate <sup>1</sup>	%	53
Number of total annual cumulative NPS surveys	/	365
—Number of Autohome on-site surveys	/	365
—Number of third-party supplier surveys	/	0
Total number of people covered by the overall NPS surveys	people	18,943
Autohome's average monthly NPS performance in 2025	%	51.03



<sup>1</sup>The data for this year was obtained through an on-site satisfaction plugin, not from a third party.

# Green Future

## Charting a Low Carbon Blueprint Together

We actively embrace green development by prioritizing energy conservation, emission reduction, and resource efficiency. We continuously improve waste management, collaborate with all parties to map out a low-carbon roadmap, and endeavor to contribute to a sustainable, green future.



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# Addressing Climate Change

## Governance

Our Board of Directors serves as the highest decision-making body for ESG matters, including climate change, and holds overall responsibility for overseeing our climate action and carbon neutrality initiatives. We have established a robust climate governance structure with clear responsibilities and coordinated actions across the Board, management, and execution levels. This framework enables us to systematically advance climate change governance and carbon neutrality efforts at all levels.

### Climate Management Structure



**Board of Directors**

The Board is responsible for comprehensive oversight of our climate change actions, including formulating climate strategy, carbon neutrality goals, and key policies. When overseeing corporate strategy, significant investments, and operational decisions, it integrates climate-related impacts, ensuring climate factors are embedded in our overall strategy and risk management framework.



**Management**

Management translates Board-approved climate strategy into actionable plans, coordinates resource allocation, drives implementation of climate decisions, and regularly reports progress to the Board on climate-related matters.



**Cross-departmental ESG Working Group**

Identifies, assesses, and addresses climate-related risks and opportunities within respective functional areas, reporting regularly to management. Identifies, assesses, and addresses climate-related risks and opportunities within respective functional areas, reporting regularly to management.

Management holds regular meetings to track and evaluate our carbon neutrality efforts and climate-related matters, and reports progress to the Board periodically. Our Board reviews and discusses our overall climate strategy and progress toward our goals at least annually. When necessary, it makes decisions on related strategies and significant matters, ensuring ongoing oversight of our climate governance effectiveness.

We continuously strengthen our climate governance capabilities through internal and external training programs, enhancing the knowledge and expertise of our Board, management leaders, and the cross-departmental ESG Working Group on climate change issues.

## Strategy

### Climate Risks and Opportunities

#### Scenario Selection

We conduct climate-related scenario analysis based on internationally recognized frameworks to assess the potential impacts of physical and transition risks and opportunities on our business operations, cost structure, and long-term development under different scenarios. We reference the IPCC's latest assessment reports and IEA scenarios to ensure robust analysis. The results inform our climate strategy, risk management measures, and short-, medium-, and long-term emission reduction targets.

For physical risk analysis, we selected SSP1-2.6 and SSP5-8.5, both aligned with the IPCC Sixth Assessment Report (AR6) scenario framework. This approach, covering different scenarios, enhances the robustness of our results. For transition risk analysis, we selected the Net Zero Emissions by 2050 Scenario, Stated Policies Scenario, and Current Policies Scenario published by the International Energy Agency (IEA)<sup>2</sup>.

#### Climate Scenario Selection and Definitions

Scenario Type	Scenario Selected	Temperature Increase (by 2100)	Scenario Description
Physical Risk	SSP1-2.6	Below 2°C	Low emissions scenario (sustainable socio-economic development emphasizing equity and environmental stewardship).
	SSP5-8.5	Above 4°C	High emissions scenario (fossil-fuel-dependent, high economic growth).
Transition Risk and Opportunity	IEA NZE - Net Zero Emissions by 2050 Scenario	Peak -1.65°C in 2050, below 1.5°C by 2100	Pathway to achieving net-zero emissions by 2050.
	IEA STEPS - Stated Policies Scenario	2.5°C	Dynamic interpretation of today's policy settings.
	IEA CPS - Current Policies Scenario	2.9°C	Based on already enacted laws and measures.

<sup>2</sup> In the reporting year, Autohome did not adopt the Announced Pledges Scenario (APS) from the earlier IEA version, as this scenario is no longer updated in the latest IEA scenario framework released in 2025. To ensure the timeliness of our analysis, we aligned our assessment with the most recently published IEA scenarios.

### Analysis Boundary

Our climate scenario analysis covers both our own operations and our value chain. For our own operations, we focus on potential impacts of extreme weather on office and data center stability, energy use, and operational continuity; cost implications from energy price and structure changes; and opportunities from technological innovation and new business models. For our value chain, we focus on upstream energy and service supply stability, impacts of policy and market changes on partners, and potential indirect effects on our business continuity and service costs.

### Time Horizons

To ensure our scenario analysis effectively supports climate strategy, risk identification, and short-, medium-, and long-term target setting, we define three time horizons aligned with our strategic planning and external climate policy contexts:



### Scenario Analysis Conclusions

By referencing TCFD, incorporating common risk categories, and considering our industry characteristics, we have identified physical risks (extreme heat, flooding, typhoons, sea-level rise, changing precipitation patterns) and transition risks (policy/legal, technology, market, reputation), as well as transition opportunities (resource efficiency, energy sources, products/services, market, resilience).

### Physical Risk Analysis Conclusions

Given our digital platform business model centered on office and data infrastructure, scenario analysis indicates that extreme weather events primarily impact operational continuity and data center stability. In the short term, acute physical risks like extreme heat, heavy precipitation, and flooding pose the most significant threats. Under SSP1-2.6, the frequency and intensity of these events remain relatively manageable, limiting business disruption. However, under SSP5-8.5, increased frequency and intensity of extreme weather could disrupt office operations, power supply stability, and data/network infrastructure, challenging daily operations and service response efficiency. In the medium term, as climate change impacts accumulate, risks may compound. Under SSP5-8.5, persistent heat could raise cooling, and energy demands for offices and data centers, increasing operational costs. Simultaneously, elevated risks from extreme precipitation, flooding, and typhoons may require greater investment in office maintenance, equipment protection, and emergency management. In the long term, chronic physical risks like rising temperatures and changing precipitation patterns will become more apparent. Our offices and infrastructure face higher long-term risk exposure, necessitating more systematic integration of climate adaptation considerations into our long-term operational management and planning.

### Transition Risk Analysis Conclusions

Scenario analysis shows that transition risks primarily impact us through compliance costs, energy structure adjustments, market expectations, and brand reputation. In the short term, policy and legal risks dominate. Under CPS, policy constraints are limited, resulting in lower direct compliance pressure. However, under STEPS and NZE, climate-related policies and disclosure requirements tighten, demanding higher capabilities in data management, emissions accounting, and information disclosure. In the medium term, as policies mature and market expectations for low-carbon transition strengthen, risks related to energy costs, operating models, and market reputation become more prominent, with increased stakeholder scrutiny of corporate climate action. In the long term, technological progress and market restructuring are key transition risk factors. Deep decarbonization could reshape the energy system and digital infrastructure operation. We must invest continuously to ensure our operating model aligns with long-term low-carbon trends.

### Transition Opportunities Analysis Conclusions

Our analysis indicates that under NZE and STEPS scenarios, policy and market emphasis on low-carbon development creates opportunities. These include enhancing energy efficiency, expanding renewable electricity use, and optimizing digital operating models, reducing long-term costs and enhancing operational resilience. Simultaneously, as stakeholder interest in climate performance and ESG management grows, our ongoing investment in climate governance, information disclosure, and low-carbon operations can strengthen our brand image and market recognition. In the long term, proactively adapting to a low-carbon transition pathway helps ensure business continuity and long-term competitiveness in an uncertain climate future.

## Physical Risks and Response Measures

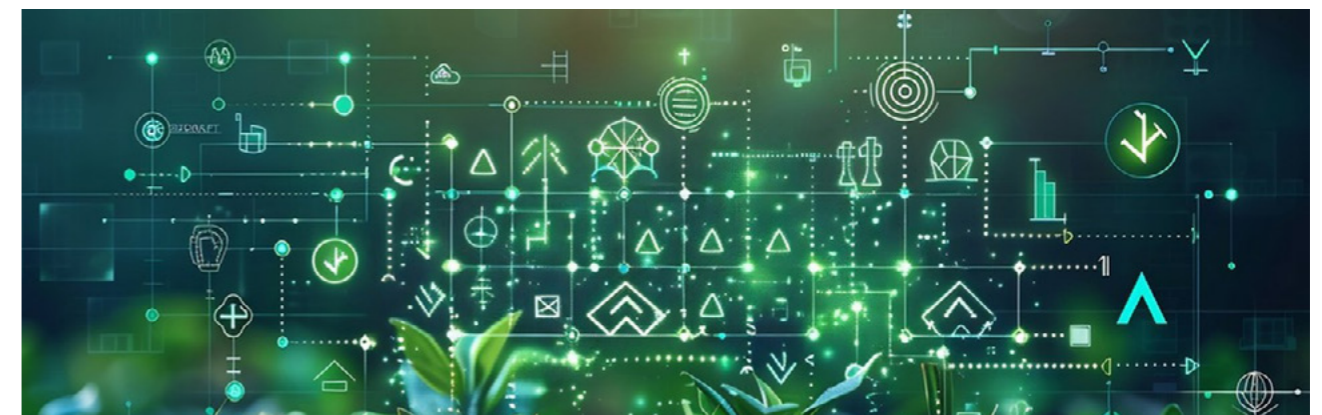
### Autohome's Physical Risks and Response Measures

Risk Type	Risk Description	Time Horizon	Impact Scope	Potential Financial Impact	Response Measures
Acute	Extreme Heat	S-M-L	Operations & Value Chain	Increased operational energy and cooling costs; higher maintenance costs for office facilities and equipment; potential operational efficiency decline.	Advance energy efficiency and retrofits; optimize office environment management and heat-related work arrangements; increase renewable electricity use to mitigate energy cost pressure.
	Flooding	S-M-L	Operations & Value Chain	Increased office maintenance and restoration costs; higher investment required for business continuity measures.	Strengthen risk assessment for offices and data centers; improve emergency plans and remote work mechanisms to enhance operational continuity and resilience.
	Typhoon	S-M-L	Operations & Value Chain	Increased emergency management and recovery costs; potential indirect losses from service interruptions.	Establish and improve extreme weather emergency management mechanisms; strengthen IT system stability to ensure core business continuity.
Chronic	Temperature Rise	L	Operations & Value Chain	Increased long-term operating costs.	Continuously advance energy management and efficiency optimization; reduce energy consumption per unit of operation through technological improvements and management optimization.
	Sea Level Rise	L	Operations & Value Chain	Increased exposure to potential asset risks; indirect costs from long-term planning adjustments.	Integrate climate adaptation considerations into long-term planning; carefully assess risks in office layout and infrastructure siting.
	Changing Precipitation Patterns	L	Operations & Value Chain	Increased costs for infrastructure maintenance and adaptive upgrades.	Continuously conduct climate risk identification and assessment; integrate precipitation-change-related risks into emergency management and facility maintenance plans.

