

Warm Connections, Steadfast Aspirations

2023 Environmental, Social and Governance Report

A Lodging-centric
Lifestyle Brand



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About the Report

Atour Lifestyle Holdings Limited (the "Company") (NASDAQ: ATAT) is proud to introduce its inaugural Environmental, Social and Governance Report ("the Report"). The Report details the concepts and practices of the Company and its subsidiaries (the "Group," "Atour" or "We") in Environmental, Social and Governance ("ESG") areas for its stakeholders.

Time Frame

This is an annual report, comprising information and data from January 1, 2023, to December 31, 2023 (hereinafter "the Reporting Period"). Some data dates back to and before 2022, such instances will be noted where relevant.

Reporting Scope

The data in this report covers the Group and its accommodation and retail businesses. Unless otherwise stated, all currency is stated in RMB (Chinese Yuan).

Reporting Guidelines

This report was prepared according to *Nasdaq's ESG Reporting Guide 2.0*, the *Universal Standards 2021* issued by the Global Reporting Initiative (GRI) and the *Sustainable Development Goals Disclosure (SDGD) Recommendations* (hereinafter "Reporting Guidelines").

Reporting Language

This report is published in both Chinese and English. In case of ambiguity, the contents of the Chinese version shall prevail.

Report Access

The Chinese and English versions of this report can be viewed or downloaded online from our investor relations website (<https://ir.yaduo.com>).

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About Atour



The "Chinese Experience" at Atour

Atour is a lodging-centric lifestyle brand. After nine years of rapid development following our founding in 2013, the Group successfully went public in the United States on the Nasdaq Exchange on November 11, 2022. We are committed to being a leader in quality living and an advocate of the "Chinese Experience." With our "Cultural, Inviting and Interesting" product philosophy, we have created a leading lifestyle brand, integrating new accommodation, culture and consumption.

In 2023, Atour officially launched a three-year strategic development plan to expand its portfolio to 2,000 premier hotels nationwide by 2025 and establish the "Chinese Experience" as the industry benchmark. We strive to achieve this goal by providing humanistic services with a personal touch and leveraging traditional Chinese culture to shape our products and experiences, encouraging people to warmly connect through the "Chinese Experience."

Mission

Creating an intimate ambiance where people can warmly connect

Vision

To be a leader in quality living and become a leading lifestyle brand group

Values

- Customer first
- Maintain a righteous mind, follow the right path
- Break boundaries, unite and cooperate
- Achieve results, refine from within
- Never settle



Atour's Origins

Atour was inspired by a small village that its founder stumbled upon during a trip – *Yaduo* Village, located on the border between China and Myanmar near the upper reaches of the Nu Chiang River in Yunnan Province. In the Lisu language, “Yaduo” means “the place where the moon rises.” The natural, tranquil and warm atmosphere of *Yaduo* Village and its honest, kind-hearted villagers motivated Atour's founder to create a brand that conveys warmth. Setting itself apart from most hotel brands, Atour focuses more on “serving people” beyond “managing rooms” or “managing space.” Atour is committed to bringing a cultural, inviting and interesting lifestyle to its customers and improving people's quality of life with continuously optimised products, services and experiences.

As we progress on our journey, we continually trace back to our roots, always keeping our original intentions in mind, and advocating for a natural and healthy lifestyle. We strive to make our hotels “places where hearts and minds take root” by creating fresh and comfortable environment, elegant and open spaces, and genuine, caring services. Led by our core value, “Customer First,” we strive to authentically connect with each customer, delivering warmth and kindness that exceeds expectations.



A Lodging-centric Lifestyle Brand

As an advocate of the "Chinese experience," Atour is not only an accommodation brand but also a lifestyle symbol. From lifestyle hotel brands to our retail business, Atour has built a comprehensive and diverse brand portfolio that caters to different customers' accommodation and lifestyle needs.

Accommodation is our core business and the foundation for our continuing growth and expansion. We offer a diversified portfolio of six hotel brands: A.T. House, Atour S, Z Hotel, Atour, Atour X and Atour Light. Together, these brands comprehensively cover the luxury, upscale, upper midscale and midscale hotel markets, creating a well-rounded accommodation brand matrix.

From 2017 to 2022, we were ranked No. 1 on the China Hospitality Association's Upper Midscale Hotel Chain Leaderboard for five consecutive years. We have also become the largest upper midscale hotel chain in China ranked by number of hotel rooms under management. As of December 31, 2023, our hotel network comprised 1,210 hotels spanning 198 cities in China, with a total of 137,921 hotel rooms. In addition, we have 617 hotels with 62,594 hotel rooms under development.

Meanwhile, Atour is committed to extending the "Atour signature" lifestyle experience beyond accommodation. As such, we have independently incubated the retail business, including aTOUR PLANET and SAVHE brands.

These brands provide diverse options and comfortable lifestyle products for consumers, consistently delivering experiences combining warmth, comfort and ease. aTOUR PLANET focuses on the deep sleep scenario, exploring customers' evolving sleep needs and providing professional sleep solutions. During the Reporting Period, aTOUR PLANET launched a number of new products including Deep Sleep Pillow PRO, Deep Sleep Temperature Control Quilt and Deep Sleep Mattress, among others. Our blockbuster product, Deep Sleep Pillow PRO, has led pillow sales on various mainstream e-commerce platforms. SAVHE is Atour's aesthetic aroma brand, inspired by the Lisu word for "breathing." Advocating harmony with nature and drawing inspiration from the breath of the wilderness, SAVHE harnesses nature's healing power to create an aesthetic experience with natural scents that encourage relaxation.

As a pioneer and leader in China's upper midscale hotel market, Atour has gained favour among wide range of consumers with its high-quality hotel services and "Cultural, Inviting and Interesting" product philosophy. In 2022, we upgraded our membership ecosystem with the launch of our ATOUR ACARD, extending membership benefits to a wide range of scenarios such as travel, reading, sports, dining and business. We cultivate customer loyalty and stickiness by continuously upgrading and iterating our membership services and exclusive benefits.

As of December 31, 2023, ATOUR ACARD membership programme had accumulated over 63 million registered members. In 2023, more than 63% of hotel room-nights sold were booked through the CRS (Central Reservation System). Moving forward, we will augment premium benefits across all scenarios, unlock value through smooth integration of our corporate and individual membership ecosystems, and foster deeper brand collaborations across diverse industries.

LIFESTYLE BRANDS

Lifestyle Hotel Brands

Luxury

A.T. HOUSE

Upscale

亚朵 S 酒店

ZHOTEL

Upper Midscale

亚朵酒店

亚朵 X 酒店

Midscale

ATOUR 轻居
LIGHT 酒店

Retail Brands

亚朵星球
ATOUR PLANET

S A V H E

Development History

2013



- The Company was officially established
- Opened its first upper midscale hotel, "Atour," in Xi'an

2016



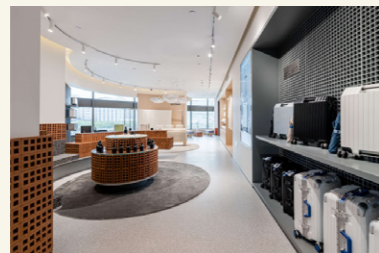
- Opened its first midscale hotel, "Atour Light," in Chengdu
- Opened its first upscale hotel, "Atour S," in Shenzhen

2017



- Granted the "2017 International Hotel Industry Growth Brand Advanced Enterprise" Award
- Launched the "Atour Tea" project

2018



- "Atour Tea" officially entered the market
- Initiated the retail business

2020



- Opened its first community center hotel, the "Aegean Atour S," in Shanghai
- More than 500 hotels in operation

2021



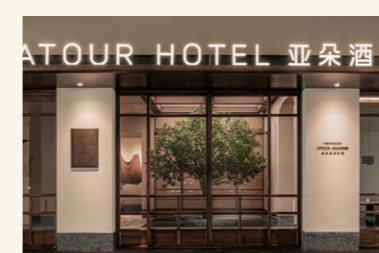
- Opened Atour's luxury hotel and lifestyle brand "A.T. House" in Shanghai
- Officially launched the retail brand, "aTOUR PLANET"

2022



- Successfully listed on the Nasdaq Exchange
- Registered member of ATOUR ACARD exceeded 35 million
- Focused on "Deep Sleep" and launched the "Deep Sleep Memory Pillow," which ranked No.1 in the single product category on Tmall during the 2022 Double 11 Shopping Festival

2023



- Proposed the Atour's three-year strategic development plan, the "Chinese experience, 2,000 premier hotels"
- Launched Atour Light 3.0 and Atour 4.0
- More than 1,000 hotels in operation
- Registered member of ATOUR ACARD exceeded 63 million
- Successfully launched the "Deep Sleep Pillow PRO" with over 1.2 million units sold, topping sales charts in pillow segments on Tmall, Douyin and JD.com during the 2023 Double 11 Shopping Festival

Atour 4.0 "With Nature" - Natural Tranquility, Witness the Wilderness

In November 2023, our flagship "Atour" brand launched its 4.0 version, "With Nature." Inspired by *Yaduo Village*, this product revolves around the idea of "natural tranquility." "With Nature" places *Yaduo's* ancient tea tree in the lobby as a symbol of brand origin, and designs a nomad-style shared office space to meet every need of urban travellers. We added an innovative, exclusive "Deep Sleep Floor" to Atour 4.0 hotels. With enhanced sound insulation, an intelligent sensor light control system, and a full set of "aTOUR PLANET Deep Sleep" series bedding, these hotel rooms provide our customers with an immersive deep sleep experience.



Atour Light 3.0 - Enjoying "Life at Ease"

"Atour Light" is our midscale hotel brand, primarily catering to young business travellers. In February 2023, we upgraded and officially launched "Atour Light" 3.0 version, which incorporates "oceanic and sky blue" throughout the design of both spaces and experiences, and uses "alleys" to connect indoor living spaces to outdoor amenities. In addition, we introduced our innovative, exclusive Atour Light privilege services, to extend the same class of Atour quality service and better cater to young business travellers' preferences.



A Message from our CEO

Ten years ago, *Yaduo* Village's natural, fresh and simple beauty became the source of inspiration for the Atour Group. Over the past decade, we have harnessed the power of *Yaduo*'s serenity and transformed it into belief, focus and leadership, which we brought from the border of Yunnan to 1,210 hotels in 198 cities nationwide. With a steadfast commitment to our "cultural, inviting and interesting" product philosophy, we focus wholeheartedly on cultivating Atour's market leading position and providing every customer with our unique "Chinese Experience." We strive to build warm connections between people, as well as between people and nature.

In 2023, we reviewed and organised our development practices and achievements, and enhanced our ESG governance framework to provide customers with warm, thoughtful and humanistic experiences through an efficient, orderly and responsible management mechanism, and to work with Atour employees, franchisees, suppliers and other stakeholders to create and share values. At the same time, we strove to protect nature, upholding our original aspirations with a tranquil and simple heart, maintaining goodwill and assuming our corporate social responsibility.

Atour's Warm, Thoughtful and Humanistic Touch

Atour always puts the customer's experience first. We meticulously create a comfortable and secure environment for our customers during their stays with us and are committed to providing warm and comfortable accommodation experiences. From Atour's very first signature service, "100% Tea Service" and "Lv·Meng's Hazy Road Breakfast" to standard personalised services, including "APLUS Service." Across our endeavours in pet-friendly hotels to our collaborations with influential pioneering brands and ever-evolving "Deep Sleep" products, we actively assess customers' feedback and explore ways to improve service quality in multiple facets and through various touchpoints. In this way, we have diligently crafted the "Chinese Experience" and hope to serve as a companion for each and every customer.

Caring with Fairness and Collaborating as Partners

Atour regards each employee as a partner. We deeply respect and care for each employee and provide a diverse, equal and inclusive working atmosphere. We have built a clear career development and training system, as well as a competitive salary incentive mechanism for our employees. Our "Nickname System" also encourages our employees to showcase their unique personalities, and encourages employees to express their opinions and offer feedback freely through our "Likes and Complaints" channel so that we can create value and grow together. Atour is also committed to promoting diversity in the workplace and providing equal development opportunities for female employees, who represented more than half of Atour's employees as of the end of 2023.



Creating Value Together and Building the Industry Ecosystem

By empowering franchisee growth and establishing a responsible and sustainable supply chain, we continue to optimise Atour's ecosystem and help the hotel industry realise high-quality development. We amicably refer to our franchisees as "partners," as Atour's 10 years of rapid growth would not have been possible without their support and assistance. We consistently refine and enhance our full-lifecycle franchisee support system. In 2023, we proudly unveiled our "Six Commitments to Franchisees" and upgraded "Eight Supply Chain Procurement Commitments," with the goal of ensuring our franchisees' peace of mind and confidence in their hotel operations. For our suppliers, we fully embrace the concept of "Sincere Communication, Win-win Cooperation," to carry out multi-dimensional empowerment and communication, aiming to build a more competitive supply chain system with greater capacity, a high price-quality ratio, elevated delivery and service capabilities, more competitive Atour's supply chain system, boosting industry development and prosperity.

Embracing Tranquility and Simplicity, Preserving the Wilderness





With our philosophy of mutually beneficial, eco-friendly operations, Atour reintroduces nature and serenity into urban settings, leading the sustainable green lifestyle trend. From product design and building material selection to equipment procurement and consumables development, we continue to explore more sustainable development paths. 2023 marked the launch of Atour 4.0 and Atour Light 3.0, with modular designs accounting for more than 80% and 90% of their construction, respectively. In terms of building materials, in-room equipment and consumables, Atour focuses on touchstones such as bamboo fibre wallcovering materials, "3-second Hot Water Taps" and "Natural Cotton Linens." We continuously seek innovative and environmentally friendly accommodation solutions, joining hands with customers to practice green and low-carbon living and jointly protect the planet we share.

Caring for Society and Shouldering Responsibility

"The mountains are coming towards me, and I am also going towards the mountains." Over the decade since Atour was founded, we have expressed our gratitude to *Yaduo* through ongoing rural revitalisation plans and industrial support projects that align with the village's cultural characteristics and geographical nature. As of 2023, these efforts have helped *Yaduo* Village successfully achieve rural revitalisation through the industrialisation of tea farming, and tea produced in the Gaoligong Mountains is now exported nationwide, delighting each of Atour's customers. Additionally, thousands of our employees act as "Warmth Ambassadors," assisting travellers and customers in need with sincerity and warmth. We also use the "Bamboo Library" in our hotels as an opportunity to establish connections of kindness between Atour and our customers and between Atour and local communities.

"Warm connections, steadfast aspirations." After 10 years on this journey together, Atour would like to thank our customers, employees, franchisees, suppliers, surrounding communities and other societal sectors for their support and assistance. Looking back, we have dug deep into the potential for sustainable development in all aspects of our operations and achieved positive social outcomes. Looking forward, we will steadily strengthen our sustainable development efforts and capabilities, transforming our original intentions of warmth and goodwill into more resilient guardianship through tangible actions. We remain committed to creating an intimate ambience where people can warmly connect and contributing to a greener ecology and a kinder, more compassionate society.

Atour's Response to the UN's Sustainable Development Goals (SDGs)

UN SDGs	Corresponding Chapters	Atour's Actions
	"Atour Tea" From Far Away	<ul style="list-style-type: none"> Continued to promote "Atour Tea" and other public welfare projects to help revitalise the countryside Actively participate in charitable donations, one-to-one assistance and other public welfare activities to help those in vulnerable situations
	A Taste of "Atour Tea"	<ul style="list-style-type: none"> Strengthened rural infrastructure development and the promotion of tea planting techniques to improve the agricultural production and income levels of <i>Yaduo</i> villagers
	Occupational Health and Safety	<ul style="list-style-type: none"> Ensured employees' occupational health through measures such as providing supplementary commercial medical insurance, annual medical checkups, strengthened dormitory management, shoulder and neck physiotherapy services, arranged sports clubs, etc.
	Talent Cultivation System "Atour's Journey to the Beginning" at <i>Yaduo</i> Village More than Reading	<ul style="list-style-type: none"> Established a talent cultivation system that includes new employee training, talent training and online learning, and comprehensively improved employees' knowledge and skill level Raised money to provide "one-on-one assistance" to students and families in need, supporting their studies and everyday life Turned "Bambook Library" into a public library and organised offline salons, creating a warm cultural communication platform

UN SDGs	Corresponding Chapters	Atour's Actions
	Diversity, Equality and Inclusion	<ul style="list-style-type: none"> Promoted workplace diversity and provided female employees with equal development opportunities. Over half of our employees are female (as of the end of FY2023)
	Energy-saving and Water-saving Equipment	<ul style="list-style-type: none"> Improved water efficiency and saved water resources by implementing a dedicated-loop recirculating system and water-saving faucet aerators
	Energy-saving and Water-saving Equipment	<ul style="list-style-type: none"> Promoted the usage of air-source heat pumps and solar-powered water heaters and increased the proportion of renewable energy in our energy structure
	Remuneration Performance Talent Development Planning and Promotion System "Atour Tea" From Far Away	<ul style="list-style-type: none"> Provided employees with a competitive compensation system and benefit protection mechanism Set clear and explicit promotion paths and training programmes to help employees achieve career development and personal growth Supported the tea industry in <i>Yaduo</i> Village and the surrounding area to achieve rural revitalisation, creating jobs and assisting growth

UN SDGs	Corresponding Chapters	Atour's Actions
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Pleasant Working Environment
"Atour Tea" From Far Away

- Adhered to the principles of diversity, equality and inclusion. Respected employees and protected their rights and interests. Established healthy workplaces with pleasant atmospheres
- Helped groups from remote areas or those that are economically disadvantaged to achieve a more dignified life through public welfare projects such as "Atour Tea"



Sowing Happiness

- Helped people in the surrounding community and provided safe, inclusive and accessible spaces based on hotels



Adhering to Green Operation

- Adhered to the green concept and advocated an environment-friendly lifestyle among customers
- Actively developed products with modular design and green consumables such as "Natural Bamboo Paper Products" and "Worry-free Paper Cups". Introduced energy-saving and water-saving equipment to achieve sustainable management and efficient utilisation of natural resources



Responding to Climate Change

- Actively explored potential opportunities for clean energy use and energy-saving renovation to mitigate global climate change
- Formulated extreme weather emergency response plans and strengthened relevant education for employees. Safeguarded lives and properties of both employees and customers

UN SDGs	Corresponding Chapters	Atour's Actions
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A Taste of "Atour Tea"

- Collaborated with local officials to protect mountain ecosystems, including their biodiversity
- Helped to establish modern tea planting industry, and utilised plant resources in a sustainable way



Professional, Efficient and Responsible Operations

- Established a comprehensive governance structure to ensure compliant operations
- Established an Professional Ethics Committee and instituted various initiatives to promote integrity and honesty within the Group and the supply chain
- Comprehensively promoted ESG Management for Atour's sustainable development



Creating Value Together and Building the Industry Ecosystem

- Provided franchisees with a one-stop support system, ensuring peace of mind in hotel operations
- Empowered suppliers through various measures and helped them to achieve quality and sustainable development
- Actively participated in industry communication activities. Committed to leading hotel industry development through Atour's own experiences



Atour's Six ESG Commitments

Responsible Governance

Build a sound and efficient corporate governance structure while maintaining high business ethics standards. Continuously integrate ESG concepts into corporate strategies to achieve sustainable development.

Customer First

Adhere to the core value of "Customer First" and the product philosophy of "Cultural, Inviting and Interesting," while shaping the industry's new benchmark by advocating the "Chinese Experience." Strive to be a leader in quality living and to become a leading lifestyle brand group. Create an intimate ambiance where people can warmly connect.

Growing with Employees

Break boundaries and explore possibilities to create an equal, diverse and inclusive workplace, as well as a comfortable and considerate working environment. Stimulate employees' initiative and help them achieve growth through a competitive salary incentive mechanism, clear career development paths and high-quality training resources.

Sharing Values

Provide franchisees with comfortable and stress-free one-stop services by continuously strengthening the full-life-cycle support system. Join hands with suppliers for win-win cooperations. Practice responsible procurement to build a resilient and sustainable supply chain, and promote the orderly development of the industry ecosystem.

Safeguarding Nature

Continuously develop and explore environmentally friendly products and equipments, and promote their use in the Group's businesses. Actively develop and use green consumables, encouraging customers to practice a low-carbon and sustainable lifestyle.

Staying True to Original Aspirations

Continuously promote welfare projects such as "Atour Tea," and help rural revitalisation through industrial support. With hotels and employees as touchpoints, sow happiness in communities, and fulfill corporate social responsibility.

01.

Professional, Efficient and Responsible Operations

·Efficient Corporate Governance ·Adhering to Business Ethics

·ESG Governance



Professional, Efficient and Responsible Operations

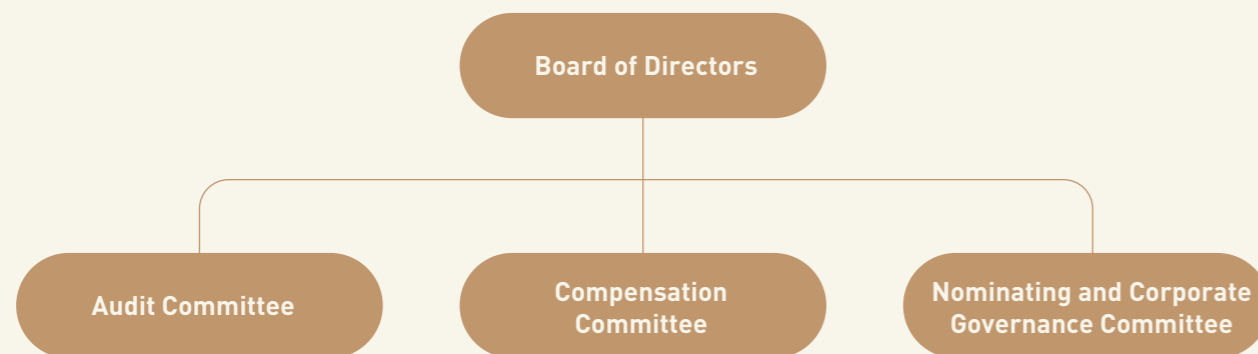
Good corporate governance is a prerequisite for a company to achieve sound development and efficient operations. Atour is committed to building a sound and professional governance structure while maintaining high business ethics standards to ensure that the Company operates compliantly. Meanwhile, we uphold the concept of sustainable development and actively promote and integrate ESG management into our corporate development considerations. We conduct transparent and open communication with stakeholders to understand and respond to all parties' ESG expectations.

