

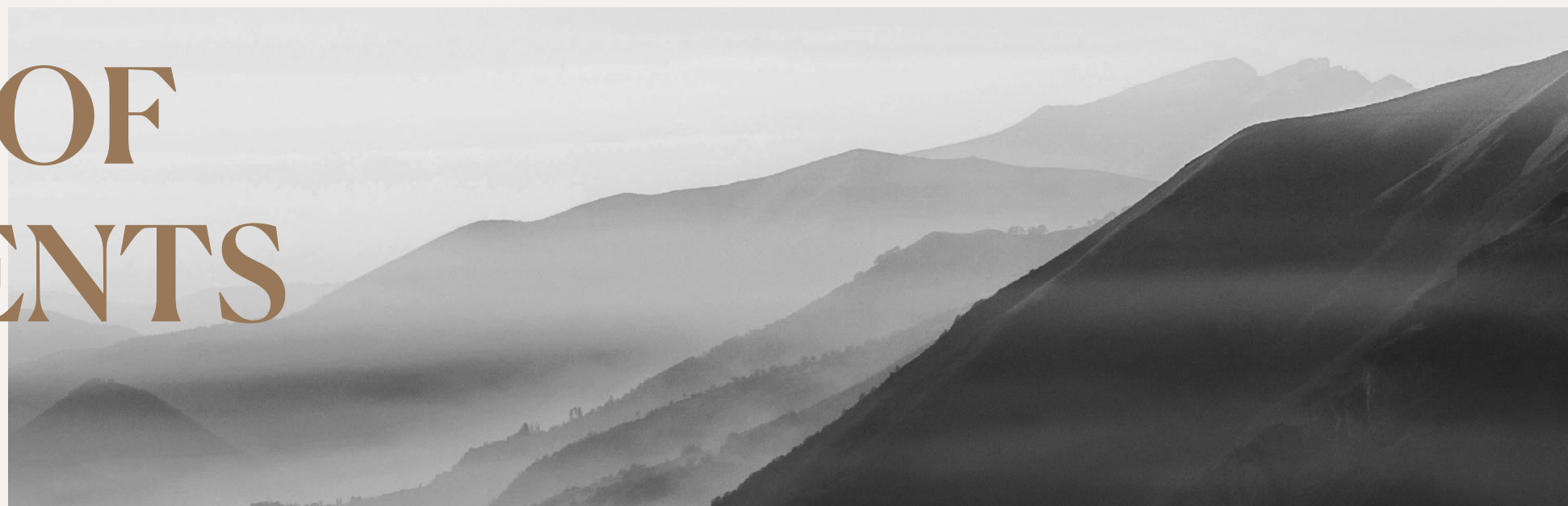
亚朵集团  
ATOUR GROUP

Atour Lifestyle Holdings Limited

# 2025 Environmental, Social and Governance Report

NASDAQ: ATAT

# TABLE OF CONTENTS



About the Report	01
The Origins of Atour	02
A Message from the CEO	06
ESG Highlights for 2025	07
Atour's Response to the UN's Sustainable Development Goals (SDGs)	08

## Appendix

ESG Reporting Guidance Index	88
------------------------------	----

## Good Governance – Responsibility as the Foundation 01

Effective Corporate Governance	11
Adhering to Business Ethics	12
Strengthening Information Security	14
Improving ESG Management	17

## Customer-Oriented – Providing a Warm Experience 02

Reassuring Hotel Space	21
Comfortable Accommodation Experience	23
Warmth-Driven Retail Products	29
Member Ecosystem Collaboration	33
Sincere Customer Communication	35

## Employees as Allies – Embarking on a New Journey of Growth 03

Diverse and Equitable Workplace	40
Advancing Together with Employees	42
Diverse Benefits	52
Human Resource KPIs	55

## Rooted in the Industry – Promoting a Thriving Business Ecosystem 04

Growing with Franchisees	57
Sustainable Supply Chain	63
Industry Synergy Development	65

## Committed to Ecology – Protecting the Natural Environment 05

Adhering to Eco-friendly Operations	68
Responding to Climate Change	73
Green Retail Products	74
Environmental KPIs and Objectives	76

## Contributing to Society – Staying True to Public Welfare 06

Guarding the Origins of Atour	78
Sowing Happiness	85



# About the Report

This Report is the third Environmental, Social and Governance (ESG) report for Atour Lifestyle Holdings Limited (“Atour Group,” “Atour,” “the Group,” or “the Company”) (NASDAQ: ATAT) for the year 2025. This report presents Atour’s management philosophy and its achievements in ESG across its accommodation and retail businesses to a wide range of stakeholders.