## Transition Risks and Response Measures

### Autohome's Transition Risks and Response Measures

Risk Type	Risk Description	Time Horizon	Impact Scope	Potential Financial Impact	Response Measures
Policy and Legal	Strengthening climate-related laws, regulations, carbon reduction policies, and disclosure requirements may increase demands on emissions accounting, compliance management, and information disclosure, raising standards for climate management systems.	S-M-L	Operations	Increased compliance management and disclosure costs; higher operational adjustment costs due to policy changes.	Continuously track domestic and international climate policies and regulatory developments; improve climate governance and disclosure systems; integrate climate risk into the overall risk management process.
Technology	Rapid evolution of low-carbon technologies, energy management, and digital infrastructure may render existing technical solutions less efficient for emission reduction, requiring continuous investment in upgrades.	S-M-L	Operations	Increased investment in technology upgrades and system transformations; potential increase in capital or operating expenditure in the short term.	Continuously assess trends in energy-saving, emission-reduction, and digital technologies; steadily advance technology upgrades where feasible to improve operational efficiency and energy utilization.
Market	Growing stakeholders focus on low-carbon operations, green products, and services, which means climate performance is an increasingly important consideration for customers, partners, and investors.	M-L	Operations & Value Chain	Potential impact on customer partnership stability or market competitiveness; potential revenue or market share risks.	Integrate climate action with business development; enhance market recognition through continuous improvement in operational energy efficiency and climate governance performance.
Reputation	High public and capital market attention to climate change issues means insufficient progress on climate goals or inadequate disclosure could negatively impact our brand image.	S-M-L	Operations & Value Chain	Potential brand value erosion; potential indirect costs (e.g., communication, remediation, management costs).	Enhance transparency in climate information disclosure; continuously advance climate goals and action plans; improve external communication and stakeholder trust.



## Transition Opportunities and Response Measures

### Autohome's Transition Opportunities and Response Measures

Opportunity Type	Opportunity Description	Time Horizon	Impact Scope	Potential Financial Impact	Response Measures
Resource Efficiency	Rapid development of AI-powered energy management and intelligent scheduling for offices and data centers can improve server and computing power utilization, reduce unit energy consumption for data processing, storage, and transmission, enabling greener operations.	S-M-L	Operations	Reduced long-term data center operations and maintenance costs; enhanced system stability and operational efficiency, mitigating business interruption risks.	Establish continuous energy efficiency monitoring and management mechanisms; optimize server configuration and workload allocation using data-driven approaches; systematically advance energy efficiency improvements in data centers and IT systems.
Energy Source	Increasing share of renewable energy generation, diversification of green power trading models, and declining costs provide cleaner and more economical options for energy procurement.	M-L	Operations	Reduced energy expenditure for offices and data centers.	Assess availability, costs, and policy support for green power in each operational region; prioritize increasing renewable electricity procurement in regions with favorable conditions; integrate green power into long-term energy management plans; actively explore diversified approaches including distributed PV, green power trading, and renewable energy certificate purchases.
Products and Services	As Virtual Reality (VR) and Augmented Reality (AR) technologies mature and become increasingly widespread, they enable the simulation of realistic driving scenarios and intricate vehicle details. This provides users with a highly immersive experience for selecting, viewing, and test-driving cars, thereby significantly enhancing the depth and appeal of online services.	S-M-L	Operations & Value Chain	Increased user engagement and brand loyalty; expanded service boundaries and enhanced service value.	Expand online marketing and content ecosystem; create new user interaction channels, providing intelligent and convenient online car selection experiences; deliver digital tools and solutions to partners like dealers and OEMs, enhancing their marketing efficiency and customer experience.

Opportunity Type	Opportunity Description	Time Horizon	Impact Scope	Potential Financial Impact	Response Measures
Market	National and local policies promote trade-ins to phase out high-emission older vehicles. Concurrently, the circular economy framework is accelerating, supporting resource-efficient use throughout the vehicle lifecycle.	S-M-L	Operations & Value Chain	Enhanced service chain extensibility and depth; expanded value-added service revenue; increased customer lifetime value.	Monitor policy pace and changes in consumer replacement behavior; promote integrated "one-stop" services for trade-ins and used cars across the entire service lifecycle; leverage data platforms and market analysis to help consumers make more precise replacement decisions; integrate national subsidy policies to enhance user convenience in vehicle replacement.
	National promotion of NEV adoption and green consumption, coupled with rising consumer awareness of low-carbon, environmentally friendly products and services, makes green consumption an increasingly important factor in purchasing decisions.	S-M-L	Operations & Value Chain	Growing market demand for low-carbon related content and services; expanded opportunities for collaboration with NEV brands on advertising and content.	Deepen our "one-stop" service capabilities by integrating features such as "Total Cost of Ownership (TCO) comparison" with policy incentive alerts, simplifying user decision-making to boost conversion rates and enhance platform value. Leveraging our technological expertise, we will provide in-depth analysis of NEV battery technologies, intelligent range management, and charging ecosystems. Through special reports and educational videos, we will offer consumers comprehensive buying guides and decision support, while collaborating with OEMs to co-develop specialized content.



## Risk Management

We have integrated climate-related risk management into our enterprise-wide risk management framework, utilizing our established “Three Lines of Defense” model. The overall process comprises four main stages: risk identification, risk analysis, risk response, and risk review.



We dynamically identify and update our primary climate-related risks by referencing internationally recognized climate disclosure standards like TCFD and research from authoritative institutions. We combine internal analysis with external expert input, considering our industry’s characteristics. We actively leverage advanced technologies, introducing algorithmic analysis and AI to assist in risk identification, enhancing its systematic nature and accuracy.



We employ a combination of qualitative and quantitative methods to comprehensively assess identified climate-related risks across dimensions such as impact magnitude, likelihood of occurrence, and current response capabilities. We score and prioritize risks based on internal and external expert recommendations, defining short-, medium-, and long-term focus areas for priority action.



For prioritized climate risks, responsible departments develop specific response measures aligned with our business context and drive their implementation across relevant teams. Management leaders oversee the execution of these response measures.



We regularly update and review our climate risk identification and assessment results in response to evolving external policy environments, market changes, and business developments. We continuously refine our response measures and management processes to enhance our overall resilience to climate change.

## Metrics and Targets

We have set a target to achieve carbon neutrality in our operations by 2030. This target aligns with China’s “Dual Carbon” goals and the Paris Agreement’s pathway to limit global warming to 1.5°C.

During target setting, we comprehensively considered national and regional policy requirements, industry trends, our business structure, and historical emission levels. We also assessed the feasibility of existing and anticipated emission reduction technology pathways. The target’s timeframe aligns with our medium-to-long-term development plan, ensuring consistency between our climate action and overall strategic and operational realities.

### Climate Targets and Progress

Target Type	Target Content	2025 Progress
Absolute Emission Target	Achieve carbon neutrality in our operations by 2030.	Operational emissions decreased by 16% compared to 2024
Energy Efficiency Target	By the end of 2026, reduce per capita electricity consumption by 3% compared to the 2021 baseline. We will achieve this through measures such as consolidating office energy management, installing energy-saving lighting, and promoting electricity conservation awareness.	Moving towards the objective
	Increase the proportion of new energy vehicles in our fleet to 50% by 2026. For subsequent vehicle replacements, we will prioritize hybrid and pure electric vehicles.	The number of official vehicles has been reduced by 4 while vehicle utilization efficiency has been improved

### Target Validation

After formulating our targets, our cross-departmental ESG Working Group led thorough discussions and systematic evaluations with departments including Efficiency, Operations & Maintenance, and Administration. We assessed the targets’ reasonableness, achievability, and alignment with our business strategy.

### Target Tracking

We regularly review our emission reduction progress against our established targets. We periodically evaluate the suitability and effectiveness of our reduction pathways, considering technological advancements, policy changes, and business developments. This ongoing process ensures the feasibility and resilience of our path toward operational carbon neutrality.

## Carbon Neutrality Pathway

To achieve our 2030 operational carbon neutrality goal, we focus on the following key areas, forming implementation pathways aligned with our target. We continuously monitor and regularly evaluate progress against these objectives.

### Carbon Neutrality Target Implementation Pathway

#### Energy Efficiency

We continuously enhance energy efficiency by strengthening energy management, implementing energy-saving retrofits, and optimizing operational management processes.

#### Renewable Electricity

We continuously assess access to renewable energy across our operating regions and progressively increase our use of renewable electricity through methods like green power procurement, reducing reliance on fossil-fuel-based electricity in our operations.

#### Electrification

We promote the electrification of our corporate fleet where feasible, reducing direct fossil fuel consumption.

## Greenhouse Gas Emissions<sup>3</sup>

We have established mechanisms to quantify, record, and manage our greenhouse gas emissions, continuously monitoring and calculating our operational emissions. In the future, we will expand our carbon accounting boundaries to include Scope 3 (value chain) emissions, refine the comprehensive map of carbon emissions, and ensure the comprehensiveness and accuracy of our work.

### Greenhouse Gas Emissions

Metric	Unit	2024	2025
Scope 1 GHG emissions <sup>4</sup>	tCO <sub>2</sub> e	404.47	198.19
Scope 1 emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.06	0.03
- Refrigerants	tCO <sub>2</sub> e	11.53	11.53
- Fuel consumption of the company's vehicles	tCO <sub>2</sub> e	392.94	186.66
Scope 2 GHG emissions <sup>5</sup>	tCO <sub>2</sub> e	1,294.73	1,226.07
Scope 2 emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.18	0.19
Total GHG emissions (Scope 1 + 2)	tCO <sub>2</sub> e	1,699.20	1,424.26
Total GHG emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.24	0.22



<sup>3</sup>Calculation Methodology: GHG emissions are calculated in accordance with the *Guidelines for Accounting and Reporting Greenhouse Gas Emissions for Other Industrial Enterprises*. The emission factor for purchased electricity references the *Announcement on the Release of 2023 Carbon Dioxide Emission Factors for Electricity* issued by the Ministry of Ecology and Environment. Global Warming Potential (GWP) values for refrigerants are sourced from the IPCC Sixth Assessment Report (AR6).

<sup>4</sup>Direct GHG Emissions (Scope 1): Autohome's direct GHG emissions primarily consist of carbon dioxide emissions from gasoline combustion and refrigerant consumption.

<sup>5</sup>Indirect Greenhouse Gas Emissions (Scope 2): These primarily consist of indirect carbon dioxide emissions from purchased electricity. The emission factor for electricity is 0.5306 kgCO<sub>2</sub>/kWh.