Efficient Corporate Governance

Atour Group strictly abides by the *Company Law of the People's Republic of China* and other relevant laws and regulations where we operate. We also continuously improve corporate governance, strengthen risk prevention and control, and ensure compliant operations to realise the Company's strategic objectives and provide the necessary safeguards for our sound development.

Governance Structure

We have established a comprehensive corporate governance structure, with the Board of Directors as the highest decision-making body responsible for setting the Company's strategic direction and approving and supervising corporate actions and decisions. The Board of Directors has established an Audit Committee, a Compensation Committee and a Nominating and Corporate Governance Committee, all of which exercise their oversight responsibilities in accordance with the Company and their respective charters to assist the Board of Directors in fulfilling functions and to enhance the efficiency and professionalism of decision-making.



We view board diversity as a pivotal factor in achieving sustainable growth. The Nominating and Corporate Governance Committee considers a variety of factors, including gender, age, cultural and educational background, and professional experience, skills and knowledge in selecting and recommending candidates for the Board of Directors. They also regularly review the diversity of the Board of Directors to ensure that its composition is in line with the Company's development needs.



As of the end of the Reporting Period, the Board of Directors of the Company comprised eight members, including three independent directors and two female directors. The members of the Board of Directors have educational backgrounds in various fields such as tourism management, law, business administration, economics, finance, etc., as well as extensive industry experience, including hotel operation and management, finance, auditing, risk management, corporate finance, etc. Their diverse skills and backgrounds help to safeguard the soundness of the Board's decision-making and promote the Group's high-quality and sustainable development.

Risk Management

Atour views risk management as paramount. We have formulated a number of risk management policies and systems, including the *Internal Control Manual*, *Internal Audit Framework* and *Financial Reporting and Disclosure Guidance*, to establish a systematic, standardised and efficient risk management mechanism for the Company. We assess the business scope of each department. We have established a risk control matrix and formed an *Internal Control Manual* to continuously standardise and implement work related to managing risk prevention and control. Meanwhile, we conduct annual risk identification and update the risk list and evaluate the importance of risks accordingly. We check the effectiveness of our risk control system's design and implementation with walk-through testing and effectiveness testing, the results of which are reported in our *Internal Control Assessment Report*. For identified risks, we formulate corresponding rectification plans and require relevant departments to strictly implement them to ensure effective risk control.



Atour Risk Management Process

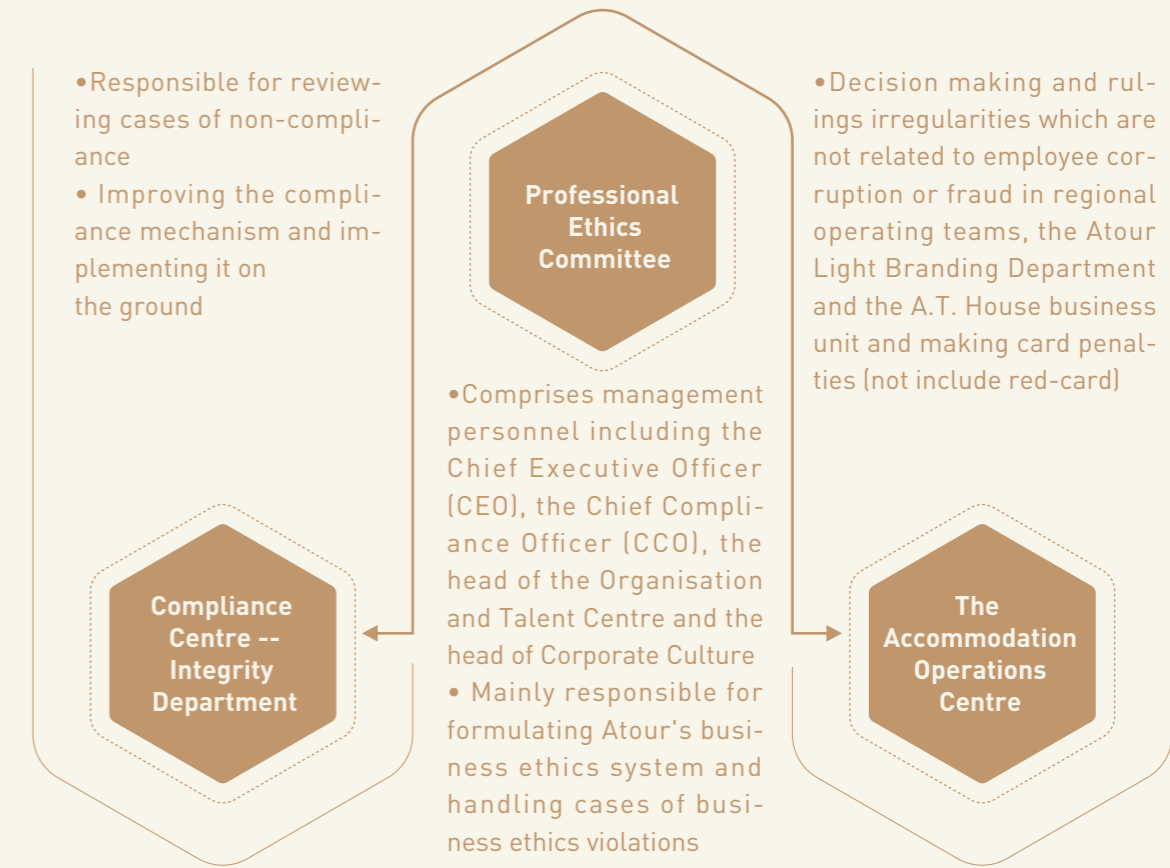
We have established the Compliance Centre-Integrity Department as the Company's internal auditor. Each year, the Integrity Department formulates an annual audit plan taking into account the Group's strategy, business priorities, and regulatory requirements, such as the *Sarbanes-Oxley Act ("SOX")*, and submits it to the Audit Committee for approval. Upon approval by the Audit Committee, the Integrity Department organises and conducts the relevant audits accordingly, with close attention to key and significant matters such as operational anomalies.

Meanwhile, we have established a tracking mechanism for audit issues. For problems identified in the audit, the Integrity Department closely monitors the responsible departments' rectification progress and works to improve deficiencies, ensuring the effective operation of the Company's risk management and control system. During the Reporting Period, we have conducted several external audits and a number of specialised internal audits.

Adhering to Business Ethics

Atour strictly abides by the laws and regulations on anti-corruption, anti-bribery, anti-unfair competition, trademarks and trade secrets, etc. in the places where we operate. We continuously strengthen our internal system construction and have formulated the *Code of Business Conduct and Ethics, Provisions on the Protection of Trade Secrets, Provisions on Avoidance of Employment, Employee Handbook* and other business ethics management guidelines to establish detailed requirements for all employees of the Company in terms of anti-corruption, anti-fraud and other integrity and ethical business behaviour. We have also signed a *Letter of Commitment on Anti-Corruption and Anti-bribery* with our suppliers, putting Atour's value of "maintaining a righteous mind, following the right path" into practice.

We have established the Professional Ethics Committee as the supreme governing body and dedicated organisation for managing the Company's code of ethics. The Accommodation Operation Centre and the Compliance Centre-Integrity Department serve as the executive bodies in the ethics management framework and jointly oversee the effective operation of the Company's ethics management system.



Atour Group Ethics Management Framework

We regulate our employees' professional ethics through the "Three Major Disciplines and Eight Points of Attention" in the Employee Handbook and require them to strictly abide by the Company's code of conduct. At the same time, to promote honesty and integrity within the Group, we have formulated the *Atour Penalty System*, applicable to all staff. It classifies penalties according to severity into red cards (the most severe), yellow cards, warnings and admonitions. For violations of business ethics, we impose red-card penalties, and the Company has the right to terminate the involved person's employment contract and pursue related economic penalties. During the Reporting Period, a total of 52 people were imposed with red cards.

In addition, Atour is committed to promoting integrity and honesty within our supply chain. We require all of our cooperative suppliers to sign the *Anti-Corruption and Anti-Commercial Bribery Clause* to jointly resist commercial bribery and corruption. Both parties are encouraged to file complaints and reports immediately if they encounter unusual behaviour, to safeguard the legitimate interests of both parties. We also require suppliers to sign the *Code of Conduct*, which requires them to strictly prohibit illegal practices, such as child labour and forced labour, thus creating a safe and healthy working environment for their employees. Suppliers are also expected to strengthen their own emission management to minimise the environmental impact of their production and operation activities as much as possible. As of the end of the Reporting Period, 100% of Atour's suppliers had signed the above-mentioned documents.

Atour carries out business ethics education and training activities to disseminate its anti-corruption requirements and create a corporate atmosphere of integrity and self-discipline. We also prioritise cultivating Atour's values among our staff. We have formulated and implemented the *Atour Values Assessment Programme* to regularly assess our employees' values. This ensures that our employees' daily work behaviours and attitudes align with Atour's values, helping the Company achieve our mission and vision.



During the Reporting Period

We conducted **6** compliance training sessions for all new employees

3 compliance training sessions for deputy hotel managers in all regional teams

We also encourage stakeholders to give feedback on business ethics violations. During the Reporting Period, we standardised our investigation mechanism, auditing and handling timeframes for whistleblowing through the *Charter of the Atour Ethics Committee*, ensuring timely and effective handling of whistleblowing information. We have also formulated the *Rules on Rewards for Reporting* to encourage stakeholders to report and work together to create an honest and transparent operating environment. Whistleblowers may report under their own names through the Whistleblower Mailbox, Integrity Department Mailbox, CEO Mailbox, Senior Management's Mailbox, or the "Atour Micro-Community."



Whistleblower Mailbox :
jbyx@yaduo.com



Integrity Department Mailbox :
au@yaduo.com



CEO Mailbox :
yelyyin@yaduo.com

To safeguard the independence and objectivity of report acceptance and investigation, we have designated the Integrity Department as the dedicated department for receiving reports. The Integrity Department reports to the Professional Ethics Committee and has the authority to assign relevant departments across the Group to assist in investigations. We adhere to the principle of confidentiality. We not only protect whistleblowers but also require the investigating department and investigators to maintain strict confidentiality regarding whistleblowers' identities and any information they provide. The Professional Ethics Committee will undertake severe disciplinary action in the case of any violation of the confidentiality rules. Furthermore, the Company will severely punish any retaliation against whistleblowers, through means including but not limited to the termination of employment.

ESG Governance

Atour attaches great importance to sustainable development to promote ESG management comprehensively. Meanwhile, we proactively communicate with internal and external stakeholders and conduct ESG materiality assessments to better identify and respond to stakeholders' expectations of Atour's ESG management, working with all parties to move toward a sustainable business.

ESG Concepts

ESG is a critical factor that cannot be ignored in Atour's strategic planning, brand-building and business practices. We integrate ESG concepts into Atour's mission and core values. We also monitor our performance in environmental protection, social responsibility and good governance. We are committed to achieving our mission of "warmly connecting" and upholding our values of "maintaining a righteous mind, following the right path" through positive ESG practices. This approach improves Atour's competitiveness and the reputation of our brand while creating long-term value for society.



ESG Management Structure

To achieve sustainable development, in 2023, Atour has established an "ESG working Group" to drive ESG-related initiatives, which is oversighted from the Group's Executive Committee and supervised by Board of directors. In the future, Atour will clarify the direction of its ESG efforts, refine our improvement initiatives on important ESG issues and further embed ESG principles into our daily business operations to create greater social and economic benefits.



Atour's ESG Management Structure

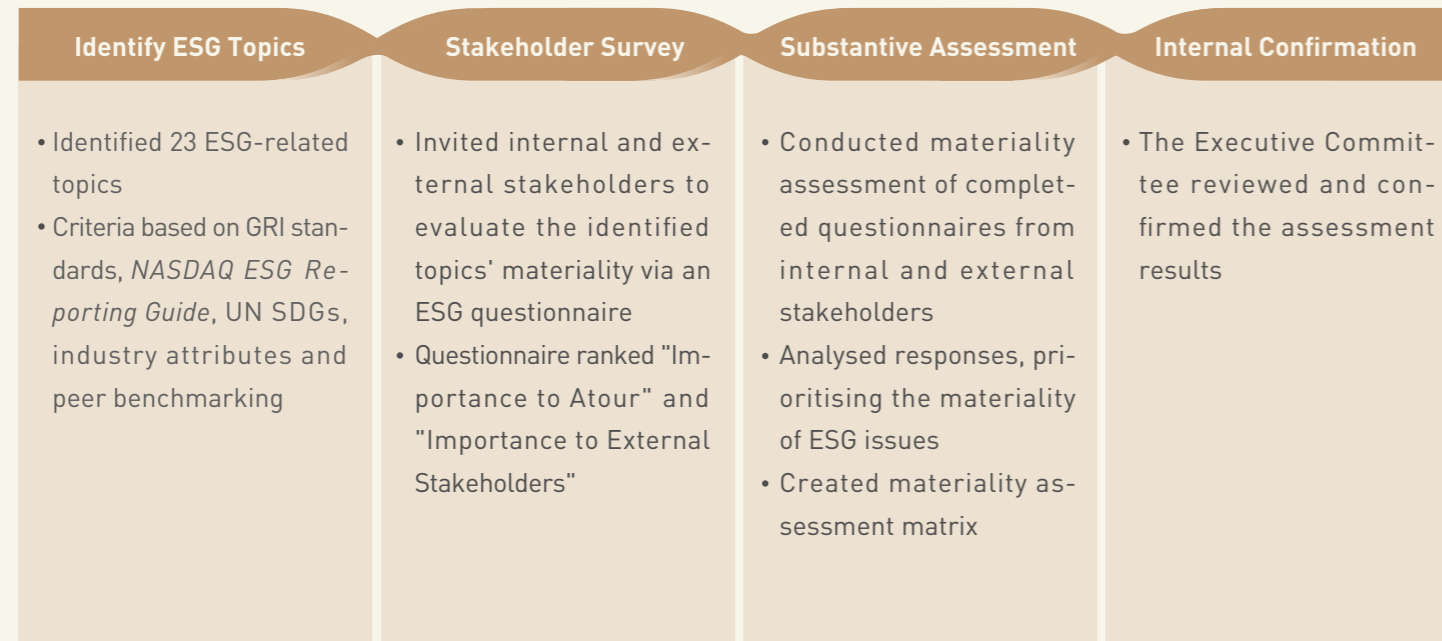
Stakeholder Engagement

Stakeholder communication, participation and cooperation are essential to achieve an enterprise's sustainable development. Atour cares deeply about stakeholders' expectations and demands. We are committed to establishing sound information disclosure channels and timely, transparent and efficient stakeholder engagement mechanisms. We engage in dialogue with stakeholders through various channels, respond to their concerns, seek their trust and support, and promote the continuous improvement of our ESG management.


Stakeholders	Expectations and Requirements	Communication Mechanisms
Government and Regulators	<ul style="list-style-type: none"> Compliant Operations Pay taxes according to law Data Security and Privacy Protection Promote Employment Rural Revitalisation 	<ul style="list-style-type: none"> Strictly comply with various laws and regulations Actively respond to government policies Regular communication and reporting On-site research and investigation
Shareholders and Investors	<ul style="list-style-type: none"> Compliant Operations Shareholder return Transparent Information Disclosure Corporate Governance 	<ul style="list-style-type: none"> Transparent information disclosure Conference calls Roadshows Investor conferences
Customers	<ul style="list-style-type: none"> Customer Service and Experience Customer Health and Safety Food Nutrition and Safety Neighborhood Culture and Care Information Security and Privacy 	<ul style="list-style-type: none"> Third-party customer satisfaction survey "Customer Experience Officer" Programme Official channel reviews, one-click complaints, "handy shot" OTA reviews CEO Mailbox
Franchisees	<ul style="list-style-type: none"> Franchisee Empowerment Win-Win Cooperation 	<ul style="list-style-type: none"> "Jimuli APP" for franchisees Official website, public website and social platforms Executive visits Franchisee networking events
Suppliers	<ul style="list-style-type: none"> Responsible Supply Chain Honest Performance Win-win Cooperation 	<ul style="list-style-type: none"> Official website, Weixin official account and social media platforms Executive visits Supplier training Supplier conferences Audit and assessment
Employees	<ul style="list-style-type: none"> Compliant Hiring Employee Compensation and Benefits Occupational Health and Safety Employee Training and Development Diversity, Equality and Inclusion 	<ul style="list-style-type: none"> Social platforms, Weixin official account Internal meetings and training Employee satisfaction survey Atour Micro-Community Employee activities
Community and Society	<ul style="list-style-type: none"> Rural Revitalisation Education Support Social Welfare Empowerment 	<ul style="list-style-type: none"> Press releases Public service activities

Materiality Assessment

To understand stakeholders' expectations and concerns regarding the Group's ESG management and better identify and prioritise ESG topics for the Company's development, we conducted an ESG materiality assessment based on the following steps during the Reporting Period.

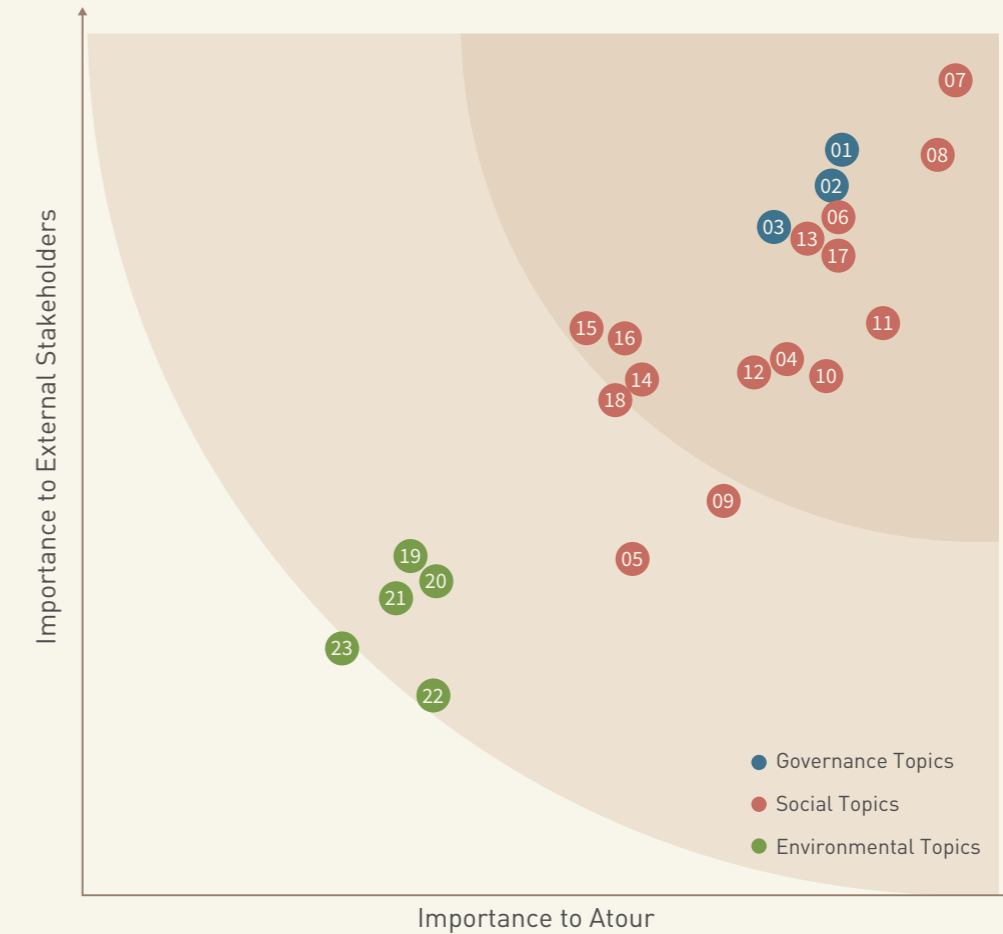


The Process of ESG Materiality Assessment



Based on the **712** questionnaires we collected

We analysed the data across two dimensions, "Importance to Atour" and "Importance to External Stakeholders," to create the following ESG materiality matrix.



Governance Topics	Social Topics	Environmental Topics
<ul style="list-style-type: none"> 01 Business Ethics 02 Stakeholder Communication 03 Corporate Governance 	<ul style="list-style-type: none"> 04 Neighborhood Culture and Care 05 Social Welfare Empowerment 06 Food Nutrition and Safety 07 Customer Health and Safety 08 Customer Service and Experience 09 Sustainable Accommodation 	<ul style="list-style-type: none"> 10 Compliant Hiring 11 Employee Compensation and Benefits 12 Occupational Health and Safety 13 Employee Training and Development 14 Diversity, Equality and Inclusion 15 Responsible Supply Chain
	<ul style="list-style-type: none"> 16 Franchisee Empowerment 17 Information Security and Privacy Protection 18 Digitalised Services 	<ul style="list-style-type: none"> 19 Water Resource Management 20 Energy Management 21 Waste Management 22 Biodiversity Protection 23 Climate Action

02.