## Time Frame of the Report

This is an annual report covering the period from January 1, 2025, to December 31, 2025 (hereinafter referred to as the “Reporting Period”). The Report includes some information that dates back to prior years and extends to 2026, as noted.

## Range of Report Data

The data in this Report covers the Company and its Accommodation and Retail businesses. Unless otherwise specified, the financial data presented in this Report is in RMB.

## Basis for Preparation

This Report was prepared using reference materials based on NASDAQ’s ESG Reporting Guidelines 2.0, the Global Reporting Initiative’s Sustainable Development Reporting Standards 2021, and the United Nations Sustainable Development Goal Disclosure Recommendations.

## Language of the Report

The Report is issued in both Chinese and English. In the event of any discrepancies, the Chinese version shall prevail.

## How to Obtain the Report

Both the Chinese and English versions of this Report are available electronically on Atour Group’s investor relations website at <https://ir.yaduo.com/>.

## Contact Information

Atour Lifestyle Holdings Limited  
Address: 1st Floor, Wuzhong Building, No. 618 Wuzhong Road,  
Minhang District, Shanghai  
Postal Code: 201103

Telephone: + 86 021-64059928  
Email: [ESG@yaduo.com](mailto:ESG@yaduo.com)

**Mission**

Creating an intimate  
ambience where  
people can warmly  
connect.

**Vision**

A Timeless Atour,  
Warmth Along Every  
Journey.

**Belief**

Everyone deserves  
kindness.

**Positioning**

Curating  
experiences where  
body and mind  
return to inner  
peace.

**Values**

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

**The Origins of Atour**

*Yaduo* Village is a small village tucked along the upper Nujiang River in Yunnan Province — a place defined by nature, tranquility, warmth, and simplicity. Our founder happened to visit *Yaduo* Village during a trip and was captivated by its natural, refreshing, and unspoiled charm. Though not affluent, the village is home to people who live with honesty, trust, kindness, and a lasting sense of happiness. Inspired by this experience, he named the brand “Atour”.

Established in 2013 and listed on the NASDAQ Stock Exchange in 2022, Atour Group reached a pivotal landmark in 2025 by completing our three-year “Chinese Experience, 2,000 Premier Hotels” strategy. From our origins in *Yaduo* Village to the milestone of opening the 2,000th hotel, we have moved steadily forward while staying true to our original aspirations. Along the way, our retail business has also shown strong growth, with Atour Planet gradually reinforcing its leading position in China’s sleep market, becoming the preferred brand for sleep products.



# 2025 Milestones



## February

Opened the first SAVHE Hotel.



## March

Launched Atour Hotel's latest product, Atour 3.6.



## April

Launched Atour Light's latest product, Atour Light 3.3.



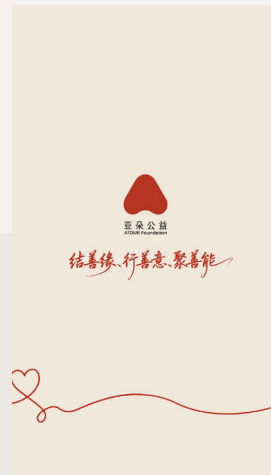
## September

Released Atour Planet's "Deep Sleep Standard."



## September

Hosted Atour Planet's "Deep Sleep Huhuland" event.



## November

Established the Atour Foundation.



## December

Successfully completed the "Chinese Experience, 2,000 Premier Hotels" strategic plan.

## A Timeless Atour, Warmth Along Every Journey

2025 marked the successful completion of our three-year “Chinese Experience, 2,000 Premier Hotels” strategic plan. We continued to enhance our brand value, achieving significant growth in both scale and brand influence through the dual engines of our accommodation and retail businesses.