# Green Operations

Autohome actively integrates green operational concepts into daily management and decision-making. In 2025, we further refined our internal environmental management systems, continuously enhancing frameworks like the *Workplace Environment 7S Management Specification*. This system covers multiple dimensions, including energy use, water management, emissions control, and green office practices. Through systematic and process-oriented management, we continuously improve resource allocation efficiency, enhance the office and operational environment, and steadily advance our green operations. The system's operation closely aligns with national and local laws and regulations on energy conservation, resource efficiency, and environmental protection. It fully considers our business characteristics, which are primarily office-based and IT-supported. We promote implementation progressively within our existing internal governance structure. By embedding environmental management requirements into daily operations, we solidify the foundation for sustainable management, supporting the implementation and performance improvement of subsequent green initiatives.

## Energy Usage Management

In energy management, we strictly comply with the *Energy Conservation Law of the People's Republic of China* and relevant national and local energy management laws and regulations, conducting all business activities lawfully and compliantly. Our Administration Department coordinates energy use and conservation management, focusing on key areas like offices and IT infrastructure. We ensure effective implementation of energy management requirements by refining internal processes, strengthening employee energy-saving awareness, and implementing concrete conservation measures.

## Energy Conservation Initiatives and Practices

### Office Energy Conservation

We continuously promote green office practices, reducing daily office energy consumption through a combination of system controls and behavioral guidance. Key measures include:



- Using LED energy-saving lighting throughout office areas, achieving 100% LED coverage.
- Setting and managing office air conditioning temperatures uniformly to reduce unnecessary energy consumption.
- Requiring employees to turn off lights when leaving their workstations and conducting inspections during lunch breaks and after work to turn off lights in unused meeting rooms and common areas.
- Setting duplex printing as the default to reduce paper and related energy consumption.
- Posting energy-saving reminder signs on office equipment and in common areas to encourage employees to conserve energy.

## Server and IT System Energy Conservation

Given that information technology infrastructure is one of our key sources of energy consumption, we continue to optimize and upgrade our server equipment to enhance energy efficiency through technological renewal, saving approximately 2.02 million kWh of electricity and reducing CO<sub>2</sub> emissions by approximately 1,072 tonnes for the year.



### Server Decommissioning

In 2025, we retired 589 outdated servers, with an average power consumption of approximately 270 watts per unit, saving approximately 1.393 million kWh of electricity and reducing CO<sub>2</sub> emissions by approximately 739 tonnes.



### Technology Upgrades and Replacements

In 2025, we replaced 1,160 legacy servers with 690 new high-efficiency models, achieving a replacement ratio of approximately 1:1.68. By improving equipment performance and energy efficiency, these efforts saved approximately 0.628 million kWh of electricity and reduced CO<sub>2</sub> emissions by approximately 333 tonnes.

The average Power Usage Effectiveness (PUE) for our data centers in 2025 was 1.22, covering 100% of our total ICT electricity consumption.

## Energy Consumption and Intensity

Metric	Unit	2024	2025
Direct energy consumption	MWh	1,546.23	701.04
- Gasoline consumption	MWh	1,546.23	701.04
Indirect energy consumption	MWh	2,440.12	2,310.72
- Purchased electricity	MWh	2,440.12	2,310.72
Total energy consumption <sup>6</sup>	MWh	3,986.35	3,011.76
Energy consumption intensity (per million RMB revenue)	MWh/million RMB revenue	0.57	0.47

<sup>6</sup>Total energy consumption is calculated using the conversion factors specified in the *General Principles for Calculation of Comprehensive Energy Consumption* (GB/T 2589-2020).

## Water Usage Management

We place high importance on the responsible use and conservation of water resources, integrating water-saving principles into our daily operations. We strictly comply with the *Water Law of the People's Republic of China*, the *Water Conservation Regulations*, and other applicable national and local laws and regulations governing water resource management and conservation. We continuously improve the standardization and efficiency of our water use.

Our water management efforts focus primarily on daily office water consumption. Our Administration Department oversees water use management, implementing water-saving measures effectively in office settings through refined internal systems, routine inspections, and maintenance mechanisms. We also integrate water conservation requirements into our workplace environment management standards, guiding employees to practice water-saving habits in their daily work.

### Water Consumption and Intensity

Metric	Unit	2024	2025
Total water withdrawal	tonne	14,547	13,223
Water withdrawal intensity (per office floor area)	tonne/m <sup>2</sup>	0.59	0.57

## Waste Management

We prioritize standardized waste management and resource recovery, viewing waste reduction and environmental impact mitigation as key aspects of our daily operations. We strictly comply with the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste* and other applicable national and local waste management laws and regulations. We ensure the entire process of waste classification, collection, and disposal meets regulatory requirements.

Given our business model centered on offices and IT infrastructure, our daily operations primarily generate non-hazardous waste. We implement standardized waste management in office areas through internal workplace management systems and property management coordination mechanisms.

### Daily Waste Management Practices

As a tenant in leased office buildings, we follow the waste management requirements of each property. We separate dry and wet waste daily and place it in designated areas for unified disposal by the building's property management.



Waste Classification

## Electronic Equipment Recycling and Resource Recovery

We continuously advance the standardized decommissioning and circular management of electronic equipment, achieving resource utilization through internal processes and third-party partnerships:



- **Full Lifecycle Management:** IT equipment, such as data center servers, is managed throughout its entire lifecycle. Typically, after a service life of approximately 5-10 years, the decommissioning process is initiated in accordance with internal asset management procedures.
- **Component Reclamation:** Prior to decommissioning, components with remaining utility, such as hard drives and memory modules, are prioritized for removal. These parts are returned to inventory for use in equipment maintenance and replacement, thereby extending the overall asset lifecycle.
- **Certified Third-Party Disposal:** For main units and equipment that can no longer be used, we follow the established decommissioning and bidding procedures to engage qualified third-party recycling agencies for recovery, resale, or reuse.



Total number of electronic equipment disposed	Total number of server room spare parts	Number of hard drives removed and re-warehoused
<b>2,935</b>	<b>6,169</b>	<b>560</b>

### Waste Generation and Intensity

Metric	Unit	2024	2025
Hazardous waste	tonne	0.022	0
Hazardous waste intensity (per capita)	kg/person	0.007	0
Non-hazardous waste	tonne	101.52	96.00
Non-hazardous waste intensity (per capita)	tonne/person	0.03	0.04

## Green Office and Lifestyle

We advocate integrating green principles into daily office life and employee lifestyles. By optimizing office models, promoting resource conservation, and encouraging broad employee participation, we foster a low-carbon, environmentally friendly, and sustainable corporate culture.

### Green Office Practices – Promoting Paperless Operations

We continuously promote paperless offices, reducing paper consumption through process digitalization:



- We promote paperless workflows within our office systems and set printers to default duplex printing, minimizing unnecessary paper use.
- Our paperless reimbursement project covers various scenarios like employee expense claims, travel settlements, and vendor payments, reducing physical document flow.

#### In 2025

Our paperless reimbursement project saved a total of **23,196** sheets from printing and submission, including **18,057** invoices and **5,139** waybills, effectively reducing paper and related resource consumption.

To further enhance employee awareness of green office practices and low-carbon lifestyles, we display environmental protection posters and reminder signs in office areas. This continuously reinforces awareness of energy conservation and resource efficiency, guiding employees to translate green principles into daily work habits.



Environmental Protection Posters

## Green Culture Building

### “Dreams Builders” Employee Charity Event

In April 2025, we held our third “Dreams Builders” tree planting and low-carbon cycling event, encouraging employees and their families to participate in environmental protection practices. The event attracted over 180 employees and family members, who planted more than 120 ginkgo saplings. After planting, participants cycled around Yanqi Lake, with children covering approximately 6 km and adults covering approximately 18 km. Combining ecological restoration with low-carbon transportation strengthened employees’ commitment to biodiversity protection and low-carbon lifestyles.



“Dreams Builders” Event



### “Low-Carbon Artist” Campaign

In October 2025, our Administration team organized the “Low-Carbon Artist” campaign. This initiative integrated environmental principles into fun, interactive office experiences, encouraging employees to understand the value of recycling through participation. The core activity, “Waste Rebirth Project,” encouraged employees to creatively reuse waste generated during daily office work and life.



“Low-Carbon Artist” Campaign



In 2025, we invested a total of **432,000** RMB in environmental protection activities to support employee initiatives and social impact programs.

Moving forward, we will continue to refine our green office and lifestyle initiatives based on employee feedback and operational practices. Through coordinated efforts in system building, cultural guidance, and resource investment, we will further promote the long-term integration of green principles within our company.



# Talent Leadership

## Unlocking the Potential for Talent Growth

We prioritize talent as our guiding force. We welcome diverse perspectives and are committed to building an equitable and inclusive workplace. By empowering our employees to grow and thrive, we create the core momentum needed to drive long-term sustainability.

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# Fair Employment

## Employment Principles

Autohome strictly adheres to national laws and regulations including the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China*, and the *Regulations on the Implementation of the Labor Contract Law of the People's Republic of China*. We continuously refine our internal policies, such as the Employee Handbook. We are committed to providing fair and equal opportunities for all employees throughout the entire HR process, including recruitment, appointment, compensation, benefits, training, promotion, resignation, and retirement. We respect cultural diversity and actively cultivate an inclusive, diverse, and equitable work environment. In 2025, we had 4,242 employees, including 39 individuals with disabilities and 193 from ethnic minorities.

We strictly prohibit sexual harassment and other unprofessional or uncivil behavior in the workplace. We forbid any form of illegal discrimination based on race, religious belief, or other legally protected characteristics. Employees with concerns about such matters can consult our Compliance Officer at any time. For behaviors that violate social ethics or harm our corporate culture (such as forming cliques, sexual harassment, etc.), we will take strict action according to our *Red, Yellow, Blue Card Penalty Regulations* and hold those responsible accountable.

In 2025

Total number of active employees

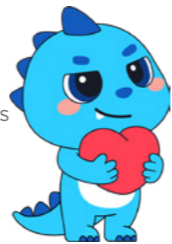
4,242

Including employees with disabilities

39

Including ethnic minorities

193



## Human Rights Protection

We prioritize employee human rights protection as a core governance issue. We strictly follow relevant domestic and international laws and regulations, including the *Universal Declaration of Human Rights*, *International Labour Organization Conventions*, and the *Provisions on the Prohibition of Child Labor*. We ensure employees' legitimate rights and interests are fully and effectively protected within a legal and compliant framework. Throughout the labor contract signing and employment management process, we explicitly prohibit any form of forced labor and child labor, resolutely preventing and eliminating such serious violations of basic employee rights. During the reporting period, we had no incidents involving child labor or forced labor, demonstrating our firm commitment to labor regulations and human rights protection.

To systematically prevent and address potential human rights risks, we have established a robust human rights risk response mechanism. Each business department has an HR Business Partner (HRBP) who serves as the first line of response, promptly receiving and handling human rights-related complaints and risk incidents. Upon receiving a report, the HRBP immediately assesses the incident's nature and severity, intervening urgently if necessary to prevent escalation. We then initiate a thorough investigation, objectively verifying potential human rights violations through evidence collection and interviews with relevant parties. Based on the investigation's findings, the HRBP collaborates with management and relevant stakeholders to develop targeted solutions, including correcting inappropriate behavior, organizing specialized training, and refining internal policies. We continuously track the effectiveness of corrective actions, ensuring measures are implemented effectively and preventing recurrence. We handle individuals involved according to internal policies, safeguarding every employee's legitimate rights and dignity.