Atour's Warm, Thoughtful and Humanistic Touch

·Ensuring Customers' Comfort and
Security Throughout Their Stays

·Pop-Up Experiences

·Listening to Our Customers

·Cozy and Comfortable Experience

·Innovation and Technology Empowerment



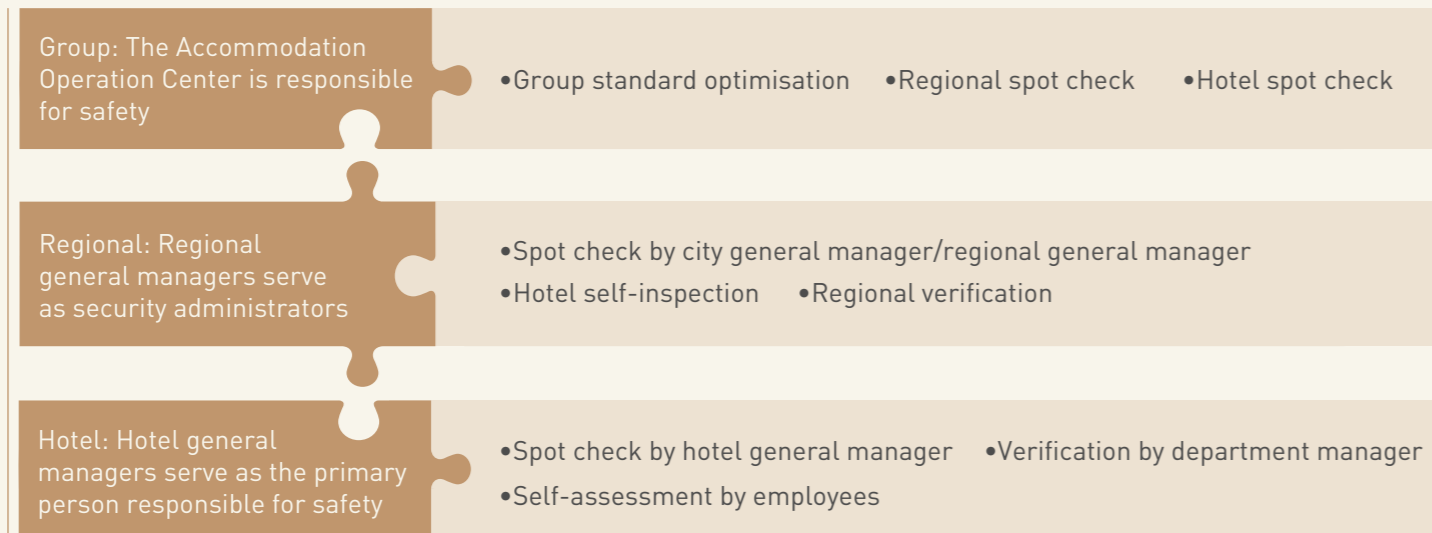
Atour's Warm, Thoughtful and Humanistic Touch

Atour always prioritises customer experience. We offer a safe and secure environment throughout customers' stays with us, providing warm and thoughtful accommodation services while delivering fun, unique and surprising experiences. We listen to our customers and continuously optimise the customer experience, cultivating a cultural, inviting atmosphere and maximising customers' enjoyment of Atour's unique "Chinese Experience."

Ensuring Customers' Comfort and Security Throughout Their Stays

Atour is committed to creating a comfortable and secure environment across various aspects of hotel accommodations. We strictly abide by the *Fire Protection Law of the People's Republic of China*, the *Public Security Administration of the Hotel Industry*, the *Implementation Rules on Regulations on Public Places Sanitation Administration* and other relevant laws and regulations of the places where we operate. We have also established internal procedures and documents, such as the *Group Safety Management System*, which outlines a safety responsibility framework as well as a clear division of management responsibilities to ensure customers' comfort and security throughout their stays.

Our safety responsibility framework encompasses three levels: Group, regional and hotel. We have clearly defined the primary person responsible for each level and their related job responsibilities. Additionally, each level is required to make every effort to eliminate potential safety hazards through self-inspections, random inspections and comprehensive inspections, and to continuously improve the existing safety management process and system.



Atour's Safety Responsibility Framework

Atour has established and implemented a system of four major safety ledgers: *Basic Hotel Information*, *Hotel Management Information*, *Safety Rules and Regulations* and *Hotel Fire Safety Files*. These cover responsibility allocation, inspection plans, inspection records, equipment files and other aspects of hotel operation safety. Each step helps us provide secure accommodation experiences for our customers covering building safety, fire safety, occupant safety and data security. We also prioritise the protection of guests' private information, focusing on data security management and a strong data security defence system for privacy protection.



Building Safety

Building safety is the foundation for safe hotel operations. Atour strictly controls construction project quality to ensure customer safety from the outset of its hotels. As such, we have established our *Building Construction Handbook*, which clearly stipulates the quality standards for important project milestones such as blueprints and project construction. During construction, for each project, Atour conducts random quality inspections based on design acceptance and completion acceptance checkups, ensuring that project quality is controlled and reliable.

Furthermore, Atour has established strict project completion acceptance standards. Matters related to guest safety are the inspections' top priority. If any quality standard is not met, a "One Vote Veto" may be applied to the overall project. For example, indoor air testing is a key quality inspection item. We require all construction projects to obtain qualified *Indoor air quality test reports*, and parameters for indoor air pollutants, such as formaldehyde, toluene, xylene and total volatile organic compounds, must comply with corresponding national standards to create a healthy and safe accommodation environment. Atour's inspection scope also includes other matters closely related to customer experience, such as safety precautionary facilities, noise control, ventilation, HVAC and odour control. Through strict acceptance inspections, we ensure that hotel rooms are safe, quiet, warm and odour-free and that each customer's experience is secure, comfortable and cosy.

Fire Safety

Hotel fire safety is crucial for customer and property safety. Atour fully recognises this and makes every effort to implement effective fire safety measures.

During hotel construction, we meticulously review the construction of fire protection facilities, including the fire protection water system and fire protection evacuation facilities, among the most important "One Vote Veto" quality inspection items. Other fire protection facilities, such as fire alarms and fire protection point maps, are listed as "Important Items" or "Necessary Items" in the completion acceptance, ensuring our fire safety hardware systems are properly operating.

For hotels in operation, Atour strictly follows the *Group Fire Safety Responsibility Guidelines*. These guidelines require the establishment of fire safety teams with defined fire safety responsibilities and the implementation of the *Hotel Fire Safety Files*. Additionally, we formulate fire safety emergency plans, inspect fire safety facilities and equipment monthly, and conduct quarterly fire escape drills. We also attach great importance to the fire safety training of our staff. All staff receive instruction on the use of fire safety facilities during onboarding. Furthermore, we integrate more systematic fire safety-related courses into our ongoing training programmes for new employees.



Occupant Safety

The Group has always regarded customers' safety as our top priority. We have formulated and implemented the *Safe Hotel Certification System* in all of our hotels, which comprehensively outlines the execution items and inspections required to guarantee customer safety. We regularly audit the system's implementation through information verification, document verification and on-site spot checks. We award hotels with excellent audit performances the "Safe Hotel Certification," setting benchmarks for other hotels and encouraging ongoing improvement.



Safe Travel Cups

Atour's biodegradable "Atour's Safe Travel Cups" are paper lined with imported Polylactic Acid (PLA) film, which can withstand high temperatures of up to 170 degrees Celsius.



Worry-free Clean

Atour uses disposable biodegradable cleaning wipes, which are thrown away after use, avoiding cross-contamination and guaranteeing "Worry-free Clean."



Well-protected Privacy

Atour mandates the use of anti-spying detectors with full-band artificial intelligence algorithms in all of its hotels, ensuring customers are afforded "Well-protected privacy."

Conscientiousness Ambassadors

Atour has appointed "Conscientiousness Ambassadors" to double-check that each customer is greeted with fresh bedding and cups.



Worry-free Laundry

Atour uses nationally certified co-operative laundries, which undergo regular third-party testing to ensure "Worry-free Laundry."



Worry-free Bathing

"Jimu" rooms provides sealed bathrobes in disposable dust-proof bags, preventing reuse and ensuring "Worry-free Bathing."



In addition to the six security fundamentals mentioned above, we have also implemented rigorous food health and safety measures. The Group has set forth clear food safety regulations covering catering venue layouts, procurement of raw materials, transportation, acceptance, storage, food processing, production staff and cleaning, and kitchenware and tableware sanitisation. To ensure the safety and hygiene of Atour's food products throughout the entire process, we have established a comprehensive food safety management system from procurement and transport to storage and processing. In addition, to ensure that our food safety management system is well implemented, we have established a food safety inspection mechanism for conducting daily self-inspection and spot checks, as well as comprehensive weekly on-site inspections. We have also formulated the *Atour Restaurant Hygiene Red Line System*, which includes various food safety rules and requirements. In cases of non-compliance, we issue warnings, yellow cards and red cards, thereby strictly managing food safety.

Data Security

Information security and data privacy protection are important business responsibilities in the hotel industry. Atour strictly abides by the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China*, the *E-commerce Law of the People's Republic of China* and other laws and regulations in the places where we operate. We have established an organisational structure for information and data security management and implemented diversified protection measures, integrating information security management and data privacy protection into our daily operations.

Atour has obtained multiple external certifications related to information security and privacy protection. These include the *GB/T22080-2016/ISO/IEC27001:2013 Information Security Management System Certificate*, the *ISO/IEC 27701:2019 Privacy Information Management System Certificate* and the *Certificate of Record for Classified Protection of Cyber Security (Level 3)*. In addition, during the Reporting Period, we joined the Shanghai Information Security Trade Association, aiming to cooperate with professional organisations in the accommodation industry to jointly promote industry-wide development of information security and privacy protection.



Atour has been awarded ISO 27001, ISO 27701 and certification for Classified Protection of Cybersecurity (Level 3)

Atour has established an Information and Data Security Committee, which contains an Information and Data Security Group consisting of five working groups. We have also established internal regulations and policies that applies to all of our business lines and subsidiaries, such as the *Atour Information Security Management Outline*, the *Atour Information Security Management Manual* and *Atour Measures for Personal Information Security Management*, establishing and consolidating data security management norms on an ongoing basis.



Atour's Organisational Structure for Information and Data Security Management

In addition, we concentrate on key areas such as asset management, personnel management, access control and third party management, among others, to consistently strengthen our information security and data privacy protection efforts and fortify our defences.

Atour Information and Data Security Initiative



Asset Management

·Standardise hardware, software and service management processes, enabling secure management of information assets throughout their lifecycle, including purchase, use, change and retirement.



Personnel Management

·Implement security controls around hiring, on-boarding and off-boarding processes and require staff to sign confidentiality agreements.
·Regularly conduct information security awareness, education and training sessions covering all personnel.
·Regularly conduct phishing tests and emergency security drills.



Access Control and Data Encryption

·Isolate external networks and strictly review external network access qualifications.
·Implement network access control for important internal information systems and data.
·Reasonable use of encryption and cryptographic equipment, and strict management of key generation, distribution and retention.
·Utilise key management services for data encryption and digital signatures.



Third Party Management

·Implement access control and monitoring for third parties and clarify information security requirements through confidentiality agreements and service agreements. We regularly inspect compliance and periodically request security and compliance assessment reports.
·When sharing customer information with a third party, assess the legality, legitimacy and necessity of the information and obtain the customer's consent through a confirmation agreement, pop-up window prompt, or other means. Alternately, confirm that the third party has obtained the customer's consent.



Establish an Information Security Response Process

·Implement hierarchical management measures based on the nature of information security incidents.
·Develop a step-by-step information security response and handling process, covering "discovering the incident - determining the severity - establishing a handling team - coordinating the required resources - formulating a solution - handling the incident - reporting the results."



Information Security Audits

·Every year, we conduct internal and external audits focusing on information security and take appropriate corrective and preventive measures.

We have published the *Privacy Policy* applicable to the entire Group on our official website, the Atour APP and the Atour mini programme. This policy minimises information collection and data retention periods and discloses third-party information transmission standards while safeguarding customers' rights to access, rectify and delete their personal data.

Furthermore, we leverage various channels to promote information security and conduct employee training, continuously strengthening employee awareness of information security and data privacy protection.

Raising information security awareness across the board

During the Reporting Period, Atour conducted monthly information security training for all employees via short videos on the Group's training platform, "Jimu Learning Platform." Meanwhile, we conducted information security training for all employees through a combination of training videos and test questions every six months. Only those who scored 90 or above passed the assessment. For those departments most closely related to information security systems and guest privacy data, we organise additional specialised offline training sessions to maximise the risk awareness of relevant personnel.

Cosy and Comfortable Experience

Atour meticulously observes customers' habits to continuously improve the customer experience. We are committed to providing customers with warm, inviting services before, during and after their stay. From our "Atour Tea" served upon arrival to "Late Night Congee," "Out of the Dust Service" during stays and "Lv Meng's Hazy Road Breakfast," "Heart-warming Water" upon departure, we are continually expanding the Atour experience, pampering our customers with excellent quality services and a humanistic touch.

Pre-stay

"100% Tea Service" is Atour's first iconic service. Based on the custom of offering tea to customers as a gesture of courtesy and respect as well as a refreshment, our tea service conveys the warmth of Chinese traditional tea ceremony. To meet our customers' "wellness" needs, after 6 p.m., we serve honey water instead of tea to help alleviate customers' insomnia. In addition, for the Platinum users, Atour hotels carefully source local seasonal fruits and place them in their rooms, offering another personal touch to provide customers with a pleasant stay.



During The Stay

At Atour, a delightful stay experience is the cornerstone of our premium service. We offer diversified services tailored to customers' needs, consider every aspect of their experience and provide various convenient facilities and tools to meet their personalised needs. Our goal is to bring all the warmth and comfort of home to their journey.

We infuse our welcoming stay experience with heartwarming themes. The concept of "dusting off" comes from the ancient poem "Who knows how to dust off the mundane and travel south to the cold mountains." We hope that our guests will leave behind the stress and weariness of the outside world and enjoy a moment's rest at Atour. Through our "Out of the Dust Service," we provide guests with professional laundry services to help them dust off fatigue. Inspired by the saying "Sweat out your worries in the clouds," we also offer a 24-hour "Sweat Out" or gym service. Tracing back to the acclaimed line in Su Shi's poem, "I'd rather eat no meat than live without bamboo", we have set up a "Bambook Library" book lending area. We also provide a variety of other comforting during-the-stay services, including "Late Night Congee."



"Sweat Out Service"



"Bambook Library"



"Out of the Dust Service"



"Late Night Congee"



"APLUS Services"



"Bambook Library:" Free borrowing and flexible returns for a 24/7 mobile library experience

Since ancient times, bamboo has been revered by scholars for its breathtaking elegance and flexibility. Inspired by bamboo, Atour created the Bambook 24/7 mobile library, aimed at establishing "a spiritual oasis in cities and a shelter from the Internet era's storms."

Every book carries a fascinating world of that Atour prepares for its users, enabling them to experience both physical and mental relaxation. By the end of the Reporting Period, Atour had established over 1,000 "Bambook Libraries" in 198 cities across China, with a collection totaling more than one million books. Our "Bambook Library" lending service is free of charge, collateral-free, and supports remote returns, allowing users to feel the comfort of the reading experience brought by Atour.

To provide Atour members with a personalised accommodation experience, we continued to upgrade our "APLUS Services" offerings during the Reporting Period, adding new options based on our customers' fundamental needs. Our customers may select a variety of "APLUS Services" when booking a hotel room through Atour's official channels



"APLUS Services:" Personalised experiences await

"APLUS Services" considers members' varied needs across different scenarios. As of the end of the Reporting Period, we had launched more than 20 "APLUS Services" products, anticipating customers' wants and needs and fulfilling them in advance.



Our Energy Package brings customers "Mindful Yoga" to banish fatigue and instil a sense of tranquility following a long journey or everyday life stress.



Customers can choose a facial cleansing set or a moisturising skin care regimen to help unwind with our Peace of Mind Package.



Ideal for bedtime relaxation, customers can choose from the Advanced Package, such as a "Zhenbuer Foot Bath" or a Skin Hydration Treatment, to help unwind with moisture-replenishing skin options.



Our upgraded Deep Sleep Formula package includes the Deep Sleep Pillow PRO, Goodnight Milk and a heated neck pillow to help customers sleep soundly through the night.

Post-stay

Parting is always a sweet sorrow, and journeys are inevitably filled with dust and wind. To warm our customers' "morning stomachs" for the road ahead, Atour carefully prepares "Lv Meng's Hazy Road Breakfast," offering our customers a small piece of our care and companionship to take with them on the next leg of their travel.



"Lv Meng's Hazy Road Breakfast:" Breakfast on the road prolongs Atour's hospitality

"Lv Meng's Hazy Road Breakfast" is not an idiom. It's the special breakfast service proposed by Lv Meng, an Atour employee. He observed that many customers had to get up early to go to the airport and responded to Atour's call for "insight into the service process and the creation of surprising moments for customers" by proposing a rich and nutritious packed breakfast service, extending Atour's hospitality to consumers' post-check out journeys. Originally a single-store service, customers widely praised "Lv Meng's Hazy Road Breakfast," which was later promoted to all our hotels nationwide, gradually evolving into one of our most distinctive standardised services.

The promotion and establishment of "Lv Meng's Hazy Road Breakfast" showcases Atour's service innovation mechanism. While leading the development of various innovative projects from the top down, we also encourage each hotel to carry out service innovation according to its unique situation and report initiatives that receive positive customer responses, forming another innovative path from the bottom up. Atour always takes a proactive approach, constantly exploring ways to optimise the customer experience and tap into more potential "Atour-style" service projects.

Continuing Warmth with αTOUR PLANET

To help customers extend the cosy sleeping experience we provide at our hotels to their homes, we launched "αTOUR PLANET," a lifestyle brand focusing on a deep sleep experience. We focus on exploring customers' diverse sleep needs, aligning with natural rhythms, providing them with exclusive sleep solutions and offering a comfortable and reassuring deep-sleep atmosphere. Based on tens of millions of customers' stay experiences, "αTOUR PLANET" successfully created the Atour deep-sleep formula, transforming sleep into a key node for relieving stress and improving life. Through real-life scenarios and the synergy of retail and accommodation businesses, more customers are taking Atour bedding home with them, embracing a deep-sleep mindset and a more comfortable and immersive experience.



Pop-Up Experiences

Atour is committed to providing surprises and fun in addition to our regular services. We have carefully crafted various standard "Atour-style" programmes while continuing to introduce more unique and personalised products to meet the needs of different customer groups. Multiple co-branded programmes and pop-up activities have also provided novel experiences for our customers, reflecting Atour's unrelenting pursuit of "fun."

"Local Breakfast" has become one of our most distinctive "Atour-style" services. We require all hotels to include at least one local speciality dish in their breakfast selection, and if conditions permit, they also provide local fruits, teas and other beverages. This allows customers to taste local delicacies and provides them with rich and nutritious food pairings. Whether you are a hometown visitor who misses the taste of home or a traveller who is keen to try new cuisines, "Local Breakfast" can create a tongue-tip memory imbued with local culture and flavour.



"Local Breakfast:" Exploring Local Taste and Memory

Our "Local Breakfast" project promotes Atour's localisation procurement process. We provide customers with fresh local fruits and vegetables, while significantly reducing carbon emissions from food transport and supporting local economic development. As of the end of the Reporting Period, Atour had introduced a variety of local dishes, including Suzhou-style red soup noodles, Hangzhou-style sliced noodles, Henan stewed noodles, Shanghai scallion oil noodles, Xi'an roujiamo (Chinese hamburger), Lanzhou beef noodles and Wuhan hot dry noodles. To further explore these dishes' flavour profiles and improve the quality of local breakfasts, in November 2023, we held a "Chongqing Xiaomian (small noodles) competition" in Chongqing, with participation from all of our 18 local hotels. The gold medal standard for Xiaomian has been implemented in all of our hotels in Chongqing and continues to receive customer acclaim.

Atour consistently explores different customer groups' needs and preferences. With the steady growth of the pet economy and the gradual increase in the number of Atour customers travelling with their "furbabies," we have launched pet-friendly services at certain hotels, treating "furbabies" as small guests. Our pet-friendly locations provide surprise gifts and exclusive facilities for pets, bringing Atour's hospitality to customers and pets alike who want to enjoy leisure time together.

明年有明年的阳光
明年的景色
还有明年数不尽的生机
和
我的口粮



ATOUR FOR MY PETS

打工而已
何必真的上头
1. 吃饱 2. 喝足 3. 睡好



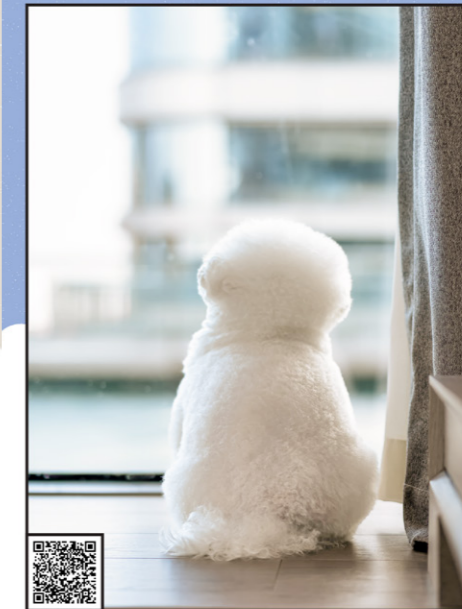
ATOUR FOR MY PETS

从明天起
做一个毛茸茸的人
穿上大棉袄
戴上小手套
不算计 不思考



ATOUR FOR MY PETS

不一定要做些什么
找个窗台发发呆
是拥有一整片天空的
秘诀



ATOUR FOR MY PETS



Pet-friendly hotels: Holidays for "furbabies" too

More and more customers are travelling with their pets these days, boosting demand for pet-friendly accommodations. The fun of "Traveling with furry companions" is becoming a sought-after experience. In response, Atour has launched a series of pet-friendly hotels, providing a variety of service experiences such as a "Furbaby Shuttle Service," "Pet Snack Gift Packs," "Smart Pet Housing" and "Furry Fitting Rooms," helping pet owners and their pets enjoy a professionally-designed vacation experience. As of the end of the Reporting Period, we had opened five pet-friendly hotels in Shanghai, Jinan, Shenzhen, Nantong and Wuhan.