In the accommodation business, we have strengthened our diverse portfolio of hotel brands, driving growth in both operating scale and guest experience. Atour Hotel remains a leader in the upper midscale accommodation market, earning guest loyalty through premium business travel services and a steadfast commitment to humanistic care. In early 2026, we officially elevated Atour 4.0 into an independent brand called Atour Origin. This brand maintains efficient business travel functionality while introducing a naturally relaxed vacation ambiance, creating a tranquil and authentic space for urban travelers. The SAVHE Hotel emphasizes Eastern experiential philosophies, setting a new benchmark for upscale lifestyles through contemporary Eastern aesthetics and immersive cultural experiences. SAVHE Hotel represents a significant breakthrough in advancing our brand mix, redefining the value of upscale hotels. Meanwhile, Atour Light focuses on providing a relaxing and restorative experience within a vibrant, leisure-oriented atmosphere that fosters a youthful and carefree environment. By the end of 2025, 2,015 hotels were in operation, with an additional 779 hotels in the pipeline.

In the retail business, we prioritized product innovation and quality standard upgrades, updated the Deep Sleep Memory Foam Pillow Pro series and the Deep Sleep Thermo-Regulating Comforter Pro Series. We also expanded into new categories, including Deep Sleep Fitted Sheets and Deep Sleep Loungewear, to provide a comprehensive, full-scenario

deep sleep solution and continuously enhance our sleep ecosystem. During the Reporting Period, we officially released the “Atour Planet Deep Sleep Standard,” establishing a core benchmark for product quality and customer experience consistency. Our goal is to elevate industry standards and make natural, deep sleep a tangible experience for all. In 2025, our retail business achieved a full-year revenue of RMB 3.67 billion, marking a 67% year-over-year increase that reflects significant growth in both scale and brand influence.

In terms of membership, Atour continuously explored experiential scenarios to create meaningful and diverse experiences for users. In 2025, we continued to develop the ACARD membership ecosystem, promoting the deep integration of our accommodation and retail businesses. Additionally, Atour developed cross-scenario services through strategic multi-industry collaborations. By expanding membership benefits and launching exclusive engagement activities, we have built stronger emotional connections with customers across a wider range of life scenarios, significantly upgrading the overall membership experience. By the end of 2025, our registered members reached 112 million, representing a year-over-year increase of over 25%.

Now, Atour has turned the page to a new chapter. We officially launched our new three-year strategy: “Chinese Experience, Brand-Led Excellence.” With experience as our foundation and brand as our anchor, Atour aims to create connections across scenarios through deep sleep and engage authentically with every customer. We are embarking on a beautiful new voyage: “A Timeless Atour, Warmth Along Every Journey.”



# Brand Matrix

## Lifestyle Hotel Brands

Luxury

A.T. HOUSE 嘉邸

Upscale

SAVHE 萨和

亚朵酒店

Upper Midscale

亚朵见野

亚朵酒店

亚朵X酒店

Midscale

ATOUR 轻居 LIGHT 酒店

## Retail Brand

atourplanet  
亚朵星球

## Ecosystem Brand

ATOUR ACARD



For more than a decade, since our founding in the border region of Yunnan, Atour has been dedicated to creating unique accommodation experiences for our customers. We promote a quality lifestyle, convey the rich values of our brand, and embrace a product philosophy that is humane, warm, and inspiring. Committed to providing high-quality products and services, Atour aims to build deeper emotional connections with our customers, continuously creating warm, value-enhancing experiences.

# A Message from the CEO

## Good Governance – Responsibility as the Foundation

A standardized and efficient governance system is essential to ensure Atour's long-term and stable development. We remain committed to improving our governance practices and building a diverse and complementary Board of Directors to facilitate informed and rational decision-making. By implementing comprehensive risk management, adhering to business ethics, and managing information security effectively, we prioritize compliance and integrity as the foundations of our operations. Furthermore, we integrate ESG principles into our operations, sincerely listening to and responding to the stakeholder expectations. This approach underpins Atour's steady progress and long-term development through sound governance practices.

## Customer-Oriented – Providing a Warm Experience

Atour prioritizes a "customer first" philosophy as its core value, addressing a wide range of customer needs, from travel accommodations to everyday sleep. Throughout the journey, we provide holistic and attentive services from booking to check-out, ensuring a comfortable and worry-free travel experience. Through "Atour Planet", we extend our restful sleep experience to everyday life scenarios. Additionally, we aim to bring delight and surprise to every journey with diverse and engaging brand activities.