# Employee Development

Autohome places employee development at the core of our corporate strategy. Through proactive employee communication, diverse training programs, transparent performance evaluation, and clear career paths, we holistically support employee growth. These initiatives effectively enhance employees' professional skills and provide solid support for better career and personal development within our company.

## Employee Communication

In 2025, we successfully held the "20th Anniversary-Shaping the Future Together - All-Employee Communication Meeting," engaging in open dialogue with employees. During the "United in Action, Embarking on a New Journey -Automobile Home Strategic Planning All-Employee Briefing," we clearly communicated our strategic direction, effectively building consensus across the organization. We also launched the "Home Talks" cultural interaction project, regularly inviting employees to discuss cultural values.

### Case: Open Dialogue, Shaping the Future Together



On the afternoon of June 10, 2025, we held the "20th Anniversary-Shaping the Future Together-All-Employee Communication Meeting." Using an "offline participation + online live stream" format, we facilitated deep dialogue with all employees. Our senior executives attended in person, sharing our 20-year development journey and future vision with employee representatives. The event attracted 116 employee representatives onsite and over 1,480 online viewers, reflecting a united and forward-moving organizational atmosphere. This meeting deepened our open communication culture and vividly practiced our values of transparency and shared growth.



20th Anniversary-Shaping the Future Together Event

Case: United in Action, Embarking on a New Journey



On the afternoon of September 18, 2025, we successfully held the “United in Action, Embarking on a New Journey – Strategic Planning All-Employee Briefing.” Using an “offline participation + online live stream” format, we clearly communicated our future strategic direction to all employees. Senior executives attended in person, systematically explaining our development blueprint and effectively building organizational consensus. The event attracted 104 employee representatives onsite and over 1,700 online viewers. Through in-depth briefing and interaction, employees gained a clearer understanding of our next-stage strategic path, enhancing cultural identification and unity.



Company-Wide Strategic Planning Briefing

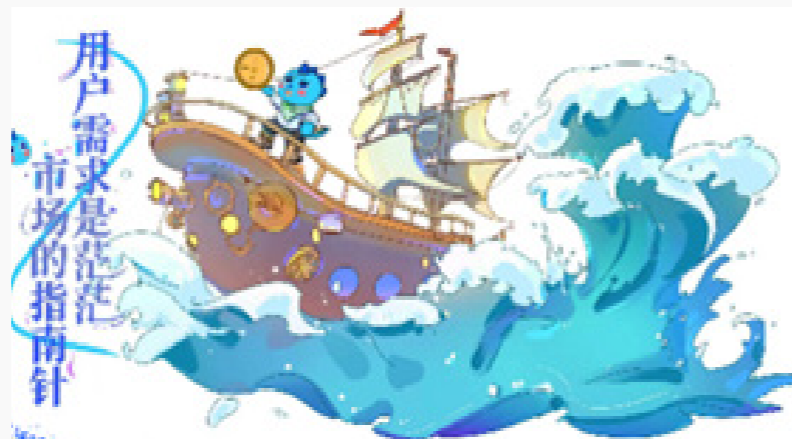
Case: Drawing Hearts Together, Talking Culture



Starting October 15, 2025, we innovatively launched the “Home Talks” cultural interaction project. Every ten days, we use creative drawings to illustrate a core cultural value and simultaneously solicit creative ideas and cultural suggestions from all employees. This project reinforces cultural values in a relaxed, intuitive way and effectively stimulates employee engagement and sense of belonging. “Home Talks” helps us build a harmonious, enjoyable, and vibrant corporate culture ecosystem.



“Home Talks” Artwork



## Training System

Autohome is committed to providing employees with diverse and enriching training and learning opportunities. We actively encourage employee participation in external programs that enhance overall competencies. We also develop a series of differentiated internal training programs tailored to job roles and levels, precisely addressing the development needs of different employee groups.

In 2025, we conducted various training programs for all employees, categorized into Leadership Training, General Skills Training, Professional Skills Training, and New Employee Training.

Development Training Programs for Different Roles



### Case: Leadership Training-Qingdao Study Program: Deepening Cultural Integration, Enhancing Leadership

From October 23-24, 2025, Autohome organized the Qingdao Study Program. The program aimed to foster cultural integration, strengthen core management team communication, and enhance understanding of the "RenDanHeYi" model and leadership practices. A total of 41 Department Heads and above participated.

The training included three parts: 1) Core "RenDanHeYi" theory learning, building systematic understanding. 2) Visiting Haier's ecosystem and culture exhibitions, gaining insights into Haier's continuous innovation and cultural practices, enhancing understanding of excellent corporate culture implementation. 3) Sailing team-building exercises, effectively improving team cohesion and leadership through collaborative challenges.

This study program closely integrated with practical management scenarios, combining theoretical input, on-site experience, and team interaction. It achieved significant results, further promoting cultural identification and leadership capabilities among our core leaders.



Qingdao Study Program Group Photo

### Case: General Skills Training - Home University x Qingma Future

On April 27, 2025, our first "Home University" session of the year was successfully held. This session was custom-developed in collaboration with Qingma Future, themed "Three Leaps in Artificial Intelligence and DeepSeek." It focused on AI general education, helping employees understand cutting-edge technology trends and their potential application in our business.

The course systematically outlined three key leaps in AI development, detailing core technological breakthroughs and typical application scenarios for each stage. It also demonstrated an enterprise-level intelligent agent deeply integrated with DeepSeek, showcasing a full-process intelligent solution from "demand understanding - data analysis - visualization." After the presentation, participants engaged in in-depth discussions with the instructor on integrating AI with specific business scenarios.

The training adopted an "offline + online" format, with over 130 employees participating onsite and more than 1,200 viewers online, receiving positive feedback. This session closely aligned with our corporate strategy and industry technology trends, effectively enhancing employee awareness and understanding of AI applications.



Custom-developed "Three Leaps in Artificial Intelligence and DeepSeek" with Qingma Future

### Case: General Skills Training-Home University x Kenexa: Exploring Innovation Growth Paths

On July 10, 2025, the third "Home University" session was successfully held. This session was custom-developed in collaboration with Kenexa, themed "Innovation Growth Strategy," focusing on the core issue of user growth.

During the course, the instructor deconstructed the essential logic of growth from first principles and systematically explained the core concepts of value-side growth, helping employees move beyond habitual thinking and re-understand the underlying drivers of growth. After the session, employees engaged in in-depth discussions with the instructor on practical challenges in their own businesses, leading to lively exchanges and valuable insights. A total of 97 employees participated onsite in this training, with 269 online viewers. This session closely aligned with our strategic direction and business needs, effectively stimulating team thinking and exploration of innovative growth strategies.



"Home University" Third Session

### Case: New Employee Training-Standardized Process for Rapid Integration

In 2025, we continued our standardized new employee training process, using a blended "online + offline" format to help new hires quickly adapt to their roles and deeply understand our company culture.

Online training tasks are automatically assigned upon employee onboarding, covering company introduction, policies, and associated assessments, ensuring new employees grasp essential information promptly. Throughout the year, online training covered 364 people, with 291 completing all learning tasks.

We held 5 offline training sessions, covering a total of 195 people, each lasting 0.5 days. The curriculum focused on experience and interaction, including ice-breaking, "Getting to Know Home," core business introductions, cultural activities, and integrity briefings. This helped new employees build a sense of belonging and understand the full business scope in a relaxed atmosphere.

Overall training satisfaction reached 4.95/5, effectively supporting new employees' smooth transition and rapid integration, laying a solid foundation for their subsequent growth and development.



New Employee Offline Training Group Photo

## Employee Incentives

To build and continuously maintain a high-quality talent pool, we have established a fair, equitable, and market-competitive compensation, benefits, and incentive system.

In performance management, we use a two-dimensional evaluation approach: "Performance Goals" and "Job Requirements." This comprehensively measures management and employee performance in achieving objectives and fulfilling responsibilities. Performance evaluations occur quarterly, semi-annually, and annually, with corresponding performance bonuses awarded to recognize employee efforts and achievements.

To ensure transparency and fairness, we have established a performance appeal mechanism. Employees who disagree with their performance targets or evaluation results can initiate an appeal through our performance system, first discussing it with their direct supervisor. If disagreements persist, the second-level manager can make an objective, fair final decision based on the situation and communicate the outcome to the employee.

We also integrate compliance and risk management into

performance assessments. Employee violations of relevant regulations will result in adjusted performance ratings and corresponding reductions or cancellations of performance bonuses, depending on the severity. For severe misconduct causing significant losses or serious reputational damage, we will impose other disciplinary actions as outlined in our Employee Handbook, safeguarding operational order and reputation.

Additionally, to attract and retain core talent, we have established an equity incentive plan and implemented the Automobile Home Long-Term Incentive Management Manual. We grant equity-based compensation to outstanding key employees, allowing them to share in the company's growth success.

### In 2025



## Employee Promotion

To maintain organizational vitality and promote talent mobility, Autohome has established a comprehensive promotion system and internal transfer mechanism. We provide clear promotion paths for outstanding employees based on fair competition.

We offer a dual career path: the "Professional Track" focuses on deepening professional skills and knowledge, while the "Management Track" emphasizes developing management capabilities and leadership. Employees can choose the development direction that best aligns with their interests, abilities, and career plans.

For newly promoted managers, we provide tiered leadership training programs to help them quickly adapt to their new roles and enhance their management effectiveness. In 2025, 328 employees received promotions, reflecting our commitment to internal talent development.

Furthermore, employees can apply for vacant positions posted within the company or initiate internal transfers after full discussion and agreement with their direct supervisors, further expanding their career development space and achieving diversified growth.



## Employee Care

### Non-Compensation Benefits

Autohome provides a comprehensive benefits package that extends beyond basic compensation, effectively supporting employees' physical and mental well-being and fostering overall happiness. In full compliance with legal requirements, we contribute to statutory social insurance for all employees. Additionally, we provide commercial insurance coverage for all regular employees and interns. As of 2025, 100% of our full-time employees are covered by statutory social security contributions.

In 2025, we continued to offer universal commercial supplementary medical insurance for all employees, truly promoting "barrier-free" coverage. Regardless of age, health status, or pre-existing conditions, every employee can enroll without obstacles. This supplementary medical coverage ensures 100% participation across all levels, guaranteeing that every employee enjoys equitable health protection.

Beyond national statutory holidays and paid annual leave, we offer a variety of additional leave benefits. For instance, based on tenure and years of service, employees receive additional discretionary vacation days on top of their statutory annual leave. During the Spring Festival, we also provide exclusive company holidays in addition to the national public holidays, granting employees more time for family reunions and rest.