Not only does Atour provide customers with excellent experiences, we also encourage them to explore the world's beauty and create their own exclusive memories. In 2023, Atour Light 3.0 launched a "Summer Bistro" event to meet the younger generation's new demand. We created a "hotel + bar" model, providing young people with a dedicated space to relax and socialise with other travellers. We also launched the "Flower-Filled Summer Vacation" badge collection activity during the 2023 summer vacation period, as well as our "Buds and Bumps" programme, featuring a cute mascot to address the needs of parents and children travelling together. Also, as a supporter of the Beijing Marathon, we offer our members the opportunity to win race berths through a loyalty point lottery, promoting a healthy lifestyle.

"Summer Bistro:" A light buzz, unwind and chill out

Targeting different guest groups, Atour continuously creates differentiated products to meet more unique and personalised needs. "Atour Light 3.0" offers a more lively and dynamic accommodation experience, creating the "small joys" and "simple pleasures" that young people desire. In August 2023, Atour Light Stay Hotel teamed up with four "drinking buddies" to promote "relaxing with a drink at Atour Light" and launch a series of "Summer Bistro" events that provided guests with limited edition liquor gift sets.



Summer Bistro Event

"Buds and Bumps" accompanies "Flower-Filled Summer Holiday"

Based on our insight into the strong demand for parents traveling with children and our understanding and consideration of contemporary parent-child relationships, Atour launched the "Flower-Filled Summer Holiday" campaign. Customers receive exclusive stickers and Atour "passports" in which they can collect city stamps as a fun activity and beautiful visual commemoration of their visit. During the Reporting Period, we launched the "Flower-Filled Summer Holiday" activity in 15 popular tourist cities across China to make customers' family time more fun. In addition, we introduced an adorable mascot for our "Buds and Bumps" programme and provided "Buds and Bumps" dolls as souvenirs for customers staying in parent-child rooms.



Flower-Filled Summer Vacation Event

Atour x Beijing Marathon



Atour x Beijing Marathon Poster

As a race supporter, Atour was granted 15 runner starting positions for the Beijing Marathon, held on October 10, 2023. We distributed the slots to lucky Atour members through a lottery. All Atour members, even brand-new ones with just a single loyalty point, were eligible to participate. Apart from the opportunity to win a participating spot and a healthy lifestyle experience, participants also had chances to win other surprises, such as "aTOUR PLANET" products, hotel coupons, etc.

Innovation and Technology Empowerment

We are committed to keeping pace with development trends in the era of intelligentisation. We actively promote an intelligent service system to comprehensively improve our customers' digital service experience. By building an efficient digital management system, we deliver more efficient and convenient services to customers, as well as provide multi-functional intelligent tools for hotel operations, effectively improving the overall operation and management efficiency of hotels. At the same time, we prioritise intellectual property rights protection, working with our partners to ensure a fair and just business environment.

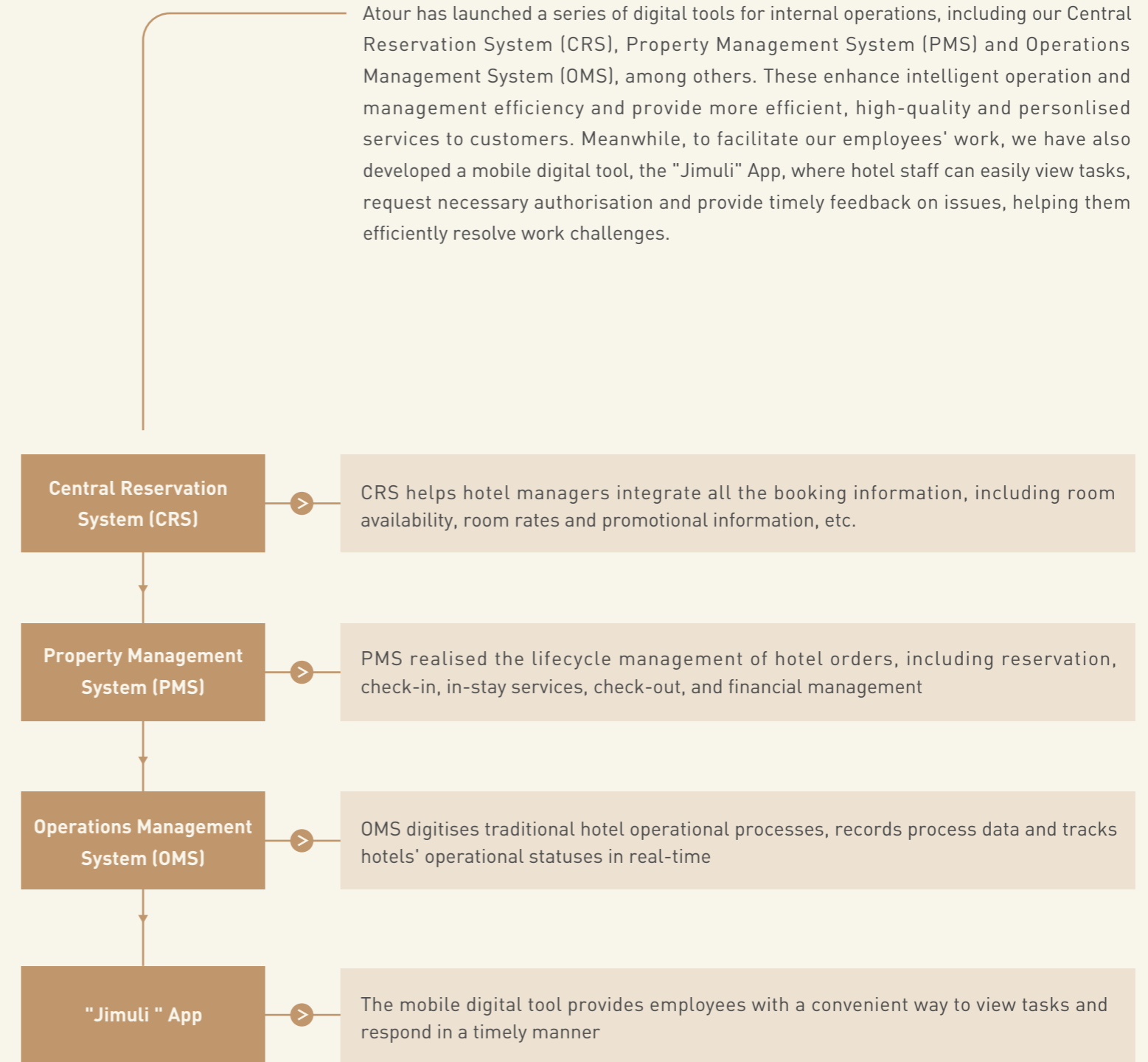
Intelligent Services

We have developed our Atour App and mini programme as official service channels. They integrate hotel booking, during-the-stay services, retail products, membership rights and other functions, allowing customers to conveniently book hotels, purchase retail goods and enjoy a wealth of Atour services. While providing guests with diversified services through our online software solutions, we have also upgraded our intelligent hardware facilities to offer guests efficient and smooth check-in services. Our front desks are equipped with self-check-in machines for convenient check-in and check-out, while our hotel rooms feature central guest controls that can link speakers, TV, lighting, air conditioning and more for a fully intelligent, personalised customer hotel room experience.



Smart Devices and Self-Check-In Interfaces

Atour has launched a series of digital tools for internal operations, including our Central Reservation System (CRS), Property Management System (PMS) and Operations Management System (OMS), among others. These enhance intelligent operation and management efficiency and provide more efficient, high-quality and personalised services to customers. Meanwhile, to facilitate our employees' work, we have also developed a mobile digital tool, the "Jimuli" App, where hotel staff can easily view tasks, request necessary authorisation and provide timely feedback on issues, helping them efficiently resolve work challenges.



Intellectual Property Protection

Atour is deeply committed to the protection of intangible corporate assets, such as software copyrights and patents. We consistently strengthen our intellectual property management and strictly comply with the relevant laws and regulations of the locations where we operate, such as the *Patent Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China* and the *Trademark Law of the People's Republic of China*. Furthermore, we have formulated a relevant compliance system, including a strict approval procedure and a standardised intellectual property management process. In the course of business operations, we have developed standards for the use of intellectual property rights and established third-party use licensing and supervision processes. We sign *Non-Disclosure Agreements* with partners to ensure consistent protection of both parties' confidential information and confidentiality responsibilities, thereby protecting both parties' intellectual property rights from infringement. In addition, we require employees in relevant departments to undergo basic training on intellectual property rights compliance to master the basic concepts of intellectual property rights, management processes and related considerations. As of 31 December 2023, we had a total of 1,255 registered trademarks, 34 registered copyrights and 13 issued patents.

As of the end of the Reporting Period, we had a total of



Employees Intellectual Property Training

On 28 September 2023, Atour conducted basic training on employees' intellectual property rights compliance for the Retail Department, Marketing and Brand Center and other relevant departments. The training covered the fundamental concepts of intellectual property rights, application processes and necessary precautions, building employees' knowledge base and clarifying the basic measures required for intellectual property rights protection.

Listening to Our Customers

Atour strives to embody the "Chinese Experience" in everything we do and offer "Warm and Friendly Companionship" to each customer. Upholding "Customer first" as our value, we strive to provide the most comfortable lodging environment and the highest quality service experience. Atour proactively seeks new customer experiences and recruits loyal Atour members to act as "Customer Experience Officers," who test and explore new experiences and provide in-depth feedback. Meanwhile, we solicit feedback through multiple channels, address customer issues with a multi-level approach and leverage methods like "Authorisation for All Employees" to encourage employees to continuously strengthen their genuine connections with customers.

Our proactive research on customer experiences brings us a deeper understanding of our customers' thoughts and sentiments. We conduct third-party surveys every six months and directly collect feedback through customer interviews and quantitative questionnaires. As of the end of the Reporting Period, we had refined several of our services based on survey results, making enhancements such as breakfast standardisation, more nutritious food choices, and equipping hotels in northern regions with air purifiers. In addition, based on feedback from our "Customer Experience Officers" across 21 touchpoints related to the accommodation experience, we determine whether our hotels are meeting our standards and make suggestions for improvement.

Atour Recruits "Customer Experience Officers" to Enhance Customer Experience

In March 2023, we recruited and selected hundred "Customer Experience Officers," issuing them certificates and badges. They were tasked with assessing Atour's 21 service scenarios according to the "Peak-End Rule" and detailing their findings in an "Experience Officer Report." In April 2023, we initiated 14 improvement projects based on the key issues reflected in their reports. Over the next eight months, our Customer Experience Officers' ratings for these 21 service touchpoints increased significantly, further optimising the customer experience.

Within eight months, the compliance rate of the "Customer Experience Officers" evaluation of service scenarios has increased significantly, and the user experience has been further optimised.

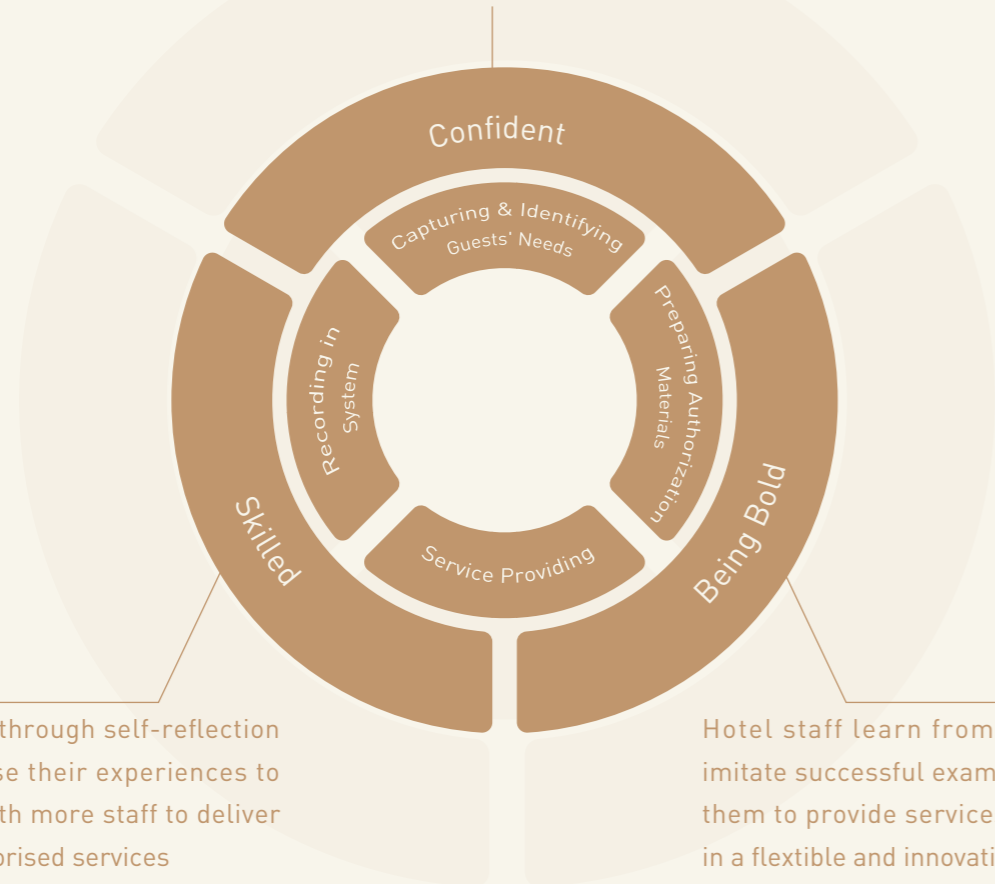
In addition to proactively exploring the customer experience and improving service quality, Atour listens to customers' feedback, offering multiple channels for customers to provide opinions and suggestions. Our "Authorisation for All" system also empowers every hotel staff member to quickly solve customers' problems and discover potential service optimisation opportunities, surprising and delighting customers with their creativity.

"Authorisation for All:" Three Phases and Four Steps to Stimulate Hotel Staff's Initiative and Continuously Optimise Customer Experience

In the accommodation industry, during-the-stay feedback is one of the most direct channels for customers to voice their opinions. To solve customers' problems more quickly and effectively and respond to their suggestions, Atour has implemented a company-wide "Authorisation for All" system. This system grants each hotel staff member a pre-approved customer service "budget" of a one-night stay or RMB 500, allowing them to respond to customer issues in real time. It also empowers our staff to take initiative, encouraging them to independently explore potential service optimisation opportunities and delight customers with surprising experiences.

We train hotel staff to serve customers in three phases: "Being Bold, Skilled and Confident." This creates an atmosphere of employee autonomy. At the same time, our staff learn to complete the closed loop of service in four steps, discovering customers' needs through feedback and careful observation and entering them into Atour's system once they are met, to better anticipate customers' needs and meet them more efficiently going forward.

Cultivate an atmosphere of authorised hotel staff, bringing joy to their hearts by delivering warmth and surprised to their customers



Hotel staff go through self-reflection and summarise their experiences to collaborate with more staff to deliver excellent authorised services

Hotel staff learn from case studies, imitate successful examples, and apply them to provide services to customers in a flexible and innovative manner

"Authorisation for All:" three phases and four steps

In addition to during-the-stay feedback, Atour customers can express themselves and make suggestions through six other channels. We assess customer feedback daily to develop a thorough understanding of customers' issues, propose solutions and review the results. Thereafter, we implement enhancements to further improve product quality and service experience.



Feedback Channels	Information Feedback Methods	Atour Actions
• Official Channel Reviews and Research	• Customers rate their accommodation satisfaction, while Atour proactively collects customer feedback by asking 1-2 specific experience questions based on certain scenarios.	
• Official channels' "One-click Complaint" function	• After checking in, customers can click on "One-click Complaint" in the Atour App or mini programme, or scan the QR code in the guest room to directly report any problems encountered.	• Hotels query official channels daily for evaluation information, communicate with customers about pain points and review and rectify problems.
• The "Handy Shot" function in Atour's official App	• Customers can use the "Handy Shot" function in the Atour App and mini programme to record their experience during their stays.	• The headquarters and regional teams analyse customer feedback data, identify types of centralised issues and facilitate experience improvement plan implementation.
• Atour Customer Service Hotline 4000-606-606	• The service hotline is available to answer enquiries on booking and membership terms, as well as receive customer complaints.	
• Online Travel Agency (OTA) platforms	• Customers can comment through online hotel booking channels such as Ctrip, Elong, Qunar, Fliggy and Meituan.	
• CEO Mailbox	• Customers can send feedback to the "CEO Mailbox," where it will be directly addressed by Atour's founder, CEO and Chief Experience Officer, Mr Haijun Wang. He personally supervises problem resolution and closes the feedback loop.	• In 2023, the "CEO Mailbox" completed the closed-loop processing of various customer feedback, such as bottled water by the elevator, preinstalled power cards, and honey water after 6 p.m.

03.

Caring with Fairness and Collaborating as Partners

- Pleasant Working Environment
- Facilitating Talent Development
- Diverse Benefits
- Occupational Health and Safety
- Human Resource KPIs



Caring with Fairness and Collaborating as Partners

Atour treats employees as valued partners. We respect and care for all employees, protect their rights and interests, and prioritise their work experience and development opportunities at Atour. We strive to empower each employee to develop alongside the organisation, recognise their personal value and promote Atour's ethos of care and warmth together.

Pleasant Working Environment

Atour strictly abides by laws and regulations and deeply respects and protects its employees' rights and interests. We adhere to the principles of diversity, inclusiveness and equality, creating a comfortable and considerate working environment for employees. We also augment employee benefit packages.



Diversity, Equality and Inclusion

We strictly abide by the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China*, the *Provisions on the Prohibition of Using Child Labour* and other relevant laws and regulations of the regions in which we operate. We have formulated and implemented internal rules and regulations such as the *Employee Handbook of the Atour Group* and the *Hotel Personnel Operation Manual* to regulate our recruitment, employment, compensation and benefits, training and development processes, as well as to protect the legitimate rights and interests of each employee.

We hope to create an equal, diversified and inclusive working environment to ensure that every employee can maximise his or her value at Atour. Atour does not discriminate against employees or candidates based on ethnicity, age, gender, marital status, nationality, or religious beliefs, and resolutely opposes child labour and forced labour. In addition, we have established the "Three Disciplines, Eight Points of Attention" system and maintain a "zero tolerance" attitude towards discrimination and harassment. If such behaviour is discovered, the Company has the right to immediately terminate the labour relationship with the employee involved.

To enhance our culture of respect and equality, we have also established a "Nickname System" that reflects Atour's distinctive value proposition. All Atour employees, irrespective of their position, address each other by their selected nickname, which fosters an atmosphere of respect and open communication within the team, thus enhancing the efficiency and effectiveness of our work.

Atour's "Nickname System:" Advocating Equality and Demonstrating Individuality

To embody Atour's "Say no to bureaucracy" ethos and encourage mutual respect, transparency and productivity among employees, the Company has established a unique "Nickname System." Every employee who joins the Atour family chooses a special nickname that showcases their personality. Instead of formal titles like "Director" or "Manager," employees interact using these nicknames, fostering an equal and open working environment at Atour.

Atour boasts a diverse talent pool:

As of the end of the Reporting Period

We had **4,248** full-time employees, **58.1%** of whom were female

Our employee group also include **17** people with disabilities

and **162** ethnic minorities from **20** different ethnic groups



Recruitment

Guided by the principle of "each according to their ability, each plays their part and assumes their own responsibility," Atour selects and recruits employees based on merit. We are committed to placing employees in the positions best suited to their talents, which facilitates the mutual growth of our employees and the Company. To ensure fairness, openness and equity in the recruitment process, we provide a detailed outline of our process in our *Recruitment Management Rules*.

We cast a wide net in our recruitment efforts, attracting talent from all walks of life through various activities such as job boards, large-scale job fairs, campus recruiting and internal recommendations. During the Reporting Period, Atour actively participated in 25 campus recruitment activities, including mutual selection fairs and previews, and connected with more than 60 universities online.

Meanwhile, we prioritise the selection and support of internal talent and have established comprehensive internal recruitment channels, including internal selection, talent pools and "Atour Journey," our internal transfer programme. In the *Recruitment Management Rules*, we clearly stipulate that when recruiting, we give priority to internal employees with outstanding performance records who meet position requirements. If there are no suitable internal candidates, we will open recruitment to the public. In addition, Atour highly appreciates the talents and skills of its former employees and has designed a rehiring procedure to motivate their return and further contribute to Atour's development.

 **"Atour Journey:" The Group's Internal Transfer Programme**

We encourage internal talent to flow between different positions within our headquarters departments, as well as between different regions and hotels, to seize growth opportunities and broaden their horizons.

As such, Atour has established an internal transfer programme called "Atour Journey." All employees who meet the requirements of a given job may apply for internally-posted positions. The employing department then reviews applications and makes hiring decisions accordingly.

"Atour Journey" programme has opened up the Company's internal talent pipeline, promoting the organised and reasonable movement of talent within the Company. It not only cultivates a good working environment where "people make the best use of their talent," but also maximises the benefit of talent we already have in the Atour family.

During the Reporting Period

313 employees embarked on the "Atour Journey"

Remuneration Performance

Atour provides employees with a competitive compensation system and welfare protection mechanism to motivate and retain talent. We have established internal systems such as the *Atour Headquarters Employee Handbook*, the *Hotel Personnel Operation Manual*, the *Atour Performance Management System*, and the *Hotel Employee Compensation and Performance Appraisal Programme* to regulate compensation and benefits and support performance management.

For employees of different ranks and functional types, we adopt different remuneration strategies. Remuneration adjustments are mainly based on changes in the operating conditions of the enterprise and the market situation, as well as changes in employees' individual positions and performance. Performance is one of the main considerations in determining the magnitude of remuneration adjustments.

For frontline staff, we have formulated a guest room piecework programme. Our *Guest Room Piecework Award Statistical Table* is filled in every month, and performance wages are provided after the table is reviewed by the hotel general manager. We have also set up bonuses such as start-up awards, service awards and annual bonuses to provide additional cash incentives for staff who have made outstanding contributions.

Employees at our headquarters also undergo appraisals measured against predetermined performance targets on quarterly/half-year/annual bases using "strategic, challenging and measurable" principles. The results of these appraisals are reviewed and approved by the Executive Committee. They also affect salary adjustments and are closely related to job promotions. During the Reporting Period, 100% of the Group's employees received performance appraisals.

In addition, to further motivate our employees and retain key talents within the company, we launched a Share Incentive Plan in 2021. Group executives, middle management, and employees with outstanding annual performance are eligible, including employees from headquarters as well as regional teams. As of the end of the Reporting Period, the plan covered 110 people.

In terms of employee benefits, Atour pays employees' salaries on time and pays the full amount of pension, medical care, unemployment and other legal social insurance in accordance with the law. Employees are granted basic paid annual leave, marriage leave, parental leave, maternity and paternity leave, work-related injury leave and other legal holidays. At the same time, we provide employees with additional annual leave and full paid sick leave according to the length of service.



During the Reporting Period

100% of the Group's employees received performance appraisals

As of the end of the Reporting Period

Share Incentive Plan covered

110 people

Employee Communication

At Atour, we encourage straightforward and constructive communication. We build open communication mechanisms and channels for our employees. To understand our employees' needs and work experience, Atour conducts quarterly employee satisfaction surveys, sorts out the content to be rectified, communicates with the relevant department to formulate rectification measures, and continuously follows up on the rectification implementation.

Our headquarters uses spacious workstations instead of individual offices, aiming to provide employees with an open, public and transparent working environment and facilitate more efficient and seamless communication and collaboration. We also value input from our frontline staff. On our internal communication platform "Atour Micro-Community," we have implemented a "Likes and Complaints" module, encouraging employees to raise issues they face at work and suggest ways to implement improvements. In addition, we post a photo and contact information of the person in charge of the regional team on the bulletin board of the "Staff Corner" in each hotel to ensure that employees can maintain real-time communication with their regional team, ensuring access to management outside the hotel at which they are employed. "Zero Distance Between Employees" is another Atour feature for employees, in which we encourage our hotel general managers to carry out "one-on-one" or "one-on-multiple" communications with hotel staff at appropriate times. This facilitates a better understanding and prompt resolution of employees' work or personal issues and challenges, thus building employee camaraderie.

"Likes and Complaints:" Real-Time Transparent Communication and Saying What's on Your Mind

To ensure Atour employees' voices are heard, we have set up a "Likes and Complaints" function on our internal "Atour Micro-Community" platform to provide every Atour employee with the means and power to express their suggestions equally. Employees can openly or anonymously express "concerns" about what needs to be improved in the working environment. They can also click the "like" button to endorse positive actions or voice their agreement.

Once a "complaint" is received, the designated employee responsible for this function will communicate "one-on-one" with the complainant within 48 hours, and provide a solution or answer that is satisfactory to the "complainant". A failure on the designated employee's part to respond in this manner will negatively affect that person's performance appraisal. Additionally, employees whose actions are "liked" will receive "like coins," which can be exchanged for gifts after a certain amount are accumulated.

Atour adheres to the principle of transparent communication and does not delete any postings or replies. All of the posts on the "Likes and Complaints" platform have been saved since the platform was launched, which helps build a positive and interactive Atour community that grows together.



Entrance interface of the "Likes and Complaints" platform

"Zero Distance Between Employees:" Casual Communications to Enhance Employee Relationships

We hope that all employees can prosper and grow at Atour. Because periodic meetings and other communication scenarios are relatively formal with established agendas, it can be difficult to create inter-personal bonds with ranking managers. To bridge this divide, we introduced the "Zero Distance Between Employees" communication mechanism, which encourages general managers to use informal occasions to communicate with hotel staff. This policy advocates "one-on-one" or "one-on-multiple" communications to understand our employees' feedback and needs surrounding clothing, food, housing and transportation, understand the problems and difficulties faced by employees in their work or life, while enhancing mutual affection.

"One-on-one" communication can occur during meals or at work, while "one-on-multiple" communication can take place at dinners and seminars. All of the above communication methods can help strengthen the connection among employees and between employees and the Company, increasing mutual interaction.



Facilitating Talent Development

Atour focuses on the development and growth of our employees and provides equal promotion and development opportunities for all employees. We have developed diversified talent development plans based on different positions aimed at facilitating the integration of new employees, enhancing employees' professional competence, helping employees achieve self-fulfilment and realise their career goals, and jointly promoting the efficient development of the Company.

Talent Development Planning and Promotion System

We have established a fair and impartial cadre development model, and set up clear career development paths and methods for our employees through the competitive recruitment system, rotation system, tenure system and other employment systems. These aim to maintain the long-term vitality of the organisation and achieve our goal of employing the best and the brightest.

Rotation System

- Establishes a "z-shaped" talent development path, and facilitates cross-team and cross-functional training for potential and capable managers within the Group
- Sets "rotation" as a necessary condition for the promotion of cadres



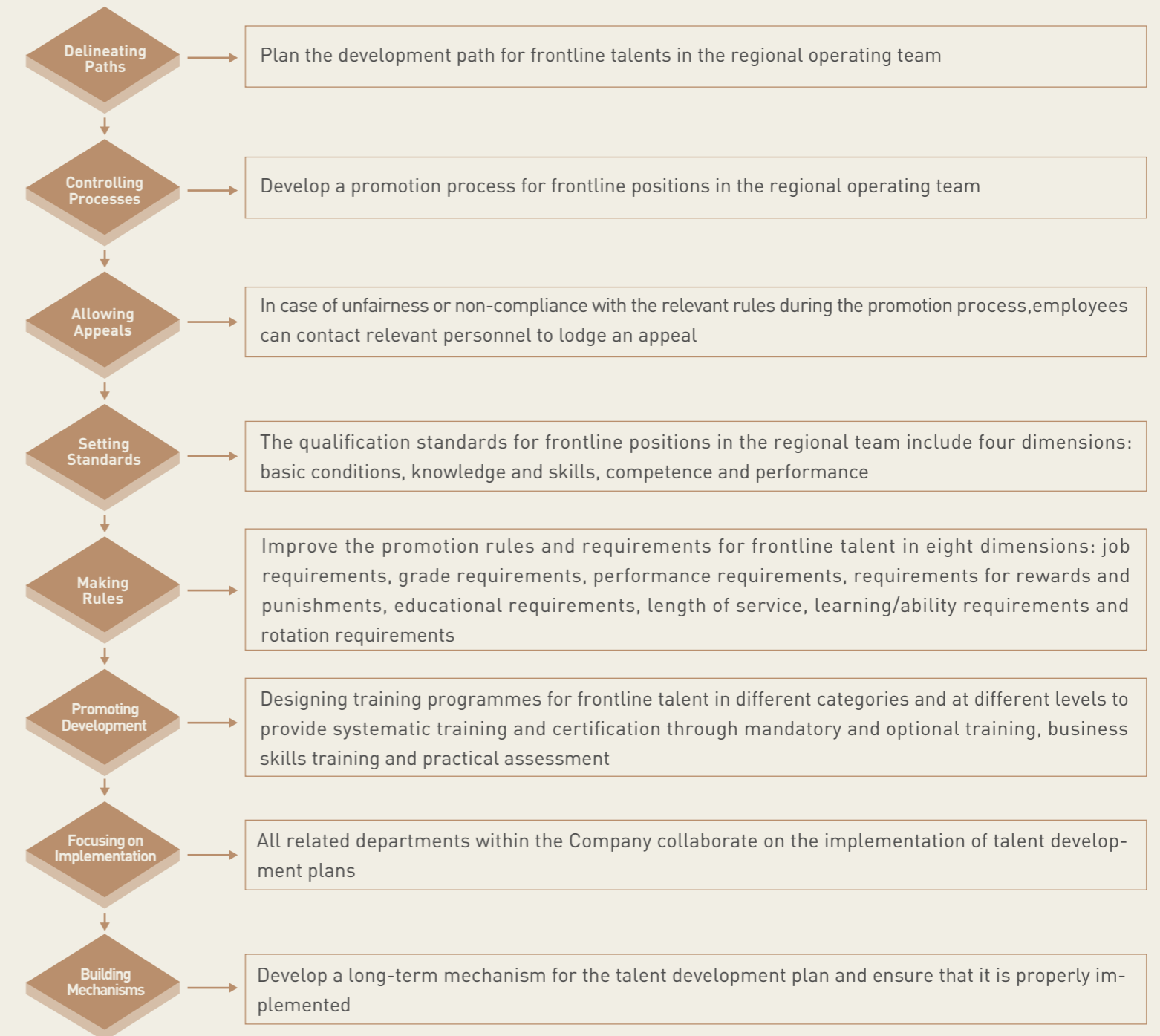
Competitive Recruitment System

- Introduces a job competition mechanism for the selection of middle management cadres
- Provides equal opportunities and helps outstanding talents stand out

Tenure System

- Sets "term limits" and eliminates the "lifelong system," forming an employment mechanism that allows for upward and downward mobility both in positions and in remuneration

In addition, based on our model of "delineating paths - controlling processes - allowing appeals - setting standards - making rules - promoting development - focusing on implementation - building mechanisms," Atour has formulated a comprehensive talent development plan for the regional team's frontline staff, facilitating their progression from frontline employee to hotel general manager.



Talent Cultivation System

Atour has established and continuously improves its talent training system with Company characteristics. It provides targeted training programmes for employees of different functions and grades, thus helping them achieve comprehensive improvement of knowledge and skills. Our employee training system is mainly divided into three modules: new employee training, talent training and online learning. Different departments also carry out occasional training courses to strengthen employee professionalism. Moreover, we select and train instructors internally to fully implement the construction of the Company's talent ladder, with the goal of ensuring the sound and long-term development of the Company.



During the Reporting Period

Atour's employee training coverage rate reached

100%

Certification Class for Internal Trainer: Adding Value to Your Career and Enhancing Your Skills

To help our employees improve their professional skills and share Atour's experience, we launched the "Spark Plan" internal trainer certification class to train employees in course development and teaching and enhance their professional value by selecting or recommending outstanding employees.

During the Reporting Period

We held **4** certification classes for internal trainers

with **114** employees

participating in the training, and

443 trainers



Certification Class for Internal Trainer

New Employee Training

To help new employees understand Atour's cultural values and strategic planning, and bring clarity to their roles, responsibilities and related departments' business processes, we formulated corresponding training plans for new employees in headquarters and regional teams, accelerating their onboarding process.

New Employees in Headquarters

- The new employees' training is divided into two modules: online learning and offline learning.
- Online learning improves learning efficiency through the learning path diagram, accelerating employees' knowledge acquisition and role transformation.
- Offline learning includes "face-to-face new employees" and open-business courses to enhance new employees' skills and understanding of the Group's businesses.

New Employees in the Regional Team

- A one-year training and coaching mechanism for newly appointed and promoted hotel general managers and deputy hotel managers, ensuring that new employees onboard smoothly and steadily grow.
- The instructors of hotel general managers and deputy hotel managers are selected by the regional team and assume work and life guidance responsibilities to help new employees quickly integrate into the organisation and demonstrate competence in their positions.
- During the Reporting Period, two seminars for instructors were held, and guidance documents such as the *One-Year Instructor's Manual for Hotel General Managers and Deputy Hotel Managers* were formed.
- To ensure that new employees in the regional team have the appropriate qualifications and professional skillset, all newly recruited and promoted hotel general managers and deputy hotel managers must complete the "Certification Class" training. They can only be transferred to their new posts after completing the corresponding training assessment.

Certification Class for Hotel General Managers: Job Qualification and Competency Training

To help employees gain an in-depth understanding of the Company's corporate culture, business philosophy and strategies, as well as test employees' knowledge about operational standards and enhance their practical operation and systematic thinking abilities, we introduced the "Certification Class for Hotel General Managers" for new (or newly promoted) hotel general managers. Through online self-study and centralised training, we provide targeted training on issues such as hotel operations, practical skills and pain points in hotel development. Trainees must pass the examination to become full-fledged general managers.



Certification Class for Hotel General Managers

During the Reporting Period

We held **13** certification classes for hotel general managers

covering more than **500** employees

Talent Team Cultivation

Atour has established four talent team cultivation plans for employees at different stages of development to cultivate exceptional talent that supports the Company's development, including the Laomudeng Training Camp, the Individual Development Plan (IDP), the Bench Staff Cultivation Plan and the "New Spring Buds" Management Trainee Plan.



Laomudeng Training Camp

Leadership training for core management
Enhances vision and problem-solving skills, and identifies and trains future Atour leaders from the CEO's perspective.



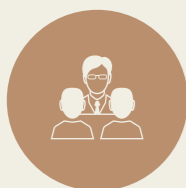
Individual Development Plan (IDP)

Addresses headquarters' leaders and core backbone personnel
About six months of targeted training that promotes talent development and growth, highlighting internal business dynamics to enhance the Company's core management team's competitiveness and revitalise talent capital.



Bench Staff Cultivation Plan

For frontline talent with high potential
Takes stock of the best frontline high-potential employees for the regional operating team after evaluation and builds their potential through coaching and intensive training. Facilitates growth to fuel the pipeline of qualified city general manager reserve candidates.



"New Spring Buds" Management Trainee Plan

For freshers and newcomers with 1-2 years of experience in the hospitality industry
Fast tracks training of frontline talent and cultivates a group of hotel general manager/deputy manager reserve personnel who are proficient in business, know how to manage and have strong Atour characteristics through a 2-3 year cycle.

Laomudeng Training Camp: Leadership Development Programme

Atour's founder Mr Haijun Wang initiated the Laomudeng Training Camp. The programme is geared towards the Group's core management team, aiming to enhance their practical problem-solving abilities and leadership skills and to establish a cadre echelon for the Group.

The training spans **1** year and comprises **6** modules, with each module completed every **2** months



Laomudeng Training Camp

This initiative systematically delves into genuine challenges, integrating leadership enhancement with business situations. Mr. Wang actively engages and offers insights throughout the entire programme. The project not only helps to improve Atour management team's future and global outlook, but also guides them to think deeply about the direction of Atour's future development and cultivate Atour's future leaders.

Bench Staff Cultivation Plan: Training Personnel for Regional Teams and Reserve City Leaders

To implement personnel training in regional operating teams and help our employees grow and gradually become qualified reserve city general manager candidates, we implemented the City General Manager Bench Player Training programme during the Reporting Period. The leaders of our regional operating teams act as instructors and conduct six months of targeted training. During the training, they formulate targeted personal development plans for candidates, communicating with them one-on-one and providing monthly feedback.

As of the end of the Reporting Period

Atour had **41** people participated in the plan, of which **6** had been promoted to city general managers through the competitive recruitment process

"New Spring Buds" Management Trainee Plan: A Newly Launched Project to Build a Reserve Talent Base

In order to recruit and retain Atour's reserve talent pool, as well as to promote the employment of young talent, Atour launched the "New Spring Buds" Management Trainee Plan during the Reporting Period. The programme is divided into the "Sunflower Plan" and the "Spring Bud Plan," which are aimed at hotel employees with 1-2 years of operating experience who will graduate within three years, and fresh graduates, respectively. In this three-year training programme, instructors and rich learning courses will cultivate hotel general manager personnel reserves, and deputy hotel managers who are "proficient in business and operations, know how to manage and demonstrate strong Atour characteristics."

During the Reporting Period

the "Sunflower Plan" covered

116 people

the "Spring Bud Plan" covered

417 people



"New Spring Buds" Management Trainee Plan

Online Learning Programme

To flexibly meet the diversified learning needs of our employees and encourage Atour people to make good use of fragmented time, we have provided our employees with a convenient online learning platform, the "Jimu Learning Platform." Courses on the platform cover a wide range of practical areas, such as hotel operation standards, sales skills, financial cost control, etc., to enhance all aspects of our employees' professionalism.

For our frontline staff, we have launched the "Lightning Mini Lesson" module, which is a concise and easy-to-understand micro-video course on common issues and hotel operation standards. It enhances our employees' basic practical skills in hotel operation and equips them with the knowledge to provide warmer and more thoughtful services to our customers.

As of the end of the Reporting Period

784 online courses had been launched on the "Jimu Learning Platform"

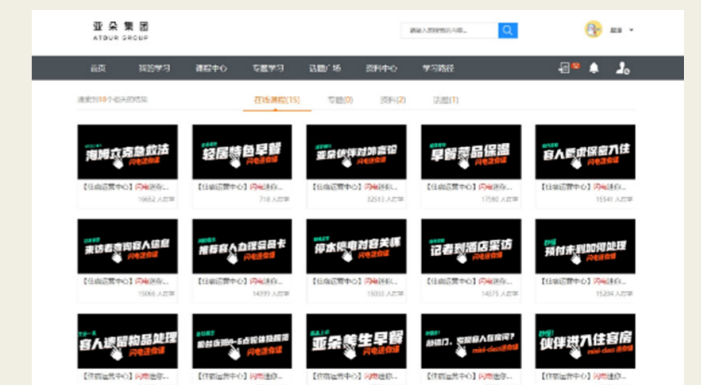


courses taken

37,655 times

Lightning Mini Lesson: Fitting the Needs of Frontline Staff and Focusing on "Camera Mavens"

To enhance frontline employees' training efficiency and respond to operational needs in a timely manner, we launched the "Lightning Mini Lesson" during the Reporting Period. It consists of short videos of real scenarios that closely follow the hotel operation SOP (Standard Operating Procedure) standards. The three-minute-or-less video series offers lively, interesting and easy-to-understand information that matches the nature of our frontline employees' work, making it easy for them to quickly absorb content.



Some of the Lightning Mini Lessons

In addition, we are committed to building an internal team of lesson creators, recruiting "Camera Mavens" from frontline hotel employees through "self-recommendation + interviews" and setting up a "Camera Maven Alliance." We provide these "Camera Mavens" with short-video creation training, updated filming equipment and early access to course materials. We also include them our reserve talent pool to realise "learning through lecturing," further promoting a good learning atmosphere within the Company.

During the Reporting Period

We recruited **7** "Camera Mavens," and will continue to conduct relevant talent discovery work to provide more vivid training content for our employees

Excellent Staff Motivation

Atour believes that incentivisation creates drive and creativity in our employees. To motivate our employees and encourage good deeds, we have established various incentive awards and provided a platform for employees to showcase their achievements.

"Good" series awards

Including "Good Regional Manger," "Good Deputy Regional Manger," "Good City Manager," etc.

Selected quarterly based on comprehensive business, organisational, cultural and other performance.

"Do what people cannot do" award

Established in 2014, this award rewards teams that embody Atour's "Never Settle" ethos, encouraging Atour teams to face challenges and difficulties through collaboration.

In 2023, a total of **6** Atour teams won the "Do what people cannot do" award.



"Top" series awards

Mainly includes "Top Development Awards" and "Top Hotel Awards." Selected annually based on various data dimensions.

In 2023, a total of **4** development employees and **2** development teams won the "Top Development Award;" a total of **45** hotels have won the "Top Hotel Award."

Diverse Benefits

We value and prioritise the feelings and working experiences of our employees, offering Atour featured benefits to all, while also caring for and supporting female employees and those in difficult situations. We are committed to creating a warmer and happier working atmosphere for our employees, thus building a more united and efficient team and letting the hearts of our employees take root in Atour.

Atour Featured Benefits

Atour is committed to building a warm corporate family and provides all employees with a variety of benefits. We do our best to provide frontline employees with comprehensive benefits and have formulated the *Employee Happiness Handbook*, which strictly stipulates the standards of food and accommodation for staff to guarantee that frontline staff's needs in the areas of clothing, food, accommodation and travelling are met. We have set up a weekly "Employee Happiness Menu" for our employees and stipulated that the general managers and deputy managers should dine in the employee restaurant at least three times a week to supervise the quality of our hotel staff's meals. Monthly spot checks are also conducted by headquarters departments on the implementation of food and accommodation standards in hotels, and if any non-compliant hotels are found, they will be criticised and publicised, and rectification will be required within a certain period of time.

In addition, Atour provides each hotel with activity funds every year to support the organisation of single-hotel-level employee activities to continuously enhance the sense of belonging and cohesion of employees. Hotel employee activities mainly include the "Atouriversary" to celebrate the anniversary of joining the Company, the "Read to Lead" book club, birthday ceremonies and holiday activities.

"Read to Lead" Book Club: Making Reading a Must for Every Atour Employee

"Read to Lead" is a unique cultural campaign of Atour. We firmly believe in the importance of reading and learning, and regard it as the DNA of the Atour. What's more, it is a mandatory course for every Atour employee. Atour hopes that through the "Read to Lead" campaign, employees can develop the habit of reading, so that knowledge can be transformed into the power of action, empowering us to write a brilliant chapter for Atour together.

In the second quarter of 2023, our "Read to Lead" activity is centred on the book *The Experience: The 5 Principles of Disney Service and Relationship Excellence*. Each hotel is required to organise reading sessions and gather frontline staff together to read and learn from the book. We also organised 2 guest reading sessions within regional teams to encourage frontline staff to actively participate and help them gain a deeper understanding of the book.



"Read to Lead" Book Club at an Atour Hotel

For our headquarters employees, we provide benefits such as free breakfast, snack boxes, and healthy teas, and set up activity facilities such as book corners, gym, and meditation room to create a comfortable working environment. We also enrich the working life of our headquarters employees by organising special activities such as friendship ball and Halloween event, preparing holiday-themed afternoon teas, and distributing holiday benefits.

Atour's senior managers also actively organise and participate in employee activities to create a harmonious and united working atmosphere. 2023 witnessed Atour's 10th anniversary celebration, and Atour's founder and CEO, Mr Haijun Wang, took the lead in serving tea to the entire staff.



Anniversary Celebration



Book Corner



Friendship Ball



Halloween Event

Atour's 10th Anniversary Celebration: Tea Service Ritual

On June 28, 2023, Atour celebrated its 10th anniversary with a tea service ritual for all staff led by founder, Mr Haijun Wang. At the same time, we invited 100 people to participate in Atour's cultural ceremony, connecting the regional teams and headquarters to show Atour's ten-year development from past to present. This activity reminded Atour employees of the Company's original intention and encouraged them to continue bringing customers a better service experience.