To help employees balance work and life better, we implement flexible work arrangements. Employees may choose their start time between 9:00 AM and 10:00 AM, with correspondingly flexible end times between 6:00 PM and 7:00 PM. Furthermore, we provide personalized flexible work options tailored to the specific needs of different roles, supported by the necessary technical tools and infrastructure. This approach ensures that both operational efficiency and employee well-being are continuously enhanced.

#### Case: "Home Plan" Helps Employees Find a Home



In 2025, we continued our "Home Plan," providing bank loan interest subsidies for employees who have been with us for over a year, meet certain job grade requirements, and demonstrate excellent performance. Six employees received this support this year. We will continue to monitor employee housing needs and dynamically optimize the plan based on its implementation to more precisely address diverse employee concerns.

#### Case: "Caring Mutual Fund" Continuously Spreads Warmth



Established in 2014, the Caring Mutual Fund has consistently upheld the principle of "mutual aid, spreading love," providing timely and effective one-time assistance to employees and their families facing unexpected difficulties. The fund operates on a model of "voluntary employee participation, monthly small-scale donations, and company matching." Each member contributes 15 RMB monthly, and the company matches twice the total employee contribution, jointly replenishing the fund pool.

As of 2025, over 5,000 employees have joined as members, collectively providing practical help to more than 20 employees and their families in times of urgent need. Over eleven years, this mechanism has built a warm internal support network and demonstrated a culture of mutual support and shared responsibility between the company and its employees. The Caring Mutual Fund will continue to serve as a vital vehicle of our humanistic care, delivering warmth and support to more "family members" in need.

# Employee Care Activities

We consistently adhere to a people-oriented approach, continuously building a diverse and supportive employee care system. Through various employee activities, we enhance team cohesion and employee sense of belonging. Across various themed activities, we focus on employee physical and mental well-being and actively cultivate a positive, mutually supportive workplace atmosphere.

## Case: Activities of Autohome Club



In 2025, Autohome actively promoted the development of sports culture. To further strengthen connections among employees, we provided special activity funds and points-based incentives to our soccer, basketball, and badminton clubs. These resources supported a variety of social and team-building events, facilitating cross-departmental communication and collaboration, and fostering a more vibrant, harmonious, and cohesive work environment.



Club Activities

## Case: International Women's Day Event



For International Women's Day, we organized a "Because of You, Autohome is More Beautiful" campaign. Through online and offline integrated activities, we conveyed festival wishes to all female employees. Activities included online interactive games, sending wishes, festival-specific "Jia Jia Zan," offline DIY workshops, and exclusive gift distribution. This event conveyed respect and gratitude for our female employees and fostered a warm, inclusive workplace culture.



International Women's Day Event

Additionally, we provide further practical support for female employees:

### Female Employee Support Initiatives

#### Nursing Room Facilities

We provide comfortable, private nursing rooms to support working mothers with breastfeeding and childcare needs, helping them balance work and family.



#### Supplementary Maternity Expense Coverage

Beyond statutory maternity insurance, we provide additional supplementary medical coverage for female employees, effectively reducing the financial burden associated with childbirth.



#### Birth Gift Policy

Regular female employees can apply for a 500 RMB birth gift within three months of their child's birth. If both spouses are employees, each can apply.



## Case: Automobile Home 1024 R&D Day



On Programmer's Day (1024 R&D Day), we organized a themed event specifically for our R&D team: "Code Builds Home, Programming Creates the Future." Activities included massages, food and drinks, and fun level-breaking games. These activities alleviated the fatigue of long hours at desks for R&D personnel and enhanced team collaboration and innovation through interactive games. We also thoughtfully prepared exclusive gifts for the technical team, such as Super Mario creative adapters and Autohome's lucky star pillows.



1024 R&D Day



## Case: Nurturing Body and Mind, Enjoying the Workplace



In 2025, we further enriched our employee wellness activities by adding a "Singing Bowl Healing" experience. We organized two singing bowl healing sessions throughout the year, attracting about 60 employee participants. The atmosphere was calm and soothing, with participants generally reporting deep relaxation, and the activities were well-received.

This year's "Singing Bowl Healing" complemented our previously offered "Mindfulness and Emotional Management" course. The former uses sound vibrations to guide inner calm, while the latter helps employees identify emotions, enhance psychological resilience, and master stress reduction techniques through professional training. Both work together to support employees in maintaining physical and mental balance at work.

# Occupational Health and Safety

Autohome strictly complies with the *Labor Law of the People's Republic of China* and relevant occupational health and safety laws and regulations. We have established a comprehensive employee health and safety management system, committed to providing a safe and healthy work environment for all employees. We offer annual health check-ups as a benefit to all employees who have been with us for over six months.

During the reporting period, we had zero work-related fatalities. Workdays lost due to work-related injuries totaled 26 days, reflecting our continuous investment and tangible results in occupational health and safety.

For specific work scenarios like test drives, we verify and confirm the list of all participating employees with business leaders at the beginning of each year. We then uniformly provide them with high-specification accident medical coverage. To date, 107 test drive employees are covered under this plan, ensuring adequate health and safety protection during their work tasks.

## Case: Traditional Chinese Medicine Consultation Service



In 2025, we continued offering Traditional Chinese Medicine consultation services. We invited professional TCM practitioners to provide one-on-one pulse diagnosis and health regulation services, focusing on employee physical condition and sub-health issues under high-intensity work environments. We organized three TCM health events throughout the year, attracting about 90 employees, and they were widely popular.

We plan to continue deepening this health benefit program, further expanding the frequency and formats of TCM regulation and health promotion activities. We are committed to creating a more comfortable and healthy workplace, helping employees prevent and improving sub-health conditions, and enhancing overall work efficiency and well-being.



# Workplace Injury Claims Emergency Plan

We have established comprehensive emergency procedures for work-related injuries, ensuring employees receive timely and orderly response and support. Based on the severity of the incident, we categorize events into three levels with corresponding reporting and handling processes:

## Work-Related Injury Procedures

<b>Red (Highest Urgency Level)</b>	Applicable to major safety accidents. Must be reported to the department head immediately, and emergency response procedures must be prioritized and initiated without delay.
<b>Orange (Major Health Incident)</b>	Involves significant health issues. Must be reported to the department head in a timely manner, and subsequent handling steps must be followed accordingly.
<b>Blue (General Work-Related Injury)</b>	Determined in accordance with the <i>Regulations on Work-Related Injury Insurances</i> . Must be reported to the team leader and processed following the standard work-related injury procedures.

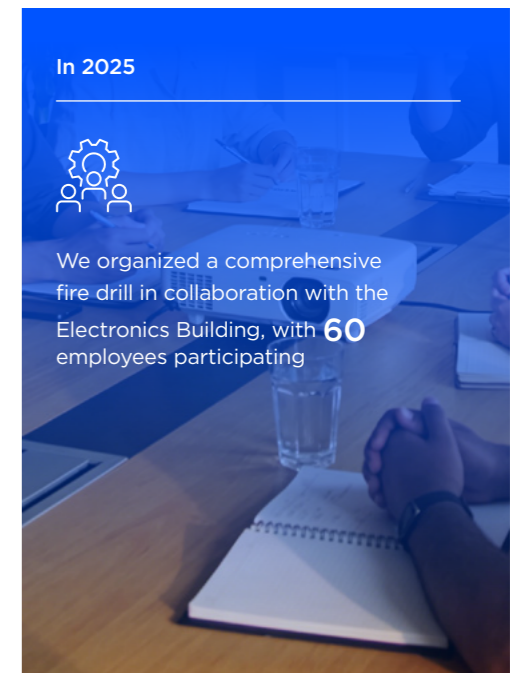
After an incident, our work-related injury investigation team, in conjunction with relevant departments, conducts a thorough investigation to determine the cause and make a preliminary assessment of the incident's nature. Based on the findings, the team will determine eligibility for work-related injury or major illness coverage and guide the employee through the appropriate application process for official certification and insurance benefits. All employees meeting the certification criteria for work-related injuries can enjoy relevant protections and claims services according to laws and regulations, safeguarding their legitimate rights and interests.

# Workplace Safety

We prioritize workplace safety, especially fire safety, at all times. We strictly comply with the *Fire Protection Law of the People's Republic of China*. We revised our *External Personnel Safety Management System and Security Guard Duties and Conduct Standards*, further strengthening access control procedures for external personnel and security post operating standards, solidifying the foundation for fire safety.

In daily management, we rely on the "Qi An An" mini-program to build a digital supervision closed-loop. We conduct daily fire safety self-inspections, dynamically tracking fire facility status, flammable material storage, and rectification progress, ensuring risks are identified and addressed promptly.

In 2025, we organized a comprehensive fire drill in conjunction with the Electronic Building, with 60 employees participating. The drill included fire safety knowledge explanations, escape tent experiences, and hands-on fire extinguisher operation. We specially invited a professional fire rescue team to demonstrate practical actions like breaching techniques and fire suppression. Through this drill, employees effectively mastered fire extinguisher usage and emergency evacuation skills, significantly enhancing overall fire safety awareness and emergency response capabilities.





# Connecting the Future

## Driving Industry Synergy and Advancement

Grounded in responsibility, we align with emerging trends to empower innovation, transform the industrial chain through collaboration, and create shared value with our partners — advancing both mutual success and social progress.

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# Empowering Industry Growth

Autohome actively participates in industry discussions, deeply integrating into the industry's development process. We are unwavering in our commitment to promoting the advancement of the new energy vehicle and used car markets. We continuously empower dealers, helping them achieve breakthroughs amidst industry transformation.

## Ecosystem Co-Creation – Uniting for Good, Striving for the Future

We collaborate with industry partners, users, and society to build an open, trusted, and sustainable automotive service ecosystem. While creating business value, we also fulfill our responsibilities, driving the industry towards positive development.

### Case: Empowering Chinese Automotive Global Expansion through On-site Reporting and In-depth Analysis at 2025 Hong Kong Motor Expo



Under the theme “New Vehicles, New Journey,” the 2025 Hong Kong Auto Expo convened global industry leaders to define the future of automotive technology. As the Chief Strategic Partner among vertical automotive media, we anchored our presence at the opening ceremony, serving as a critical engine for the globalization of Chinese automotive brands. Throughout the event, we delivered comprehensive, real-time coverage while unveiling our latest AI-driven innovations at our booth, using immersive digital interactive experiences to vividly showcase the intelligent automotive ecosystem to a global audience.

We focused intensely on the exhibition floor to deliver the fastest and most multi-dimensional reporting across our network, producing over 300 articles and pioneering our first bilingual (Chinese-English) live broadcast to reach users worldwide. We provided in-depth analysis of key highlights, from classic vintage cars to low-altitude flying vehicles, thereby reinforcing our professional content moat. Furthermore, we released the “2025 China Automotive Global Expansion Insights – Hong Kong Edition” through our Research Institute; this report comprehensively decodes Hong Kong's pivotal value as a strategic node for China's automotive globalization and outlines how Chinese brands leverage this momentum to advance premiumization and global market penetration. Through these actions, we have solidified our role as active architects of the industry's global narrative.