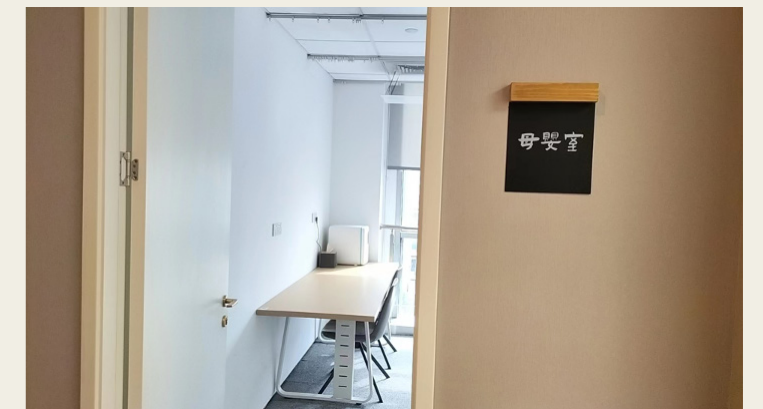
Atour 10th Anniversary Tea Service Ritual

In addition, Atour has launched the "Travel with Flowers" special benefit programme for all employees. To make it more convenient for employees to stay in "their own hotels" during private trips, "Travel with Flowers" provides attractive room rate discounts, which employees can enjoy in any hotel within Atour's network. While providing convenience and benefits to Atour people, "Travel with Flowers" also gives employees an opportunity to change their roles, so that they can experience Atour's high-quality services as customers.

Caring for Female Employees

Atour cares for our female employees. To safeguard the legitimate rights and interests of female employees, we have set up at least one female representative in the labour union and have signed the *Special Collective Contract for the Special Interests of Female Employees*, to reduce and solve the difficulties that female employees may encounter at work, therefore protecting their health and promoting their joint development with the Company.

At the same time, we provide additional care and protection for female employees by offering a childcare room and other facilities in our headquarters. Each year before International Women's Day, we organise special activities for our female employees, and give them a day off on the day of the festival. On 2023 Mother's Day, we convey our care to our employees' families by sending their mothers a gift box of "Atour Tea" to share Atour's well wishes and appreciation.



Childcare Room

Addressing Urgent Problems and Worries

To gather support for the poor and needy, Atour employees spontaneously set up the "Atour Charity Fund" to help Atour employees in difficult situations and convey the Atour's warmth and care. The fund is mainly sponsored by employee donations, public welfare activities and other channels. Any Atour employee who meets the criteria for subsidies can apply for them through the internal platform to solve their urgent needs.

We have established the *Atour Charity Fund System* to oversee the management of the "Atour Charity Fund." Adhering to the principle of openness and transparency in fund transactions, all of the fund's income and expenditures are disclosed to all Atour employees on a quarterly basis.

In 2023, a total of **605** Atour employees participated in the "Atour Charity Fund"

The fund received a total of RMB **107,167.69** in donations and dispensed

RMB **275,667.53** in expenditures

helping **35** Atour employees in total



In addition, we pay attention to our employees' non-monetary needs. We have spontaneously organised blood donation drives and other charitable activities to provide as much help as we can to our employees in need.

Blood Donation for an Employee with Leukaemia: Help Each Other, Overcome Difficulties Together

In 2022, during a physical examination organised by the Company, an employee who had worked at Atour for nine years was diagnosed with leukaemia and urgently needed blood. In light of this situation, Atour employees spontaneously organised a blood donation campaign to hearten the employee who was battling the disease and provided great support in both spirit and action.

Occupational Health and Safety

Atour always puts the health and safety of our employees first. The Group formulates and implements various occupational health and safety measures to strengthen our employees' the health management, ensure the safety of their accommodations and guard the harmony and stability of the Atour family.

Guarding Employees' Health

With a people-oriented mindset and approach, Atour provides all-round health protection for employees, thus promoting the mutual long-term development of employees and the Company. We provide our employees with annual medical checkups and supplementary commercial medical insurance. In addition, we offer emergency first aid kits and organise shoulder and neck physiotherapy and other healthcare services. For all newly renovated office spaces, we conduct strict air treatment and professional testing before they are put into use to ensure that our employees have a healthy and safe working environment. During flu season, we actively carry out building disinfection to further protect our employees' health.

Furthermore, we have set up five sports clubs, namely badminton, dance, yoga, basketball and running club, to encourage our employees to spend their spare time exercising and strengthening their bodies.



Shoulder and Neck Physiotherapy



Emergency First Aid Kit



Basketball Sports Club



Badminton Sports Club

Employees' Accommodation Security

In order to ensure the safety of our frontline employees' accommodations, Atour has formulated and implemented the *Safety Management System for Employees' Dormitories* and other related systems and documents, and has taken a variety of measures to create a safe and healthy working and living environment for our employees. We stipulate that Atour dormitories should be located far away from machine rooms, boiler rooms and other key areas with potential safety hazards; non-combustible and flame-retardant materials should be used for decoration and adornment; employees' dormitories must be equipped with fire-fighting equipment; and we avoid using dark rooms as employees' dormitories. For dormitories within hotels, we require that they be equipped with fire smoke sensors and fire sprinklers that are linked to the fire-fighting mainframe. Intercom telephones are also required so that employees can call for help in case of emergencies. Moreover, we have put in place a dormitory safety contingency plan to cope with emergency situations in a timely manner.

Meanwhile, we continuously strengthened safety education and training for our employees and set up mandatory safety-related courses to enhance their safety knowledge and skills. These initiatives help to guarantee the safety of employees' accommodations.

Human Resource KPIs

Employee Composition Data

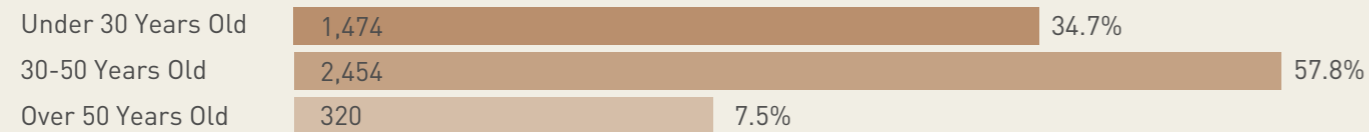
Employees by Gender



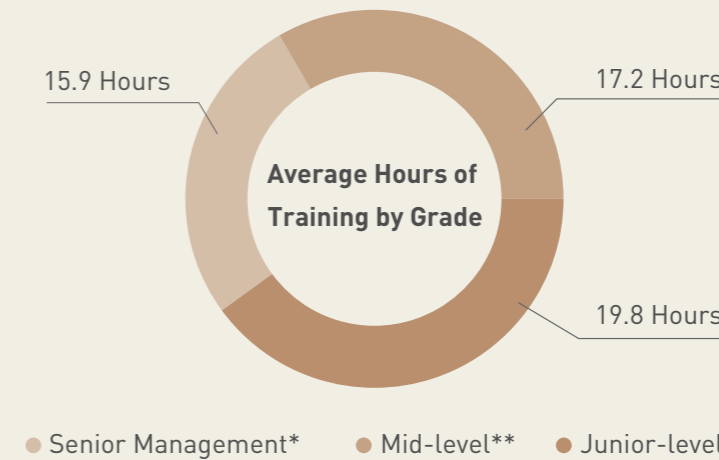
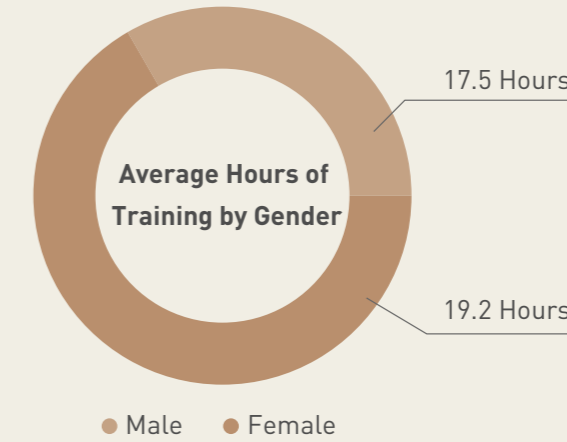
Employees by Grade



Employees by Age



Employee Training Data



Other Employee Related Data

Index	2023 Data	Unit
Rate of Return from Parental Leave	100	%
Recordable Occupational Accident Rates	0%	Pieces per Million Working Hours

* Refers to employees at Group Director level or above

** Refers to employees at Group Manager level or above

O4.

Creating Value Together and Building the Industry Ecosystem

*Growing with Franchisees

*Responsible Supply Chain

*Driving the Industry Forward



Creating Value Together and Building the Industry Ecosystem

Atour is not only committed to creating warm connections with customers and employees, but also strives to strengthen cooperation with franchisees and suppliers. By empowering our franchisees to grow and establishing a responsible and sustainable supply chain, we continue to optimise the Atour ecosystem. At the same time, we actively participate in industry communications and explore diversified cooperation opportunities to contribute to the innovative development of the hotel industry. In short, Atour works closely with all relevant parties to achieve a better "Chinese Experience."



Growing with Franchisees

We realise that Atour's ten years of rapid development could not have been achieved without the support and assistance of our franchisees, whom we affectionately call "partners." We consistently optimise the whole chain of franchisee services, including site selection, construction, supply chain, business guidance, etc., to provide our franchisees with a one-stop support system.

During the Reporting Period, Atour launched our "Six Commitments to Franchisees." These reflect our deep and serious dedication to ensuring that our franchisees enjoy a worry-free hotel management experience.

Atour's "Six Commitments to Franchisees"

Quickly respond to franchisees' complaints

Respond within 24 hours of receiving a complaint and provide a solution within 48 hours.

Swift financial support with solutions provided in 48 hours

Rapid support for any financial issues, with solutions delivered within 48 hours from the time the matter is raised by the franchisee or hotel financial staff.

Price protection for procurement of operational supplies

Ensure price protection for procurement of operational supplies under the "Price Protection Guarantee" policy. This includes reimbursement for overpaid items, price reduction refunds, and receipt of refunds within 7 business days.

Installment payments for procurement

For procurement of pre-opening and operating materials, Atour provides credit for franchisees. Credit limit review and disbursement can be completed within 7 business days and repayments can be made in installments.

Long-term leadership assurance with seasoned hotel general managers

Guarantee that the hotel general manager will not change within the first year of operation. For new hotels (Atour X, Atour S), Atour will also appoint an experienced, Group-certified "senior" hotel general manager to oversee the pre-opening period, ensuring stability.

"Worry-free Pre-opening Service" with compensation for delays

For hotels that adopt our "Worry-free Pre-opening Service," we provide assurance with compensation for delays at a rate of RMB 10,000 per day, with a maximum cap of RMB 500,000.



Site Selection and Construction

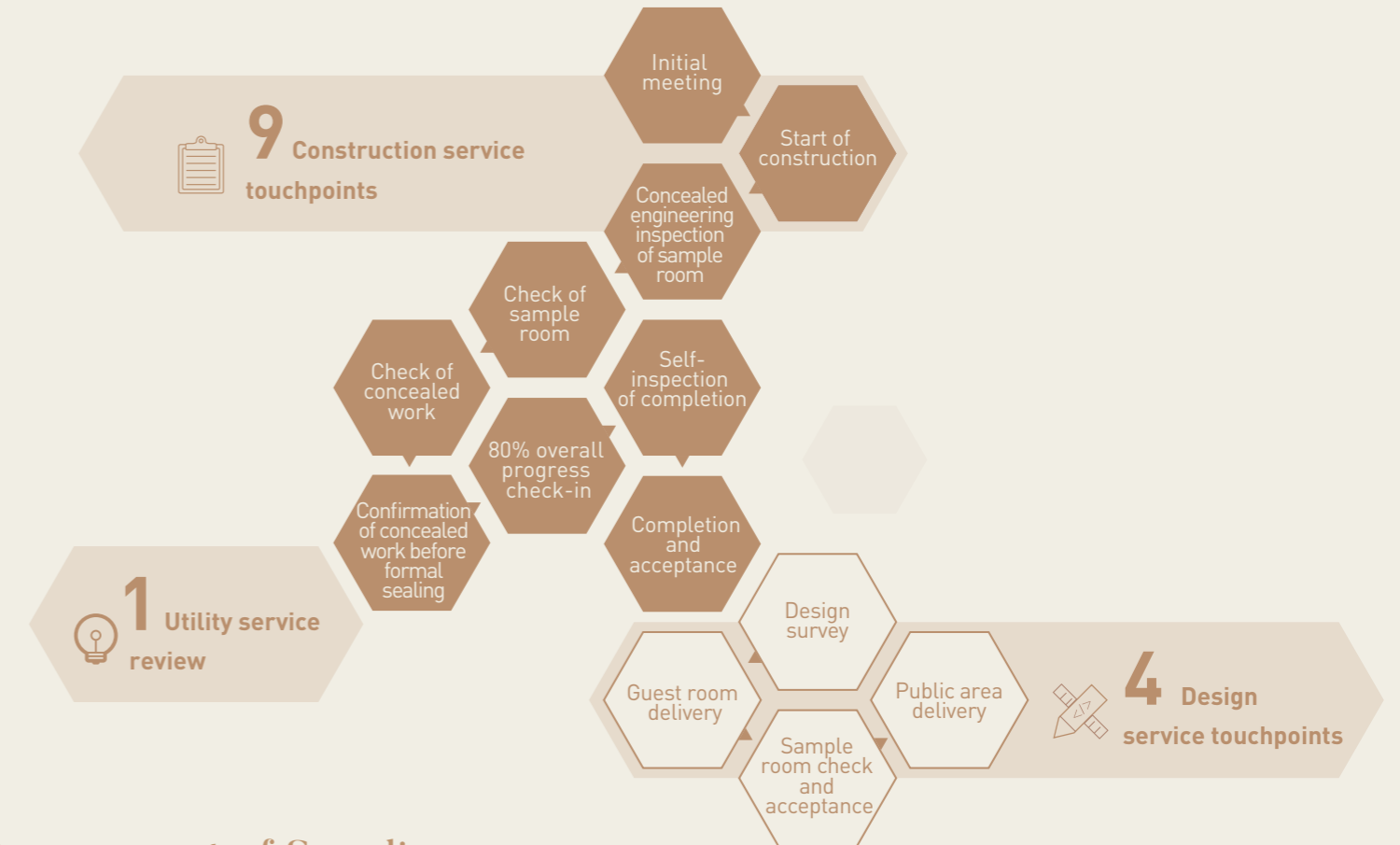
Hotel location is often the first issue that franchisees face in the preparatory stage of opening, especially newcomers. Predicting customer traffic and identifying good investment opportunities is never an easy task. To facilitate franchisees' success, Atour uses data to establish a reliable safeguard mechanism for franchisees from the early stage of investment. We publish and regularly update *Atour's White Paper on Hotel Site Selection*, which takes into account regional GDP, industrial layout, air and rail traffic, etc., to identify high-quality business districts with customer demand and assess their hotel supply levels. We then accurately match the above information with brands, properties, prices, etc., to assist our franchisees in identifying the most appealing investment opportunities.



Atour's White Paper on Hotel Site Selection not only helps familiarise new franchisees with the logic of hotel site selection, but also protects the business rights and interests of existing franchisees. If the amount of hotels in a certain business district reaches the threshold set in the *White Paper*, Atour will no longer open new hotels in that district. Moreover, if the occupancy rate of existing hotels within a certain business district falls to the established threshold, we will activate the "Business District Breaker Mechanism" to stop the development of new hotels in that district and focus on improving existing hotels' operation until operating performance returns to a reasonable level.

In addition to site selection, Atour has detailed 14 service touchpoints for franchisees covering other key aspects of the pre-opening stage, including design survey, construction and completion inspection. One of Atour's special services is called "Worry-free Pre-opening, Compensation for Construction Delays." Leveraging years of experience, we have shortlisted a group of design and construction service providers with excellent quality and management performance who can provide high-quality services to our franchisees. If these providers exceed the committed service period, our franchisees are eligible to receive compensation for the delay.

14 Service touchpoints for franchisees



Procurement of Supplies

Supply chain serves as another important lever for us to continuously improve our services for franchisees. Through meticulous supply chain management, we have established two core advantages for our franchisees. The first is strict product selection and quality assurance, which ensures that our customers enjoy an Atour-level, high-quality experience in all of our hotels. Second, we promptly address any procurement issues that arise to alleviate pressure on franchisees. Together, these two features cement Atour hotels' "high price-quality ratio" value proposition for investors, helping our franchisees to have a peace of mind in hotel investment.

Atour's supply chain platform has set strict corporate standards for each supply category to ensure high quality across the board as well as a comfortable experience for customers. At the same time, we monitor market and industry price benchmarks and strive to keep prices within a manageable range. For each supply category, we provide at least three suppliers to choose from to protect our franchisees' interests. During the Reporting Period, we updated our "Eight Supply Chain Procurement Commitments," covering price guarantee, quality guarantee, service guarantee and other specific aspects to provide our franchisees with a "Care-free Procurement and Worry-free Use" experience.

Atour's "Eight Supply Chain Procurement Commitments"

Refund of price difference in case of price drops on Atour Platform

Atour's Purchasing Platform pricing is guaranteed for 30 days after franchisees' receipt of goods. If the platform price drops, the price difference will be refunded to the franchisee.

Compensation in case of lower market prices

If a franchisee purchases supplies from Atour's Purchasing Platform and then finds a lower market price for the same product brand, model and quality, Atour's Purchasing Platform will compensate the franchisee for the price difference after price verification.



7-day refund

If any quality issue is noted within 7 days of product acceptance, a refund of the purchase price is guaranteed.

Replacement of damaged goods

Upon receipt of damaged goods, replacement is guaranteed within 48 hours.

30-day replacement

If any quality issue is noted within 30 days of product acceptance, product replacement is guaranteed.

Quality guarantee

If franchisees purchase standard products on Atour's Purchasing Platform and receive products that do not conform to the standards, they can file a complaint and obtain appropriate compensation.

Doorstep delivery

For orders reaching a specified value, we guarantee to-door delivery.

Delivery-time guarantee

Delivery-time is guaranteed for both daily operational supplies and engineering supplies.

While ensuring franchisees' care-free procurement, Atour also reduces their financial burden in the purchasing process as much as possible through various means. Our "Six Commitments to Franchisees" also include our "Material Purchase Installment Plan within 7 Days," which provides franchised hotels with a maximum of RMB1.5 million worth of unsecured supply credit. Franchisees can receive funds within 7 days after credit review and approval. In December 2023, we also launched our "365 Day Worry-free Return" commitment, through which the Group buys back product inventory that remains unsold or unconsumed after 365 days, aiming to alleviate franchisees' procurement concerns.

Hotel Operation

Our services for franchisees not only cover the preparation and procurement stages, but also extend to the entire process of hotel operation. For newly opened hotels, Atour assigns experienced hotel general managers certified by the Group to accelerate hotel ramp-up. In addition, we have set up training programme for franchisees at different stages, such as the "Franchisee Class" and the "Franchisee Financial Training Camp," helping them quickly master professional skills in hotel operation and financial management and ensuring proper management of hotels.

Atour's "Franchisee Class:" Two Series of Classes with One Goal in Mind

During the Reporting Period, we simultaneously conducted two variations of our "Franchisee Class:" "New Franchisee Class" and "Class for Franchisees with Newly Opened Hotels." 256 participants from 137 projects took part in a total of 6 sessions. We focused on inviting newly-contracted franchisees or those who had opened new hotels within 3 months to participate in the training. Over 2 days of training, we facilitated intense communication sessions to address the concerns of all involved parties.

During the training, we invited key executives from each department of the Group to elaborate on Atour's origins, development strategy, key milestones in project development and operational acceptance criteria, among other topics. In addition to ordinary lectures, we also designed experiential and interactive sessions and a guided tour of exemplary Atour hotels in Shanghai, to help franchisees from all over China gain a deeper understanding of Atour's brand and business practices.



2023 Atour "Franchisee Class" Training Site

In 2023, the "Franchisee Class" programme garnered significant positive feedback

with franchisees awarding the courses and training sessions with satisfaction scores of **9.45** and **9.51**, respectively.

Atour has always valued communication with franchisee and utilises a variety of channels such as phone calls, emails, visits by executives, and satisfaction surveys to gather and listen to their feedback in real time. One mutually-convenient communication channel is our "Jimuli Franchisees' APP." On March 31, 2023, we officially launched a "One-click Complaint" function on this platform, paired with a "24-hour Response, 48-hour Reply" mechanism to address various concerns raised by our franchisees.

During the Reporting Period, we also organised various offline group communication events such as the "Jimu Lecture Series" and "Franchisees' Night" to continuously strengthen the connection between Atour and our franchisees and provide them with more targeted, thoughtful and warm support.