Autohome at 2025 Hong Kong Motor Expo

### Case: Taking Concrete Actions to Promote Automotive Industry Consumption



In March 2025, Autohome participated in a symposium hosted by the Department of Commerce Promotion under the Ministry of Commerce. Throughout the year, we have actively engaged in national initiatives to stimulate automotive consumption, such as the vehicle trade-in program. Leveraging our platform expertise, we launched a dedicated trade-in portal that empowers consumers with immediate access to policy details and participation guidelines. Furthermore, we collaborated with automotive dealers to organize auto shows across 100 cities, mobilizing the industry to jointly advance consumption growth and public welfare. Through these strategic actions, we have played a pivotal role in ensuring the effective implementation of national policies.

### Case: Driving Industry Standardization through Frontier Benchmarking



In 2025, we strengthened our leadership in internet governance as our CTO, Xiang Bibo, joined the expert pool of the Data Security and Governance Committee under the China Internet Society. Furthermore, we have become a key member of the drafting working group for the “Requirements for Application Scenario Capabilities of Trusted Agents” consortium standard, led by the China Internet Society. As a pioneer in intelligent automotive information services, we do not merely participate in defining frontier technical standards; we actively champion high-quality industry development. We are dedicated to building an open, collaborative, and sustainable ecosystem for agent applications, providing trustworthy technical support and value empowerment to all stakeholders across the value chain.

### Case: Redefining Automotive Finance at the 2025 Industry Summit



From November 26 to 28, 2025, Autohome attended the Automotive Finance Industry Summit, themed “Adapting to Change, Uniting Strengths, and Seizing New Opportunities.” This summit focused on the sector's critical transition from scale expansion to quality enhancement. As a leading enterprise in the automotive internet space, we delivered a keynote speech titled “Empowering New Financial Opportunities via Online Automotive Trading Platforms,” where we unveiled our new Autohome Mall platform. This launch demonstrates our innovative model that deeply integrates online and offline channels to inject fresh momentum into the industry.



Autohome's representative at 2025 Automotive Finance Industry Summit

Serving as the core vehicle of our “New Retail” strategy, the Autohome Mall platform delivers a one-stop service that is hassle-free, cost-effective, and secure. Leveraging our O2O model, we have integrated resources across the entire industrial chain to create a seamless closed-loop cycle covering “viewing, selecting, buying, using, and trading.” With all vehicle sources supplied directly by official brands, we guarantee full transparency and security throughout the transaction process. We have effectively resolved longstanding pain points in traditional car purchasing, setting a new benchmark for automotive e-commerce. Through these efforts, we continue to drive profound transformation in retail models and empower the automotive industry to achieve high-quality, digital growth.

## O2O New Retail – Transforming the Path, Efficient Conversion

Autohome has deeply integrated online content with offline scenarios to reconstruct the connection between people, vehicles, and dealerships. By building an efficient, closed-loop new retail chain, we have significantly enhanced user conversion rates and the overall car-buying experience.

### Case: Pioneering the Fusion of New Retail and New Energy Vehicles



In 2025, we launched the Autohome Mall to execute our one-stop O2O strategic model, fundamentally reshaping the “people-vehicle-scene” service ecosystem. We innovatively fused new retail principles with the new energy vehicle sector; by directly intervening in the transaction process, we provide automakers with more predictable sales outcomes. We remain committed to leveraging innovative business models to drive industry renewal alongside partners across the entire value chain. Our goal is to set a new benchmark for next-generation automotive e-commerce, delivering a more efficient and convenient one-stop service experience for consumers.

### Case: Launching the Autohome Mall E-Commerce Platform



On November 3, 2025, we successfully held the Autohome Mall Strategic Launch in Beijing, officially unveiling our new e-commerce platform. This milestone marks our strategic leap from a traditional information service provider to a deep-transaction service ecosystem, initiating a critical transformation from a “traffic hub” to a “transaction hub.” At the launch, 15 mainstream automotive brands simultaneously announced their entry onto the platform, collaborating with us to co-build an open, collaborative, and trustworthy digital car-buying ecosystem.

As a key driver of digitalization in the automotive industry, the Autohome Mall integrates resources from OEMs, dealers, financial institutions, and service providers through an innovative model. We have established a seamless end-to-end experience that guides users from awareness to purchase and through to after-sales service. Beyond strengthening our transaction closed-loop capabilities, we have implemented standardized, transparent, and intelligent service mechanisms to boost consumer trust and operational efficiency. These actions directly address core consumer demands for a car-buying experience that is hassle-free, transparent, and efficient.



Autohome E-Commerce Platform Strategy Launch

### Case: Building a One-Stop Whole Vehicle Trading Service Platform



On November 10, 2025, Autohome officially announced a strategic partnership with Tmall Auto to jointly create a one-stop whole vehicle trading service platform. This collaboration marks a comprehensive upgrade from the traditional “traffic exchange” model to a deep synergy characterized by “complementary capabilities and co-created scenarios.” Our shared goal is to integrate automotive industry resources with e-commerce ecosystem advantages, connecting the entire chain from “demand matching” to “transaction fulfillment” and “operational services.” Through this initiative, we provide consumers with a high-quality new car-buying experience defined by official direct supply, transparent pricing, and standardized service.

Building on technological interoperability and channel synergy, we are working with Tmall Auto to construct a virtuous cycle of user growth, service upgrades, and commercial value creation. We offer OEMs an integrated solution that covers brand exposure, user

reach, and sales conversion. This strategic partnership not only significantly enhances transaction efficiency and service transparency but also powerfully drives the evolution of China’s automotive retail system toward greater efficiency, transparency, and convenience.

As industry pioneers, we have courageously broken traditional boundaries; as ecosystem co-builders, we empower value chain partners with our core capabilities; and as leaders of transformation, we are reshaping industry rules through innovative services. Ultimately, these improvements in efficiency and cost optimization will be tangibly translated into consumer benefits, achieving a sustainable triple-win scenario where the industry progresses, brands benefit, and users gain. This commitment injects enduring momentum into building a responsible, resilient, and trustworthy new ecosystem for automotive consumption.



Autohome and Tmall Auto Strategic Partnership Announcement, November 2025



### Case: Developing a Precision Used Car Guide Agent



Addressing common pain points in the used car market—such as users' lack of professional knowledge, inefficient vehicle search processes, significant price volatility, and opaque vehicle conditions—we have launched two pioneering AI applications:

First, our AI Intelligent Shopping Guide leverages large language models to precisely capture user requirements regarding budget, vehicle model, usage scenarios, and condition preferences. By integrating multi-dimensional data including configurations, transaction prices, condition ratings, and maintenance records, we intelligently recommend matching vehicles and generate easy-to-understand analyses of their advantages. This creates a comprehensive used car guide Agent that covers the entire journey from demand identification to decision support.

Second, our AI Vehicle Inspection Expert combines general large models with specialized models to deliver instant vehicle identification via license plate photos, dynamically access accurate market pricing, and intelligently detect potential condition anomalies. This provides transparent and efficient valuation and inspection services, significantly enhancing user decision-making efficiency and trade-in conversion rates.



AI Smart Search & AI Vehicle Inspection Expert

## Digital Services – Precise Empowerment, Driving Growth

As a pioneer in the digital transformation of the automotive industry, we have continuously increased our investment in AI technology in recent years. We empower dealers with high-quality, innovative AI technologies.



- In the realm of communication tools, we empower dealers to elevate their engagement with consumers through advanced solutions like our **400** outbound calling robots and IM (Instant Messaging) robots.
- Central to this initiative is IMseek, a sophisticated system engineered with a three-tiered architecture: AI large models for intent recognition, scientific distribution across main process nodes, and knowledge-base-driven response handling. This structure significantly boosts the efficiency of online interactions for dealer advisors while enhancing the precision of lead acquisition (specifically improving the conversion rate from IM sessions to qualified leads).
- By leveraging over 100 high-precision intent recognition capabilities, IMseek accurately identifies user needs right at the opening stage of a conversation. Furthermore, it employs AI-simulated sales agents to conduct multi-turn dialogues that deeply excavate customer requirements. These innovations have driven a **2.6%** increase in the session-to-lead conversion rate, delivering tangible value to our dealer partners.



- In the realm of content tools, we empower dealers to significantly enhance their lead conversion rates through a comprehensive suite of solutions, including iDealer, our AIGC Large Language Model, Online VR Showrooms, and AI Smart Advertising.
- Our AI-driven capabilities revolutionize high-quality content production, elevating both the capacity and efficiency of dealer content creation. We enable dealers to generate a rich variety of content formats—such as articles, images, and videos—tailored specifically to end-user preferences, while ensuring intelligent distribution across omni-media channels to drive incremental customer acquisition.
- By simply providing instructional prompts and keywords, dealers can leverage our AI to produce exclusive, professional-grade visual content and videos in under three minutes. This transformative approach has increased average content production per dealer by tenfold, tripled the number of channels manageable by human staff, and surged content click-through rates by **1.2** times.

In operations tools, we provide digital products like “Sinan”, “Smart Online Sales,” and “Smart Quality Inspection” to help dealers with better lead and user analysis.

## Sinan

### Function

The automotive retail market is highly competitive, with merchants facing challenges in controlling sales rhythms, acquiring customers online, and assessing follow-up quality. Sinan leverages digital scenarios and visualized big data to provide dealerships with a “first-to-know, first-to-act, first-to-move” operational perspective and decision-making recommendations, offering multi-dimensional support to enhance business performance and profitability.

### Operational Case

A second-tier joint venture brand increased its per-vehicle profit by **500 RMB**; a first-tier luxury brand saw a **20%** month-over-month increase in monthly lead volume; and a first-tier domestic brand achieved a **16%** year-over-year growth in customer store visits.

### Quantified Results

In 2025, the platform covered over **23,000** merchant outlets, representing a **3%** year-over-year growth; it served more than **70,000** users, up **17%** YoY; management-level adoption reached **34,000** users, growing **16%** YoY; and the average monthly usage rate among merchants reached **70.1%**.

## Smart Online Sales

### Function

By displaying local phone numbers to customers, the system significantly improves call answer rates. During appointment calls, it provides auxiliary tools such as customer portraits, recommended scripts, and parameter configurations to enhance consultant efficiency and professionalism.

### Operational Case

We have established deep collaborations with **over 30** brands, groups, or call centers, embedding our capabilities directly into manufacturer systems. All leads within these brands are managed using our Smart Internet Marketing Tools for appointment scheduling. Annually, we process over **100** million leads and handle more than **180** million minutes of call time.

### Quantified Results

Compared to standard phone lines, Smart Numbers increase call answer rates by **40%** (from 50% to 70%). The appointment assistance tools extend average call duration by **40%** (from 50 seconds to 70 seconds) while reducing case creation time by **75%** (from 60 seconds down to 15 seconds).

## Smart Quality Inspection

### Function

Comprehensively evaluates real customer conversations and scores appointment invitation effectiveness. It diagnoses communication gaps in the invitation process and provides optimized solutions to improve conversion rates from lead to store visit.

### Operational Case

One merchant implemented quality inspections across its entire network for performance evaluation. In 2025, key script opening rates increased by **65%**, lead waste rate decreased by **3.6%**, and risk-tracking efforts successfully recovered **5,000** high-intent leads that resulted in actual store visits.

### Quantified Results

In 2025, nationwide lead waste rate dropped by **13%**, while store visit intention rate improved by **4%**.

## AI Screener

### Function

A significant portion of dealership consultants’ time and energy is consumed by low-quality leads — those that are unreachable, answered but show low intent — which reduces work efficiency and increases stress. This forces dealerships to allocate more manpower to lead follow-up, ultimately impacting sales outcomes. In response to customer feedback this year, we have upgraded our dealer product suite and launched the AI Pre-Screener.

### Operational Case

Leveraging intelligent communication + AI, we equip dealership consultants with a dedicated AI Pre-Screener. Consultants now only need to engage with high-intent leads, reducing emotional fatigue and improving overall productivity.

### Quantified Results

The operational impact is significant: pilot stores saw a **25%** increase in per-capita efficiency and a **33%** month-over-month improvement in conversion rates.

## CarDealer Hub – B2B AI Assistant System

### Technical Overview

To enhance merchant operational capabilities, we've innovated in AI applications by introducing services such as "AI Price Alert" and "AI Opportunity Management." The "AI Price Alert" scans nationwide competitor pricing to alert merchants and suggest adjustments, helping them maintain a competitive edge. "AI Opportunity Management" dynamically identifies genuine customer intent based on behavioral data, automatically filters high-value opportunities, and provides DCC teams with precise recommendations for optimal follow-up timing, scripts, and strategy guidance.

### Adoption Status

Over **50%** of merchants adjust their pricing monthly based on AI alerts; more than 75% conduct multiple follow-ups with key customers each month guided by AI prompts.

### Market Response (Data Impact)

"AI Price Alert" has improved merchant operational efficiency by **60%**, saved **50** labor hours per store annually, increased price adjustment frequency by **+21%**, and reduced operation time by **-82%**. "AI Opportunity Management" has driven higher-quality follow-ups among frequent users, increasing lead answer rates by **13%** and effective call volume by **14.5%**.

## Data Products – Smart Quality Inspection Agent Assistant

### Technical Overview

The newly upgraded Agent Assistant leverages a fine-tuned large language model specifically trained on automotive industry scenarios. It also supports customizable automation rules and API integrations, enabling seamless connectivity with other digital products. This empowers data-driven business operations by evolving from mere "analysis and quality control" to an end-to-end workflow of "analysis, recommendation, optimization, and one-click execution," thereby bridging the gap between technological capability and business growth.

### Adoption Status

we launched the Quality Inspection Agent feature for dealer partners using the Premium Edition. It now covers **79** cooperating brands and serves over **23,000** dealerships.

### Market Response (Data Impact)

Users have consistently reported that the tool helps accurately identify customer appointment scheduling patterns and enables playback of recorded interactions — significantly improving their ability to secure appointments. In a recent survey conducted across 12 dealerships under one manufacturer, overall satisfaction with the new functionality exceeded **90%**.

## Content Creation – Insight into Frontiers, Leading the Way

Based on our deep understanding of industry trends and user needs, we consistently produce professional, authentic, and influential content. This reinforces our platform's authority and positions us at the forefront of shaping the automotive content ecosystem.

### Case: 2025 Autohome Global AI Technology Conference

In September 2025, we hosted the Global AI Technology Conference in Beijing, held under the guidance of the China Council for the Promotion of International Trade Automotive Sub-Council and the China Automobile Dealers Association. Themed "Hi Future," the conference focused on intelligence and technology, aiming to build consensus and foster mutual development. We brought together over 30 leading technical experts, automotive executives, and ecosystem partners to explore how intelligent technology can reinforce safety boundaries and reshape the parameters of competition.



Autohome Global AI Technology Conference Exhibition

### Case: Autohome AH-IT Scenario-Based Evaluation System

In 2025, in response to the rapid development of intelligence in the automotive industry, we established the "AH-IT Scenario-Based Intelligent Evaluation System" to conduct standardized testing of vehicle intelligence levels. The system comprehensively covers core dimensions such as urban NOA, highway NOA, automated parking, and common accident scenarios. Over the course of the year, we evaluated more than 50 vehicle models and customized 6 intelligent evaluation routes. In the future, we will also carry out specialized evaluations in areas such as intelligent chassis, intelligent lighting, and intelligent safety, continuously promoting the improvement and upgrading of the intelligent vehicle evaluation system.



Test Scenario Coverage

# Social Welfare Initiatives

## Science Outreach Activities

In 2025, the Information Center launched two original online science popularization series: “Chinese Automotive City Memories” and “The Evolution of National Cars.” These programs systematically narrate the development journey of China’s automotive industry from nothing to something, and from weakness to strength, aiming to deepen public understanding of “Made in China” and foster cultural identity.

“Chinese Automotive City Memories” takes core automotive cities such as Changchun, Shiyuan, Chongqing, Guangzhou, and Wuhan as its entry points. It delves into local industrial origins, the evolution of industrial layouts, corporate growth stories, and the imprint of the times. By organically integrating urban transformation with automotive industry development, the series showcases how industrial civilization has taken root in China and shaped the fabric of modern cities.



Chinese Automotive City Memories

“The Evolution of National Cars” takes the progression of vehicle models as its main thread, offering a panoramic review of China’s automotive journey. It traces the path from early introduction and imitation to technological catch-up, culminating in the leapfrog development that now sees China leading globally in the eras of new energy and intelligent connectivity. The series vividly presents the key achievements of domestic brands in technological breakthroughs, quality enhancement, and international competition, using real products to bear witness to the rise of “Intelligent Manufacturing in China.”

Grounded in rigorous historical data and presented in an accessible style, these two series serve not only to popularize automotive knowledge and inherit the spirit of industry but also stand as vital windows for the public to understand the history of China’s automotive sector and grasp the high-quality development of “Made in China.”

## Public Welfare Activities

### Case: Autohome Car Club Activities



To deepen user relationships, stimulate community vitality, and promote the healthy development of automotive culture, Autohome has continuously refined its car club operational framework. The company has built a stratified and categorized ecosystem with compatible incentives. By employing a “dual-drive” mechanism combining online tasks and offline events, alongside a tiered benefits system, Autohome has effectively enhanced member engagement and sense of belonging. Furthermore, by focusing on cultivating top-tier “star” car clubs with demonstrative effects, the platform

has created replicable and scalable benchmark cases. These initiatives have expanded the influence of the overall car club ecosystem beyond traditional boundaries, helping to build a warm, organized, and vibrant community of automotive users.

In 2025, Autohome collaborated with car club presidents across various regions to plan and execute 300 offline thematic events, reaching over 10,000 car enthusiasts nationwide. The diverse range of activities included camping, self-driving expeditions, year-end gatherings, and themed movie screenings, fully addressing users’ multifaceted needs in social interaction, leisure, and culture. Throughout the year, a dedicated fund of approximately 500,000 RMB was invested, supported by a specialized operations team of two members, ensuring high event quality and execution efficiency.



Autohome Car Club Camping and BBQ Event

This year, Autohome launched the “Car Club Charity Journey” initiative, advocating for and supporting car clubs nationwide in transforming community strength into social value, thereby fostering a deep integration of automotive culture and social responsibility. Focusing on areas such as educational support, care for children with special needs, and assistance for vulnerable groups, the initiative has organized diverse activities including charitable student aid, material donations to welfare institutions, and companionship programs for children with autism.

“A Journey to the Stars, Walking with Love” - The Changzhou Mercedes-Benz Car Club Charity Action was jointly initiated by Autohome and the local car club. This project created “Book Corners on Wheels,” donating age-appropriate books specifically to children with autism. Additionally, it innovatively designed automotive-themed art enlightenment courses, where car owner volunteers guided the children in creating car-themed paintings on-site. This charitable practice, which integrates knowledge transfer, aesthetic education, and emotional companionship, not only brings warmth and attention to children with special needs but also highlights the unique value of automotive user communities in promoting social inclusion and diverse development.

Through the “Car Club Charity Journey,” we continue to explore new pathways for platform enterprises and user communities to fulfill their responsibilities collaboratively. By converging scattered individual acts of kindness into a systematic force for public good, we are effectively driving a sustainable development pattern characterized by “business for good, communities for warmth, and industry for progress.” This injects solid momentum into building an automotive ecosystem that is more humanistic and socially responsible.



“Journey to the Stars, Traveling with Love” Event

# Appendix

## ESG Performance Table

### Environmental Performance

Metric	Unit	2025
<b>Greenhouse Gas Emissions</b>		
Scope 1 GHG emissions	tCO <sub>2</sub> e	198.19
Scope 1 emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.03
Refrigerants	tCO <sub>2</sub> e	11.53
Company vehicle fuel	tCO <sub>2</sub> e	186.66
Scope 2 GHG emissions	tCO <sub>2</sub> e	1,226.07
Scope 2 emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.19
Total GHG emissions (scope 1+2)	tCO <sub>2</sub> e	1,424.26
Total GHG emission intensity	tCO <sub>2</sub> e/million RMB revenue	0.22
<b>Energy Consumption</b>		
Direct energy consumption	MWh	701.04
Gasoline consumption	MWh	701.04
Indirect energy consumption	MWh	2,310.72
Purchased electricity	MWh	2,310.72
Total energy consumption	MWh	3,011.76
Energy consumption intensity (per million RMB revenue)	MWh/million RMB revenue	0.47
<b>Water Consumption</b>		
Total water withdrawal	tonne	13,223
Water withdrawal intensity (per office floor area)	tonne/m <sup>2</sup>	0.57
<b>Waste</b>		
Hazardous waste	tonne	0
Hazardous waste intensity (per capita)	kg/person	0
Non-hazardous waste	tonne	96.00
Non-hazardous waste intensity (per capita)	tonne/person	0.04

### Social Performance

Metric	Unit	2025
<b>Intellectual property</b>		
Patent proposals	/	310
Newly accepted patent proposals	/	63
Newly accepted invention patent proposals	/	58
Newly accepted appearance patent proposals	/	5
New authorized patents	/	22
New authorized invention patents	/	22
Trademark applications	/	449
Trademark registration certificates	/	14
Software copyright submissions	/	14
Software copyright certificates	/	223
<b>Supplier</b>		
Total number of suppliers	/	13,587
Number of suppliers in China's Mainland	/	12,949
Number of suppliers in Hong Kong, Macao and Taiwan	/	97
Number of overseas suppliers	/	541
<b>Training in Privacy Protection <sup>7</sup></b>		
Average training hours in privacy protection - management	/	1
Average training hours in privacy protection - employees	/	1
Number of management participants in privacy protection training	/	209
Number of employee participants in privacy protection training	/	2,836
Management participation rate in privacy protection training	%	100
Participation rate of employees in privacy protection training	%	100