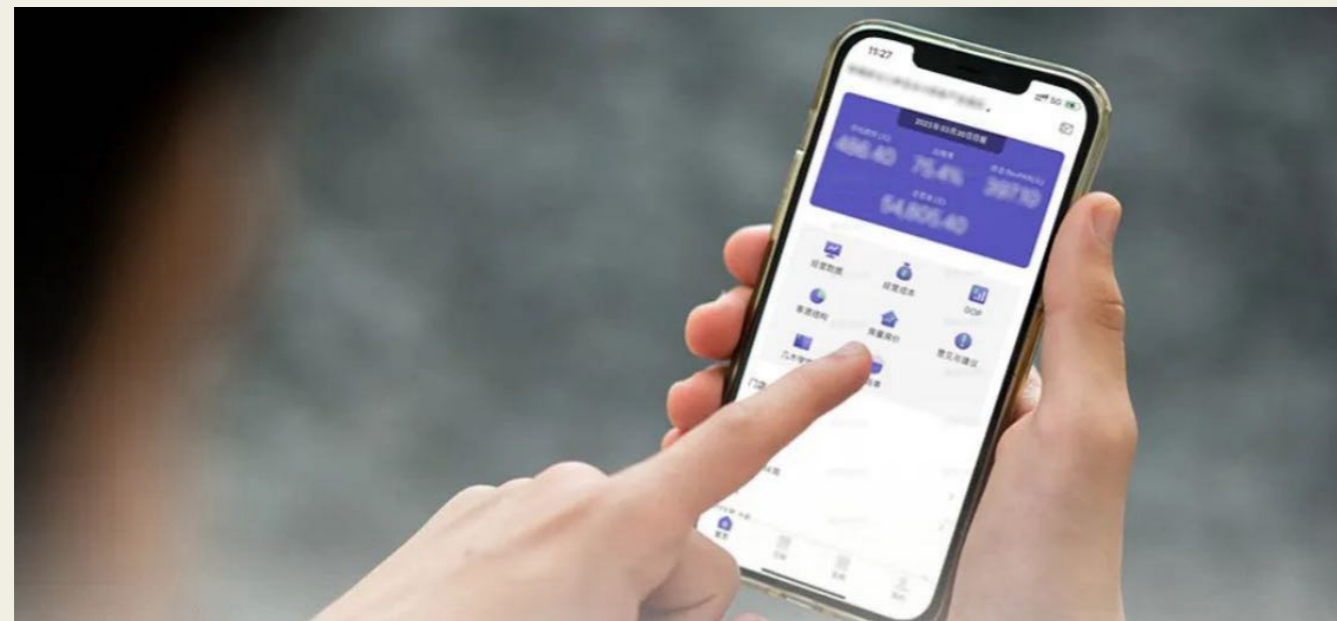
By Visiting Hotels and Listening to Complaints, Atour Strives to Further Enhance Franchisees' Experience

To truly understand franchisees' feedback and aspirations, Atour requires headquarters executives (senior directors and above) to visit franchisees at least twice every year and to solve their issues through face-to-face communication. For problems that cannot be resolved on the spot, the visiting team files a "One-click Complaint" through the "Jimuli Franchisees' APP" and follows up online thereafter.

In the first half of 2023, 24 Atour executives visited 68 franchisees and collected feedback on 303 issues. During visits conducted in the second half of the year, 64 franchisees reported 73 issues in total. This significant decline clearly reflects that "One-click Complaint" has become another effective communication channel between franchisees and the Company.

Since its official launch, "Jimuli Franchisees' APP" has received a total of 672 "One-click Complaints." A survey carried out in the second half of 2023 indicated that franchisees' average satisfaction with the resolution of complaints and problems reached

9.75 out of 10.



Home screen of "Jimuli Franchisees' APP"

The "Jimu Lecture Series:" Passing on Corporate Culture and Conveying Warmth

The "Jimu Lecture Series" started in 2017 as a corporate culture tour for frontline hotel staff in various regions of China. It has gradually evolved from "delivering company strategies to frontline staff through lectures" to a comprehensive cultural feast. Since 2023, the proportion of franchisees participating in the "Jimu Lecture Series" has greatly increased. We have also added customer interaction sessions to create an Atour event in which all parties can participate, fulfilling Atour's mission of mission "Creating an intimate ambiance where people can warmly connect."

For each lecture session, we invited franchisee and customer representatives, hotel general and deputy managers, general managers of cities and regional teams, and frontline staff to discuss Atour's cultural strategies and share outstanding case studies. Furthermore, we added new modules such as "Round-table Discussion" and "Immersive Perception" to help all participants vividly experience Atour's culture and values in a deeper, more immersive manner.

In 2023, the "Jimu Lecture Series" lasted for a total of

38 days

covered 14 regions across China



Round-table Discussion: Open and Sincere Communication that Practically Focuses on Business Pain Points

Immersive Perception: Scenarios to Show the Daily Work of Atour Frontline staff

"Franchisees' Night:" Where Every Voice Resonates

On November 10, 2023, to further understand the needs of franchisees, discover their pain points when running our manachised hotels, and improve their experience, we invited 7 franchisee representatives from all over the country to Atour's headquarters in Shanghai. We also invited the executives of all our business lines to join this "Franchisees' Night."

During the event, the franchisees put forward various opinions and suggestions, covering multiple aspects such as hotel construction, opening and operation. The relevant business leaders responded immediately and together with the franchisees, discussed potential solutions. For example, one franchisee from Xinjiang raised issues relating to insufficient Atour-certified suppliers of design, construction and furniture in the region. In response, the head of the Supply Chain Department immediately stated that a special supply chain team would be set up in Xinjiang and work with Atour's regional team to solve the problem.

Responsible Supply Chain

Through strict supplier management procedures and diverse supplier empowerment programme, Atour has always been committed to building a responsible supply chain. We also aim to achieve sustainable development of the industry, while working hand in hand and growing together with our industry partners.

Supply Chain Management

Atour has established a comprehensive supply chain management system. Through a series of internal policies such as the *New Supplier Quality Management Guidelines*, we are committed to building a responsible and sustainable supply chain and leading our suppliers toward sustainable development alongside us.

The *New Supplier Quality Management Guidelines* serve as an overarching framework for the supplier entry stage. For potential new suppliers, we conduct on-site or online audits based on our *Distributor Audit Form*, *Factory Audit Form*, or *Food Factory Audit Form*, depending on the situation. These assessments primarily focus on suppliers' quality management system and related capabilities. Upon completion of the audit, our audit team is responsible for carrying out joint deliberations and providing one of three audit results: "Pass," "Needs Rectification," or "Fail," ensuring the stability and resilience of our supply chain.

Atour employs a supplier evaluation mechanism and "red and yellow card rules" in managing suppliers, and has formulated relevant policies, including the *Atour Supplier Evaluation Method* and *Red and Yellow Card Rules for Supplier Quality Issues*.

At the beginning of each year, we determine the initial credit scores for all suppliers based on the previous year's cooperation experience or audit scores from the entry stage. If there are any quality issues or other violations during cooperation, we will issue a "yellow card" or "red card" to the supplier according to the severity of the incident, take appropriate punitive action and reduce their credit score accordingly. We regularly review all suppliers' credit scores as well as the yellow and red cards that they receive, and adopt a hierarchical management approach to apply different management methods to suppliers in different scoring ranges. This ensures efficient and accurate management resource allocation.

In order to continuously promote the construction of a sustainable supply chain, we take the environmental and social performance of our potential suppliers into consideration in our admissions process. All else being equal, we give preference to companies that have obtained the ISO 14001 Environmental Management System Certification and the ISO 45001 Occupational Health and Safety Management System Certification.



As of the end of the Reporting Period

Out of our **214** material suppliers

120 have obtained the ISO 9001 Quality Management System Certification

87 have obtained the ISO 14001 Environmental Management System Certification

87 have obtained the ISO 45001 Occupational Health and Safety Management System Certification

10 food-related suppliers have obtained the HACCP (Hazard Analysis and Critical Control Point) Certification

Supplier Empowerment

Since our establishment, Atour has partnered with hundreds of suppliers, covering areas such as design, engineering, operation, etc. In order to build a higher-quality, more efficient Atour ecosystem, we have always regarded it as our duty to improve our suppliers' capabilities. During the Reporting Period, we carried out a variety of supplier empowerment and training activities to help our partners gain a deeper understanding of Atour's quality standards. Our goal is to provide superior products and services while achieving sound and sustainable development.

Design Supplier Training: Control Details and Improve Efficiency

In order to strengthen the professionalism of our design suppliers and enhance their knowledge and understanding of Atour's aesthetic style and quality standards, during the Reporting Period, we organised 9 training sessions that covered fields such as quality requirements, technology updates and cost control. All of our design suppliers participated in the training.

We adopted an "online + offline" training approach to comprehensively explain Atour's latest product design concepts to our suppliers and industry partners. Furthermore, based on our accumulated practical experience, we presented topics such as "comparative analysis of new and old materials" and "improvement of design details." For highly specialised training modules such as electrical and mechanical concepts, we also set up pre-training and post-training tests to assess and confirm participants' knowledge absorption. These trainings help raise our design suppliers' attention to detail, improving their design drawing output efficiency. This, in turn, enhances our ability to update and iterate Atour's products.



Design Supplier Training Site

The First Atour Conference for Material Suppliers: Working Together for a Shared Future

In order to build a warmer and closer connection with our industry partners, we held the first Atour Conference for Material Suppliers in Guilin on July 6-7, 2023, with the theme "Working Together for a Shared Future." 100 representatives from 55 suppliers attended the conference. Adhering to the concept of "Sincere Communication, Win-win Cooperation," we launched mechanisms such as award selection and supplier certification to continuously deepen our cooperation with suppliers. We aim to build a more competitive Atour supply chain system with strong business capabilities, a high quality-price ratio, and consistently improving delivery capabilities and service levels. At the Conference, we issued three annual awards to 24 high-quality suppliers, namely, "Outstanding Supplier of the Year," "Notable Cooperative Brands" and "R&D Special Award," to recognise the outstanding contributions made by our industry partners.



The first Atour Conference for Material Suppliers

Driving the Industry Forward

Atour is committed to leading the hospitality industry, using culture as a driving force for innovation and industry prosperity and development.

To better share our experience with industry partners and enhance our industry presence, we have joined several industry associations. We are actively involved in various communication activities to explore opportunities for cooperation and collaboration with industry stakeholders.



As of the end of the Reporting Period

Atour's membership in external industry associations are as follows:



Permanent member of council

China Tourist Hotel Association
China Real Estate Chamber of Commerce



Vice President

China Hotel Association

05.

Embracing Tranquillity and Simplicity, Preserving the Wilderness

*Adhering to Green Operation

*Responding to Climate Change

*Environmental KPIs



Embracing Tranquillity and Simplicity, Preserving the Wilderness

Originating from the quiet and simple *Yaduo* Village, Atour brings the peace of nature to our hotels in urban areas. We are also committed to safeguarding nature through green operations across all aspects of our business. We have always fulfilled our corporate environmental responsibility, adhered to the concept of green development, and actively responded to climate change. At Atour, we lead by example, prompting our customers to practice a sustainable lifestyle.

Adhering to Green Operation

While providing guests with a warm and comfortable stay, Atour always adheres to green concepts. From product design to the selection of building materials, from the procurement of equipment to the development of consumables, we continue to explore more environmentally friendly development paths by taking specific management details as a starting point. We also promote a greener and more sustainable lifestyle to our customers, contributing to the realisation of human beings' harmonious coexistence with nature.

Modular Design and Assembly

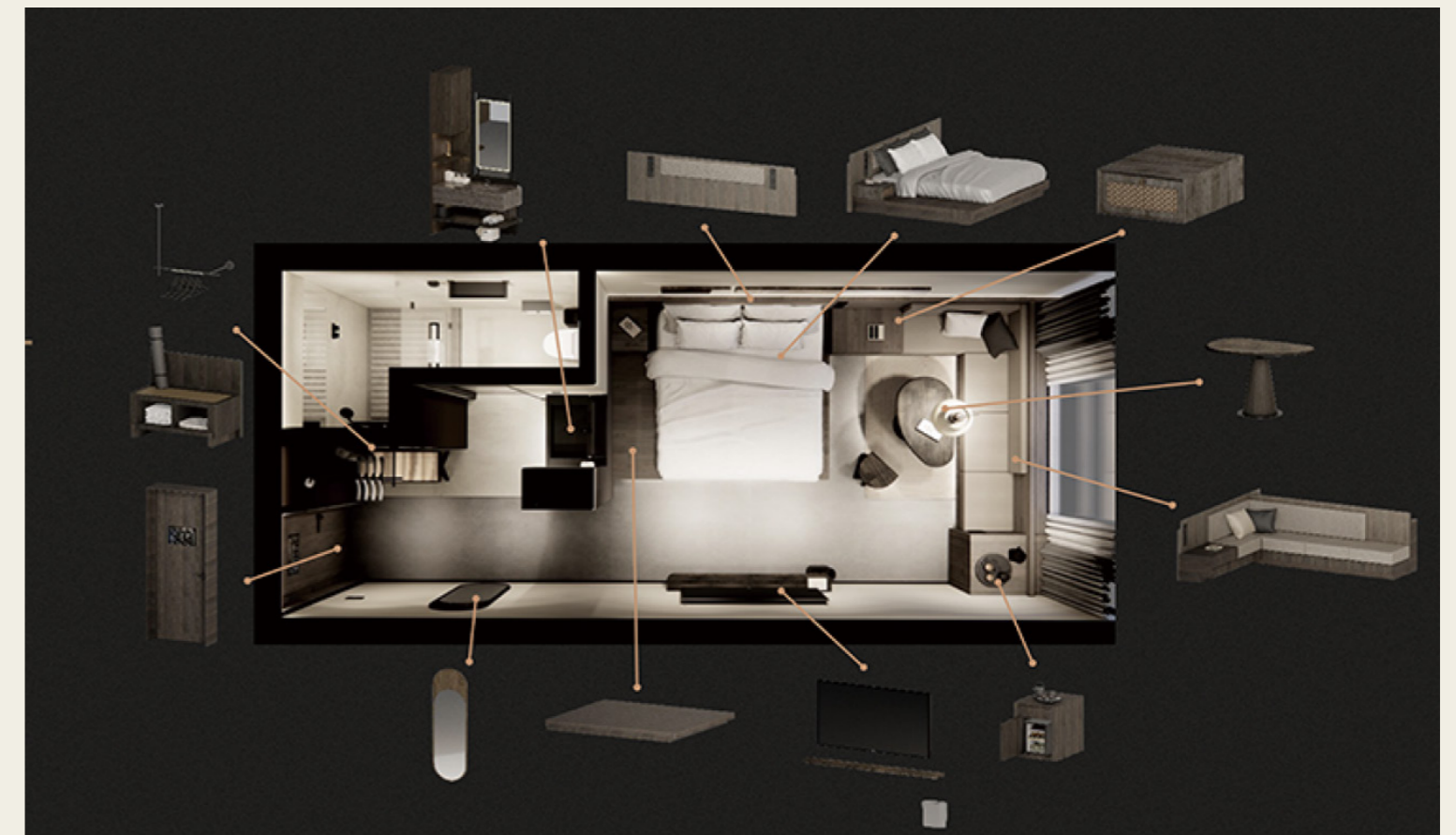
Modular design and assembly play an important role in improving construction efficiency and mitigating environmental impact in the hotel industry. For instance, decorative materials such as floor tiles and wallpaper, as well as furniture fittings such as bed cabinets and door locks, can be produced, manufactured and installed as a standard module. This not only reduces assembly labour costs and on-site operation time but also allows for better strategic planning, optimisation of production levels and waste reduction.

During the Reporting Period, we launched two new products, Atour 4.0 and Atour Light 3.0, with modular design accounting for more than 80% and 90%, respectively. Their furniture combination modules, wall decorative panel modules and ceiling decorative combination modules can be assembled flexibly. We only need to adjust the size and dimensions of the module components according to the actual situation of the hotel to achieve fast and accurate replication, which improves overall construction efficiency, saves costs and resources, reduces carbon emissions, and contributes to green and sustainable development.

The modular design percentage of Atour's representative products:



The high proportion of modular design comes from Atour's insistence on product style and our unremitting efforts to pursue standardised quality. We adopt the design principle of "80% standardisation + 20% personalisation," first clarifying the overall tone of the product, and then realising the possibility of personalisation based on the overall design style of a specific hotel, in line with its property status and the local area's characteristics.



Modular design of Atour 4.0

In the future, we plan to further promote modular design in our other hotel brands and increase the proportion of modular design in each product. By integrating energy-saving and low-carbon concepts from the outset, we aim to promote and popularise green construction practices industry-wide.

Environmentally Friendly Building Materials

In the process of hotel renovation and construction, the choice of building materials is also closely related to environmental issues. Atour is committed to exploring more sustainable materials with higher quality-price ratio and promoting them to each hotel through its Purchasing Platform. We primarily consider two dimensions: "greenness" and "durability." We have successfully introduced a variety of environmentally friendly building materials such as wall coverings, wall cloths and flooring, and will continue to explore and develop new materials.

Bamboo Fibre Wallcovering Material: Low Formaldehyde, High Strength

Starting from Atour 3.5, our hotels began to use bamboo fibre wallcoverings, which are made of raw materials such as natural bamboo fibre and environmentally friendly resins. These materials are better for both customer health and the environment.

Our bamboo fibre wallcovering has a formaldehyde emission level of less than 0.1mg/L, better than the State's highest environmental protection standard (0.5mg/L), thus providing greater protection for customers' health. In addition, the material is lightweight, high-strength, moisture-proof and mildew-proof. Compared with the majority of same-category materials on the market, it is more durable and resistant to deformation, allowing for long-term, stable use.

Laminate Wood Flooring: Wood-like Texture, Premium and Durable

Compared with ordinary wooden flooring, Atour's laminate wood flooring has multiple advantages. It is made of 4,000-rpm non-planar, wear-resistant paper for a wood-like texture and natural, high-end look. It also offers a higher wear-resistant coefficient, which can effectively prolong its life span. Its professional interlocking joint design boasts a tensile value of more than 500kg, which helps prevent the flooring from developing gaps at the seams. Other advantages include lower formaldehyde emission, greater colour stability and better wear and deterioration performance.

Polyvinyl Chloride (PVC) Wallcovering: Durable and Wear-resistant

Wallcovering is one of the main decoration materials for hotels, but it is also often where quality problems are most likely to occur. The wallcovering products provided by Atour's Purchasing Platform are made of high-quality PVC material, which can withstand friction, cuts and scratches and is less likely to reveal the wall's base colour. Our PVC wallcovering also features microporous ventilation, allowing moisture to escape through seams. This helps to prevent mould from forming by avoiding dark, humid conditions on walls.

Wool and Nylon Blended Carpet: Resistant to flattening and deformation

Atour carpet is made of a "New Zealand wool + polyamide-6" blended material. Compared with the traditional "wool + polyester-polypropylene" hotel carpet, it is more resistant to flattening and wear, has a longer service life and is more resilient and comfortable underfoot. The carpet's backing is made of dense polypropylene woven mesh, which is less likely to peel off than traditional calcium powder backing. For carpet padding, we use rubber flame-retardant products with a fire rating of B1. Compared with traditional foil underlayments, our products offer enhanced safety and greater resistance to wear and deformation.

Energy-saving and Water-saving Equipment

Compared with building materials such as walls and floors, basic equipment such as bathroom fixtures and lighting have a more direct impact on our customers' experience and attract more feedback. Adhering to our value of "Customer First," Atour always selects products with customers' needs and demands in mind. At the same time, we prioritise green and low-carbon features, emphasising energy and water-saving attributes to guarantee a premium user experience while ensuring the efficient, responsible use of various natural resources.

For example, at Atour 4.0, our central control system utilises "keyless power" and "motion sensing" technologies. After a customer completes check-in through the PMS, the central control system will automatically turn on the air conditioner and adjust the curtains in their room so that everything is thoughtfully prepared to warmly welcome them before they step inside. Likewise, 25 minutes after a customer leaves their room, all electrical equipment in the room except for the uninterruptible power supply will automatically be disconnected to avoid unnecessary electricity consumption.

In addition, we select light bulbs that consume less energy. These cater to our customers' sensory preferences while also contributing to energy savings and emission reduction. We require all our hotels to use high-quality bulbs that meet Atour's performance standards for indicators such as the colour rendering index and light decay rates, guaranteeing colour reproduction effects while prolonging the light bulbs' lifespan and reducing the need for replacements.

In terms of water conservation, Atour reduces hot water waiting times and minimises splashing with dedicated-loop circulating pumps, faucet aerators, etc. Traditional hotels typically use ceiling return water systems, resulting in customers having to wait at least 10-12 seconds before the taps release hot water.

In contrast, with our dedicated-loop circulating hot water design, customers can access hot water in

approximately **3** seconds

After implementing a dedicated-loop recirculating system, a single room is estimated to conserve

12.67 tonnes of water per year



To better understand the implementation of energy-saving and emission-reduction measures in hotels while exploring more opportunities, we conducted site visits to 87 Atour hotels during the Reporting Period. We found that 100% of the hotels we visited had installed hot water circulators and water-saving faucet aerators. Moreover, approximately 60% of the hotels visited had introduced air-source heat pumps, while approximately 10% had introduced solar-powered water heaters. We are actively promoting the overall assessment of the initial costs, operating costs and energy-saving effects of different energy and water-saving devices. Furthermore, we are simultaneously exploring other potential opportunities to promote relevant technologies to achieve more green and sustainable development through practical actions.

Green Consumables

In selecting consumables, Atour adheres to the concept of "luxurious to the touch, exquisite if small, waste-free if large." Our commitment to ecologically friendly technology ensures that we provide our customers with environmentally conscious, high-quality products. Whether it's paper towels, cups, or bed sheets, we are continuously developing and iterating green consumables with Atour characteristics in an effort to deliver to customers more environmentally friendly and high-quality experiences.

"Natural Bamboo Paper Products:" Replace Wood with Bamboo While Showing its Original Colour

Compared to wood, bamboo not only has a shorter growth cycle, it is also stronger, softer, more absorbent, anti-bacterial and anti-odour. If made into paper, it requires fewer processing procedures and the production process is typically more environmentally friendly.

Atour has fully promoted the use of "Natural Bamboo Paper Products." These are strictly made of virgin bamboo pulp, without chemicals such as fluorescent agents and fragrance. They have been certified by the FSC (Forest Stewardship Council) and have received the Ecological Product Certification. "Natural Bamboo Paper" is environmentally friendly, skin-friendly and soft, providing our customers with a more comfortable use experience.



"Natural Bamboo Paper Products"

"Worry-free Paper Cups:" 100% Biodegradable, Protecting Both Our Customers and the Environment

Traditional paper cups are usually laminated with PE (polyethylene) to increase their water resistance and durability. PE is a non-biodegradable plastic that can generate negative environmental impacts. Unlike PE, PLA (Polylactic Acid) is a biodegradable and eco-friendly material that can be completely decomposed by microorganisms after use.

Atour cooperated with suppliers in the industry to develop PLA lamination and successfully launched the 100% biodegradable "Worry-free Paper Cup." The product has obtained FSC, PEFC (Programme for the Endorsement of Forest Certification Schemes) and international environmental biodegradability certificates.



"Worry-free Paper Cup"

"Natural Cotton Bedding:" Back to the Original

Helping our customers sleep well is one of Atour's primary considerations in product development. Atour's "Natural Cotton Bedding" is made of organic long-staple cotton processed without chemicals like bleach, fluorescents, formaldehyde or aromatic amine dyes, allowing the fabric to retain its natural color. It provides our guests with a gentle, skin-friendly experience, and is also eco-friendlier given lower Chemical Oxygen Demand (COD) levels in the wastewater generated during its production.



"Natural Cotton Bedding"

"Natural Cotton Bedding" has higher cleaning requirements and cannot be washed with other types of linen. This has prompted us to follow stricter selection criteria when choosing laundry suppliers. Our laundry suppliers are required to follow the proprietary washing procedures for "Natural Cotton Bedding," which excludes the use of chlorine bleach due to its negative impact on the environment. During the Reporting Period, we engaged a qualified third-party auditor to conduct on-site audits of our laundry suppliers, ensuring that they carry out laundry services in a more environmentally friendly manner that is in line with Atour's requirements.

Encouraging Customer Participation

Atour is not only committed to its own eco-friendly development path, but also to conveying sustainable lifestyles to its customers and encouraging them to make greener choices during their stays.

We advocate for e-invoices to reduce paper waste and are actively expanding the coverage of our e-invoice system, providing customers with more convenient experiences while promoting green and low-carbon practices.

Responding to Climate Change

Climate change has become a major global issue. Atour is aware of the impact of climate change on its business operations. We are actively adapting to the changes and simultaneously working to reduce greenhouse gas emissions from our operations to help mitigate global climate change.

As extreme weather events become more frequent, we remain vigilant regarding their potential impact on hotel operations. We have designated personnel responsible for providing weather forecasts and warnings to hotels. At the same time, we have formulated the *Atour Safety Emergency Response Plan*, which includes emergency response measures for extreme weather events such as typhoons, rainstorms, blizzards and extreme cold to guide our frontline staff in safeguarding their lives and properties as well as those of our customers. For relatively rare and more severe catastrophic weather events, such as sandstorms, we have formulated the *Atour Hotel Disaster Weather Emergency Response Plan*, ensuring that should such events occur, our hotels can prepare and respond in an orderly manner.

Atour is also dedicated to mitigating climate change. We are actively exploring ways to implement low-carbon projects in our hotels, including the introduction of renewable energy and energy-saving renovations. At the same time, we are strengthening publicity and employee education. By posting notices such as "Turn off the lights when you leave" and "Please control the air-conditioning temperature reasonably" in our office and dormitory areas, we continue to raise our employees' awareness of energy saving and environmental protection. With these projects and our employees' support, we hope to promote a more sustainable lifestyle to our customers and jointly protect our planet.



Environmental KPIs

Category	2023	Unit
Direct Energy Consumption	13,341.81	MWh
Indirect energy consumption	31,160.22	MWh
Purchased electricity	30,725.18	MWh
Other indirect energy consumption	435.04	MWh
Total Energy Consumption	44,502.03	MWh
Energy Consumption Intensity	29.46	kwh/sold nights
Direct greenhouse gas emissions (Scope 1)	2,667.57	tCO ₂ e
Indirect greenhouse gas emissions (Scope 2)	17,713.21	tCO ₂ e
Total greenhouse gas emissions	20,380.78	tCO ₂ e
Greenhouse gas emission intensity	13.49	kg CO ₂ e/sold nights
Water withdrawal	480,084.85	ton
Water withdrawal Intensity	317.82	kg/sold nights

Note:

1. Data in the table cover Atour's leased hotels and headquarters building in Shanghai.
2. Direct (Scope 1) greenhouse gas emissions come from the usage of natural gas, and its carbon dioxide emission factor mainly refers to the *Requirements of the Greenhouse Gas Emissions Accounting and Reporting—Public Building Operating Organisation (Enterprise)*.
3. Indirect (Scope 2) greenhouse gas emissions are mainly generated from purchased electricity, purchased hot water and purchased high-temperature water, and the carbon dioxide emission factors mainly refer to the *Notice on the Management of Greenhouse Gas Emission Reports for Enterprises in the Power Generation Industry from 2023 to 2025* and the *Requirements of the Greenhouse Gas Emissions Accounting and Reporting—Public Building Operating Organisation (Enterprise)*.

06.

Caring for Society and Shouldering Responsibility

• "Atour Tea" From Far Away

• Sowing Happiness





Caring for Society and Shouldering Responsibility

Atour originated from *Yaduo* Village. From the very beginning, we have incorporated good will and social responsibility into our brand. Relying on the *Yaduo* Village and hotel spaces, we actively fulfil our social responsibility through the brand's rural revitalisation project, "Atour Tea," and other public welfare activities. In this way, we practice kindness and charity, spreading the power of happiness throughout society.



"Atour Tea" From Far Away

The simplicity and kindness of *Yaduo* Village have infused our Group with the power to warm people's hearts. With gratitude, we returned to *Yaduo* Village to implement a series of plans aligned with the village's cultural characteristics and geographic nature. We actively carry out activities such as rural revitalisation plans, industrial development support, charitable donations and one-on-one assistance. Through initiatives such as "Atour Tea," "Fitting Room with Heart" and "Atour's Journey to the Beginning," we have established a closer and warmer connection with *Yaduo* Village, helping people from all walks of life to gain a deeper understanding of *Yaduo* Village while also strengthening the connection between the community and the natural world.

A Taste of "Atour Tea"

Early in the morning, busy tea-picking workers appeared in the Gaoligong Mountains. Thousands of miles away, guests wake up in our hotels after a night of deep sleep and drink a cup of warm and refreshing "Atour Tea." Through tea, the Group has connected city consumers with distant villagers on the Yunnan border.

As an inspiration for the Group, *Yaduo* Village has nurtured the warm soul of our brand. However, given its remote location and other reasons, it has been plagued with a lack of economic development, very limited transportation and loss of labour. The Group bears the development of *Yaduo* Village in mind and continues to invest to help *Yaduo* Village move towards the world so that more people can appreciate and join us in guarding its unparalleled natural beauty.



The "Atour Tea" project Microcosm of our Group's and *Yaduo* villagers' joint efforts:

As of the end of the Reporting Period



We had established **3** tea production bases in Nujiang Prefecture where *Yaduo* Village is located

Combined, these tea plantation areas cover nearly **10,000** mu

Spanning a total of **8** administrative villages and benefiting over **1,400** villagers

Meanwhile, through the "Atour Tea" project, we purchased nearly **150** tonnes of finished tea leaves

with a total value of more than RMB **37** million

2013

2017

2018

2019

2023

The founder, Mr Haijun Wang, was touched by *Yaduo* Village's natural beauty, freshness and simplicity and founded the Group under the *Yaduo* Village name.

The Group's management revisited *Yaduo* Village and decided to help the villagers irradicate poverty and improve their quality of life. Based on the actual situation in the *Yaduo* Village, the Group decided to take the tea industry as a starting point to help *Yaduo* Village and the surrounding villages.

Through the "Atour Tea" project, we established a dedicated tea farmers' cooperative with the local government and deployed several of Atour's business partners to *Yaduo* Village to explore the economic development model of "industry + consumption." Meanwhile, we were responsible for the unified purchase of tea and establishing sales channels through our hotel services and retail activities. The Group invited technical experts to extensively train villagers in tea planting, processing, packaging and other related knowledge, to improve villagers' production technology and guarantee tea product quality.

We set up the first tea production base in *Yaduo* Village, upgrading the rough workshop model to a standard factory model. We consolidated the standardised production system while providing more jobs and promoting the return of local young people to build their hometowns.


Aided by our Group, the Fugong "Atour Tea" Farmers' Cooperative obtained Organic Product Certification, which helped "Atour Tea" to gain greater consumer trust and increased sales.



Organic Product Certification

Construction of a "Fitting Room with Heart"

To further deepen our connection with *Yaduo* Village and pass on warmth to more villagers, the Group initiated the "Fitting Room with Heart" clothing donation initiative.

 **During the Reporting Period**

We collected, sorted and laundered over **2,000** unused items of clothing and donated them to *Yaduo* Village

With the help of the *Yaduo* Villager Committee, we set up a 70-square-metre fitting room in *Yaduo* Village for Group-donated clothes, so that villagers could select and take clothes according to their needs. The "Fitting Room with Heart" project not only elevated the living standards of villagers in *Yaduo* Village and surrounding villages (including Chisadi and Dayou villages) but also embodied the Group's humanistic and caring spirit, "staying true to our founding mission."



"Fitting Room with Heart" Unveiling Ceremony

Villagers Selecting Clothes

"Atour's Journey to the Beginning" at Yaduo Village

In the 10th year of the birth of the Group, we revisited *Yaduo* Village, returning to the beginning of our business's journey. We experienced the power of nature while simultaneously seeing first-hand how our various welfare projects have progressed and exploring new pathways for rural revitalisation. In October 2023, more than 50 people, including franchisee representatives and our own employees, went to the village to explore how the "Atour Tea" and "Fitting Room with Heart" initiatives are being implemented. Our team members also got to see villagers' everyday lives and bond with the community through a series of activities such as a villagers' symposium and communal bonfire gatherings.

With the participation of teachers and students from the Yazolo Primary School in Fugong County and the *Yaduo* Villager Committee, Atour's franchisees and employees raised money to provide "one-on-one

assistance" to **26** students and **6** families in need over the course of one and two years, respectively, supporting their studies and everyday life. The total amount of donations raised to support these activities exceeded RMB **170,000**.

In the future, we plan to carry out "Atour's Journey to the Beginning" once a year and invite more people to participate, so that we can return to the origin and feel the power of Atour's origin together, helping *Yaduo* Village move toward a brighter future while elevating the "Chinese Experience."



Villagers' Seminar



"One-on-One Assistance" for Families in Need



"One-on-One Assistance" for Students from Disadvantaged Families



Group Photo of Collective Activities

Other Charity Projects

In addition to the above projects organised and initiated by the Atour Group itself, we have also participated in the "Joining hands for rural revitalisation, pairing 100 enterprises with 100 villages" enterprise-village assistance project organised by the Shanghai Pudong New Area China Glory Society. Since 2021, in partnership with the project, we have provided targeted assistance for *Yaduo* Village and Lishadi Village. By the end of the Reporting Period, Atour had made cumulative donations of RMB120,000 to this project. In addition, in June 2023, we donated a collection of clothing valued at nearly RMB2 million to the Red Cross Society of Nujiang Lisu Autonomous Prefecture, giving some of these materials to *Yaduo* Village to further enhance the villagers' quality of life. In October 2023, we also donated daily necessities valued at approximately RMB920,000 to the government of Shiyueliang Town, Fugong County, Nujiang Prefecture, to improve local residents' living standards.



Certificate of Materials Donation

Sowing Happiness

Atour started as a hotel brand, but has gone far beyond accommodation. To serve our surrounding communities, we have always been committed to creating a "fourth space" infused with Atour's characteristics. Through every Atour employee, we spread warmth and kindness; through every Atour hotel, we provide free, high-quality shared spaces for the community to enjoy, sowing happiness and fulfilling our corporate social responsibilities across communities and society as a whole.

Spreading Warmth to the Community

Atour is committed to building connections between people in the broader communities surrounding our hotels. We encourage all Atour employees to reach out to community members with sincerity and warmth. To spread our message of warmth and goodwill, we have established a "Warmth Ambassador" programme and selection mechanism. Good deeds are reported daily by each hotel and regional office and reviewed for selection by our regional hotel development team and culture team. Outstanding deeds demonstrating social responsibility and humanistic care are publicly recognised and prizes are awarded, encouraging Atour employees to extend their reach and serve as many members of society as possible. Under this programme, many good deeds have emerged with a helping hand from Atour employees, including assisting lost children, supporting candidates taking exams, reuniting elderly people with their families and aiding hard-working labourers.

In addition, Atour assesses these deeds' social impact and selects "Atour Good Neighbours" from "Warmth Ambassadors" each quarter, recognising those who contribute to society in distinct ways. During the Reporting Period, 12 "Atour Good Neighbours" were selected by all Atour employees, promoting and spreading Atour's positive energy.

Atour Good Neighbours: Helping Elderly People Who Returned to Their Hometown in Search of Their Families

When Mr Liu and Ms Xu stayed in an Atour hotel in July 2023, they asked our front desk about some of the local place in Suqian, Jiangsu Province. During the conversation, Atour's frontline staff learned that the customers' father had left Suqian tens of years ago, lost all contact with his family, and was never able to return to his hometown before he passed away. Our customers wanted to fulfil their father's wish to "return to his roots," so they came to Suqian to look for their relatives.

Our employees reached out to relatives and friends to try to locate the customers' ancestral home and purchased local food for them to help them connect with their heritage. While the search for their relatives was in vain given that extensive time had passed, the customers were touched by our employees' kindness and warmth, and formed genuine friendships with them.

Atour Good Neighbours: Rescuing Lost Tourists

In May 2023, Mr Li stayed at the Atour Hotel in Lhasa and planned to travel to Mount Qomolangma Base Camp. As an Atour frontline staff member's hometown was located near the Base Camp, she was familiar with the area and gave her contact information to Mr Li in case he needed it.

Shortly after leaving the hotel to set out for the Base Camp, Mr Li got lost and asked our staff member for help. She immediately contacted her family near the Base Camp, and after a few rounds of communication, she was able to identify Mr Li's location and offer help. She arranged for him to stay at a nearby hotel and cancelled his original hotel order, free of charge. With a positive attitude, the Atour employee quickly met the guest's needs, and made every effort to provide him with warm and sincere service.

Professional, Efficient and Responsible Operations

Atour's Warm, Thoughtful and Humanistic Touch

Caring with Fairness and Collaborating as Partners

Creating Value Together and Building the Industry Ecosystem

Embracing Tranquillity and Simplicity, Preserving the Wilderness

Caring for Society and Shouldering Responsibility

More than Reading

We believe Atour hotels are not just a place for rest and relaxation, but also an important bridge for interpersonal communication. Each "Bambook Library" has a collection of 1,000 books on average, which can be borrowed, free of charge, by hotel customers and community residents. Our "Bambook Library" provides a space for people to read in a quiet and comfortable setting. People can also take their favourite books to their next destination and return them to a different "Bambook Library."



Leveraging the "Bambook Library" and other hotel spaces, Atour regularly organises offline salons based on the themes of reading, photography, travel and life. Since 2022, we launched our "Lead the Reading" programme, based on the concept of offline reading salons. Each session of the "Lead the Reading" programme focuses on one featured book and invites customers from different fields to share their reading insights, creating a profound and warm cultural exchange platform. By the end of the Reporting Period, we had held 12 events under the "Lead the Reading" programme, inviting several speakers from different fields, such as writers, scholars, poets, architects, painters, entrepreneurs and self-publishers, to discuss their insights with over hundreds of participants.

The 8th "Lead the Reading:" Ordinary Poets, Ordinary Romance

March 21, 2023 is World Poetry Day, Atour started a unique poetry reading activity through our 8th "Lead the Reading" event.

We invited renowned poets, doctors of philosophy, and social media influencers to engage in dialogue, discussing "No More Trying to Be Someone Else," a collaborative poetry collection created by netizens. Participants at the event explored the intersection of life and poetry, using poetry to alleviate stress and anxiety with simple words and phrases.



"Mid-Autumn to Read" Theme Activity

From September 21 to October 15, 2023, Atour "Bambook Library" teamed up with partners such as Shanghai People's Publishing House, Shanghai Sanlian Bookstore, and China National Geographic Book to jointly launch the "Mid-Autumn to Read" themed event. We have launched "Lead the Reading"+themed book list+fun stamp activities in 30 Atour hotels in 176 city. Yser who arrives at Atour's "Bambook Library" can participate in artist led reading sharing, borrow books from the "Mid-Autumn to Read" recommended book list for free, and stamp a joint seal with Atour's characteristics on the notebook, fully enjoying the fun of reading.



Comfortable Accommodations

Atour deeply empathise with delivery drivers, sanitation personnel and other essential workers whose efforts allow us to stay safe at home. We are grateful to them for facilitating a comfortable, clean and tidy urban environment.

We have set up a "supply area" on the ground floor of our Shanghai headquarter for these essential workers to provide them with a place to rest. We go above and beyond in accommodating their refreshment needs, providing them with biscuits, water and "Atour Tea." We update the type of tea weekly and adjust its temperature according to the weather to ensure an enjoyable reprieve for these workers amid their bustling work days. In addition, our hotels always welcome delivery and sanitation workers to come in for a break during their workdays. Many hotel staff take the initiative to provide these workers with drinking water, rain gear, masks, gloves and other supplies to shield them from the elements and make them smile, passing on our culture of warmth to each hard-working individual we encounter.

Pet-Friendly Accommodations & Stray Animal Protection

While Atour paying attention to pets with owners and creating pet-friendly hotels, it is also aware of the problem of stray animals caused by pet abandonment. As such, we have partnered with the public welfare organisation "Nearby Meow" to launch the "Donate for Love" campaign, contributing to the protection of stray cats. Through our "Cat Mailbox," "Toy Exchange Love Wall" and other creative activities, we advocate for the care of stray animals, calling on our customers to adopt and support them. For every letter delivered through the "Cat Mailbox," Atour donates a can of food to professional stray animal shelters. Meanwhile, we collect and distribute customers' unused pet toys through the "Toy Exchange Love Wall" to enrich the lives of cats in shelters. We also work with "Nearby Meow" to promote the "Adoption Instead of Feeding" initiative, actively seeking shelter for stray animals.

Atour provides both material and spiritual support to communities, fulfilling our mission of "making warm connections between people" and spreading the power of happiness.

"Atour Tea" soothes travellers' weariness in body and spirit while guiding Yaduo Village's honest and sincere villagers towards a better life through modern industrial revitalisation. Across various seasons, regions and projects, we consistently deliver warmth to people in rural mountain areas. We connect people and communities with books and dialogues that resonate with the public consciousness. Even the small animals with whom we share this land are included in Atour's caring embrace. Going forward, Atour will remain devoted to social responsibility, promoting and supporting healthy and natural lifestyles and engendering warmth and kindness throughout society.




ESG Reporting Guidance Index

GRI Standards	Disclosure	Location
GRI 2: General Disclosures 2021		
2-1	Organizational details	About Atour
2-2	Entities included in the organization's sustainability reporting	About the Report
2-3	Reporting Period, frequency and contact point	About the Report
2-6	Activities, value chain and other business relationships	About Atour
2-7	Employees	Human Resource KPIs
2-9	Governance structure and composition	Governance Structure
2-12	Role of the highest governance body in overseeing the management of impacts	Efficient Corporate Governance ESG Governance
2-13	Delegation of responsibility for managing impacts	Efficient Corporate Governance
2-14	Role of the highest governance body in sustainability reporting	ESG Governance
2-16	Communication of critical concerns	Efficient Corporate Governance ESG Governance
2-22	Statement on sustainable development strategy	A Message from Our CEO ESG Concepts
2-23	Policy commitments	Diversity, Equality and Inclusiveness
2-24	Embedding policy commitments	Adhering to Business Ethics
2-25	Processes to remediate negative impacts	Adhering to Business Ethics Employee Communication
2-26	Mechanisms for seeking advice and raising concerns	Adhering to Business Ethics Employee Communication
2-27	Compliance with laws and regulations	No major violation during the Reporting Period
2-28	Membership associations	Data Security Driving the Industry Forward
2-29	Approach to stakeholder engagement	Stakeholder Engagement
GRI 3: Material Topics 2021		
3-1	Process to determine material topics	Materiality Assessment
3-2	List of material topics	Materiality Assessment
3-3	Management of material topics	Materiality Assessment


GRI Standards	Disclosure	Location
Economics		
GRI201: Economic Performance 2016		
201-2	Financial implications and other risks and opportunities due to climate change	Responding to Climate Change
GR:203: Indirect Economic Impacts 2016		
203-1	Infrastructure investments and services supported	"Atour Tea" from Far Away A Taste of "Atour Tea" "Atour's Journey to the Beginning" at <i>Yaduo</i> Village Other Charity Projects
203-2	Significant indirect economic impacts	
GRI205: Anti-corruption 2016		
205-2	Communication and training about anti-corruption policies and procedures	Adhering to Business Ethics
Environment		
GRI302: Energy 2016		
302-1	Energy consumption within the organization	Environmental KPIs
302-3	Energy intensity	Environmental KPIs
302-4	Reduction of energy consumption	Energy-saving and Water-saving Equipment
302-5	Reductions in energy requirements of products and services	Adhering to Green Operation
GRI303: Water and Effluents 2018		
303-3	Water withdrawal	Environmental KPIs
GRI305: Emissions 2016		
305-1	Direct (Scope 1) GHG emissions	Environmental KPIs
305-2	Energy indirect (Scope 2) GHG emissions	Environmental KPIs
305-4	GHG emissions intensity	Environmental KPIs
GRI308: Supplier Environmental Assessment 2016		
308-1	New suppliers that were screened using environmental criteria	Supply Chain Management
Society		
GRI401: Employment 2016		
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Remuneration Performance Diverse Benefits
401-3	Parental leave	Human Resource KPIs


GRI Standards	Disclosure	Location
GRI403: Occupational Health and Safety 2018		
403-3	Occupational health services	Guarding Employees' Health
403-6	Promotion of worker health	Occupational Health and Safety
403-8	Workers covered by an occupational health and safety management system	Occupational Health and Safety
GRI404: Training and Education 2016		
404-1	Average hours of training per year per employee	Human Resource KPIs
404-2	Programs for upgrading employee skills and transition assistance programs	Human Resource KPIs
404-3	Percentage of employees receiving regular performance and career development reviews	Remuneration Performance
GRI405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	Diversity, Equality and Inclusion Human Resource KPIs
GRI414: Supplier Social Assessment 2016		
414-1	New suppliers that were screened using social criteria	Adhering to Business Ethics

A Lodging-centric Lifestyle Brand

 A.T. HOUSE

 ZHOTEL

 亚朵酒店

 亚朵酒店

亚朵X酒店

ATOUR 轻居
LIGHT 酒店

亚朵星球
ATOUR PLANET

S A V H E