<sup>7</sup>All privacy protection-related data excludes TTP

Metric	Unit	2025
<b>User Services</b>		
Number of complaints received	/	38,360
Complaint response rate	%	100
Complaint resolution rate	%	99.96
<b>Employment</b>		
Total employees	/	4,242
Total employees (excluding TTP)	/	3,045
Male employees	/	2,714
Female employees	/	1,528
Male employees (excluding TTP)	/	1,879
Female employees (excluding TTP)	/	1,166
Employees aged below 30	/	589
Employees aged 30-50	/	3,623
Employees aged above 50	/	30
Employees aged below 30 (excluding TTP)	/	265
Employees aged 30-50 (excluding TTP)	/	2,754
Employees aged above 50 (excluding TTP)	/	26
Number of employees in China's Mainland	/	4,232
Number of employees in Hong Kong, Macao and Taiwan	/	10
Number of overseas employees	/	0
Number of employees in China's Mainland (excluding those from TTP)	/	3,035
Number of employees in Hong Kong, Macao and Taiwan (excluding those from TTP)	/	10
Number of employees in Overseas Regions (excluding those from TTP)	/	0
Number of senior-level management	/	44
Number of middle-level management	/	179
Number of non-management employees	/	4,019

Metric	Unit	2025
<b>Employment</b>		
Number of senior-level management (excluding those from TTP)	/	41
Number of middle-level management (excluding those from TTP)	/	168
Number of non-management employees (excluding those from TTP)	/	2,836
<b>Turnover Rate<sup>8</sup></b>		
Overall employee turnover rate	%	13.10
Turnover rate among male employees	%	14.00
Turnover rate among female employees	%	11.60
Turnover rate among employees aged below 30	%	32.91
Turnover rate among employees aged 30-50	%	10.50
Turnover rate among employees aged above 50	%	18.75
Turnover rate in China's Mainland	%	13.11
Turnover rate in Hong Kong, Macao and Taiwan	%	9.09
Turnover rate overseas	%	0
<b>Employee Training</b>		
Total number of employees trained	/	2,181
Percentage of male trainees	%	60.87
Percentage of female trainees	%	39.13
Percentage of senior management trained	%	1.74
Percentage of middle management trained	%	21.23
Percentage of non-management employees trained	%	77.03
Total training hours	/	7,657.50
Average training hours	/	3.51
Average training hours for male employees	/	3.52
Average training hours for female employees	/	3.50
Average training hours for senior-level management	/	14.42

<sup>8</sup>All employee turnover-related data excludes TTP

Metric	Unit	2025
<b>Employee Training</b>		
Average training hours for middle-level management	/	4.48
Average training hours for non-management employees	/	3.00
<b>Occupational Health and Safety <sup>9</sup></b>		
Total number of work-related deaths	/	0
Percentage of work-related deaths	%	0
Working days lost due to work-related injuries	/	26
<b>Public Welfare and Charity</b>		
Annual environmental protection investment	1,000 RMB	432

### Governance Performance

Metric	Unit	2025
<b>Anti-Bribery and Anti-Corruption</b>		
Number of directors covered by anti-bribery and anti-corruption training	/	9
Percentage of directors covered by anti-bribery and anti-corruption training	%	100
Number of employees covered by anti-bribery and anti-corruption training	/	4,242
Percentage of employees covered by anti-bribery and anti-corruption training	%	100
<b>Anti-Unfair Competition</b>		
Total monetary losses from legal proceedings related to anti-competitive behavior	1,000 RMB	0

<sup>9</sup>All occupational health and safety-related data excludes TTP

## HKEX ESG Reporting Code Content Index

ESG KPI	Disclosure Requirement	Location
<b>Environment</b>		
A1: Emissions	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Green Operations
A1.1	The types of emissions and respective emissions data.	Green Operations
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Green Operations
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Green Operations
A1.5	Description of emission target(s) set and steps taken to achieve them.	Green Operations
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	Green Operations
A2: Use of Resources	General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials.	Green Operations
A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	Green Operations
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Green Operations
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Green Operations
A2.4	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.	Green Operations
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	/
A3: Environment and Natural Resources	General Disclosure Policies on minimising the issuer's significant impacts on the environment and natural resources.	Addressing Climate Change Green Operations
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Addressing Climate Change Green Operations

ESG KPI	Disclosure Requirement	Location
<b>Social</b>		
B1: Employment	General Disclosure Information on: (a) the policies; and (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.	Fair Employment Employment Development Employment Care
B1.1	Total workforce by gender, employment type (e.g. full-time or part-time), age group and geographical region.	ESG Performance Table
B1.2	Employee turnover rate by gender, age group and geographical region.	ESG Performance Table
B2: Health and Safety	General Disclosure Information on: (a) the policies; and (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.	Occupational Health and Safety
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	ESG Performance Table
B2.2	Lost days due to work-related injury.	ESG Performance Table
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Occupational Health and Safety
B3: Development and Training	General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Employment Development
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	ESG Performance Table
B3.2	The average training hours completed per employee by gender and employee category.	ESG Performance Table
B4: Labour Standards	General Disclosure 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 labour.	Fair Employment
B4.1	Description of measures to review employment practices to avoid child and forced labour.	Fair Employment
B4.2	Description of steps taken to eliminate such practices when discovered.	Fair Employment
B5: Supply Chain Management	General Disclosure Policies on managing environmental and social risks of the supply chain.	Supply Chain Management
B5.1	Number of suppliers by geographical region.	ESG Performance Table

ESG KPI	Disclosure Requirement	Location
<b>Social</b>		
B5: Supply Chain Management	General Disclosure Policies on managing environmental and social risks of the supply chain.	Supply Chain Management
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Supply Chain Management
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Supply Chain Management
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Supply Chain Management
B6: Product Responsibility	General Disclosure 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, labelling and privacy matters relating to products and services provided and methods of redress.	Information Security and Privacy Protection Intellectual Property Content Management Advertising Responsibility Service Experience
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Information Security and Privacy Protection Technological Innovation
B6.2	Number of products and service related complaints received and how they are dealt with.	Service Experience
B6.3	Description of practices relating to observing and protecting intellectual property rights.	Intellectual Property
B6.4	Description of quality assurance process and recall procedures.	Information Security and Privacy Protection Technological Innovation
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Information Security and Privacy Protection
B7: Anti-corruption	General Disclosure 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.	Business Ethics
B7.1	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.	Business Ethics
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Business Ethics
B7.3	Description of anti-corruption training provided to directors and staff.	Business Ethics

ESG KPI	Disclosure Requirement	Location
<b>Social</b>		
B8: Community Investment	General Disclosure 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.	Social Welfare Initiatives
B8.1	Focus areas of contribution (e.g. education, environmental matters, labour needs, health, culture, sport).	Social Welfare Initiatives
B8.2	Resources contributed (e.g. money or time) to the focus area.	Social Welfare Initiatives

Climate-related Disclosures		Location
<b>Governance</b>		
	Governance	Addressing Climate Change
	Climate-related risks and opportunities	Addressing Climate Change
	Business model and value chain	Addressing Climate Change
	Strategy and decision-making	Addressing Climate Change
<b>Strategy</b>		
	Financial position, financial performance and cash flows	Addressing Climate Change
	Climate resilience	Addressing Climate Change
	Financial effects of climate-related risks and opportunities	Addressing Climate Change
<b>Risk Management</b>		
	Risk management	Addressing Climate Change
	Greenhouse gas emissions	Addressing Climate Change
	Climate-related transition risks	Addressing Climate Change
	Climate-related physical risks	Addressing Climate Change
	Climate-related opportunities	Addressing Climate Change
	Capital deployment	Addressing Climate Change
<b>Metrics and Targets</b>		
	Internal carbon pricing	/
	Remuneration	/
	Industry-based metrics	Addressing Climate Change
	Climate-related targets	Addressing Climate Change
	Cross-industry metrics and industry-based metrics applicability	Addressing Climate Change

## GRI Standards Index

GRI Standard	Disclosure	Location
GRI 1		Foundation
GRI 2	General Disclosures	Overview
GRI 3	Material Topics	ESG Governance
GRI 101	Biodiversity	/
GRI 102	Climate Change	Addressing Climate Change
GRI 201	Economic Performance	Overview
GRI 202	Market Presence	Overview
GRI 203	Indirect Economic Impacts	Overview
GRI 204	Procurement Practices	Supply Chain Management
GRI 205	Anti-corruption	Business Ethics
GRI 206	Anti-competitive Behavior	Business Ethics
GRI 207	Tax	Corporate Governance
GRI 301	Materials	Supply Chain Management
GRI 302	Energy	Green Operations
GRI 303	Water and Effluents	Green Operations
GRI 305	Emissions	Green Operations
GRI 306	Waste	Green Operations
GRI 308	Supplier Environmental Assessment	Supply Chain Management
GRI 401	Employment	Fair Employment
GRI 402	Labor/Management Relations	Fair Employment

GRI Standard	Disclosure	Location
GRI 403	Occupational Health and Safety	Occupational Health and Safety
GRI 404	Training and Education	Employment Development
GRI 405	Diversity and Equal Opportunity	Fair Employment
GRI 406	Non-discrimination	Fair Employment
GRI 407	Freedom of Association and Collective Bargaining	Fair Employment
GRI 408	Child Labor	Fair Employment
GRI 409	Forced or Compulsory Labor	Fair Employment
GRI 410	Security Practices	/
GRI 411	Rights of Indigenous Peoples	/
GRI 413	Local Communities	Social Welfare Initiatives
GRI 414	Supplier Social Assessment	Supply Chain Management
GRI 415	Public Policy	/
GRI 416	Customer Health and Safety	Information Security and Privacy Protection
GRI 417	Marketing and Labeling	Content Management Advertising Responsibility
GRI 418	Customer Privacy	Information Security and Privacy Protection

## Reader Feedback

Dear Readers:

Greetings!

Thank you for reading this report. We highly value and eagerly await your feedback. Your comments and suggestions serve as a crucial foundation for us to continuously improve our ESG information disclosure standards and advance our ESG management and practices. We warmly welcome and sincerely appreciate your valuable insights!

### 1. What is your overall evaluation of our ESG performance?

Excellent  Good  Average  Poor  Very Poor

### 2. What is your overall evaluation of this report?

Excellent  Good  Average  Poor  Very Poor

### 3. How do you evaluate our performance in stakeholder engagement?

Excellent  Good  Average  Poor  Very Poor

### 4. How do you evaluate our performance in product responsibility?

Excellent  Good  Average  Poor  Very Poor

### 5. How do you evaluate our performance in environmental, safety, and occupational health aspects?

Excellent  Good  Average  Poor  Very Poor

### 6. How do you evaluate our performance in employee responsibility?

Excellent  Good  Average  Poor  Very Poor

### 7. Does the content disclosed in this report meet your expectations?

Yes  No  Unclear

### 8. Do you have any comments or suggestions regarding our ESG performance and this report?