## Employees as Allies – Embarking on a New Journey of Growth

Atour journeys alongside our employees. We uphold principles of respect, equity, and inclusiveness in the workplace while protecting the legitimate rights and interests of every employee. We have established a diverse and open growth platform that empowers our people through systematic training and clear career paths. We demonstrate our commitment through generous benefits, healthcare initiatives, and dedicated support, ensuring that every Atour employee can grow in warmth and advance with trust. Together, we move forward with confidence, pursuing a shared future of sustained success as we embark on a bright new journey.

## Rooted in the Industry – Promoting a Thriving Business Ecosystem

We uphold a philosophy of collaborative growth by partnering with franchisees, suppliers, and industry collaborators to support high-quality development. Our franchisees are essential long-term partners, and we continually assist them in their operations to ensure consistent and stable growth. We are committed to building a responsible and sustainable supply chain. By working closely with suppliers, we implement strict quality controls and adhere to compliance standards, fostering a responsible ecosystem throughout the supply chain. At Atour, we promote a culture of openness, encouraging the exchange of ideas and learning from our industry partners. Together, we strive to promote the healthy, long-term development of the industry.

## Committed to Ecology – Protecting the Natural Environment

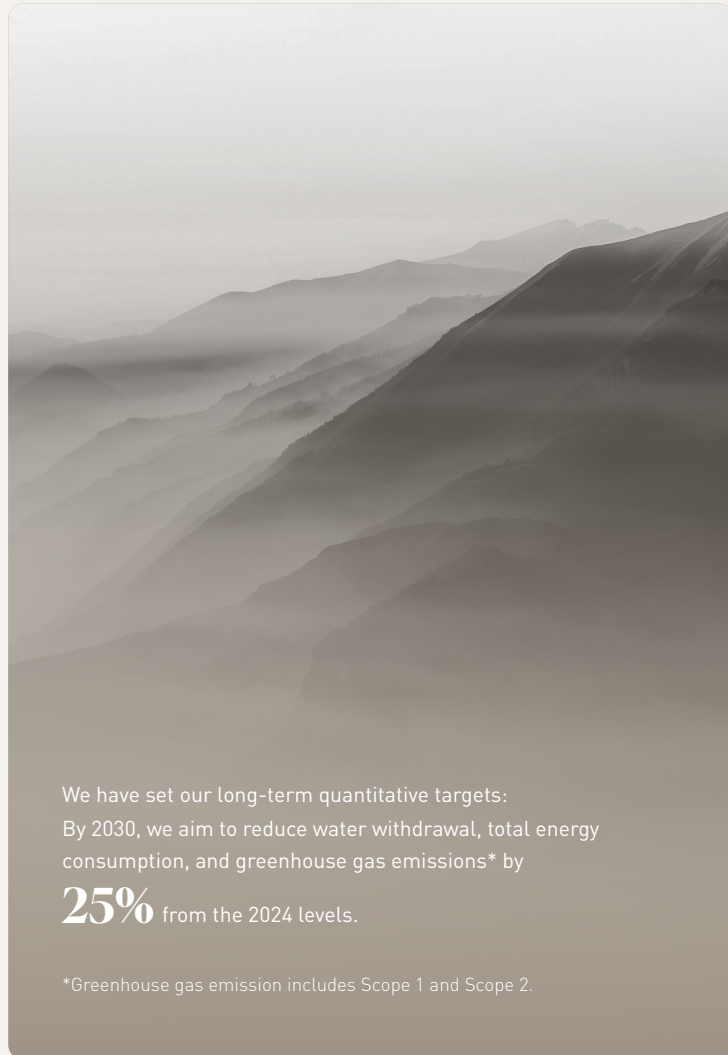
Atour is dedicated to integrating environmental responsibility into the development of our hotel and retail businesses. This commitment involves implementing low-carbon practices in hotel construction, reducing energy consumption across our operations, using eco-friendly materials, and pursuing sustainable innovations in our retail products. We demonstrate our environmental responsibility through concrete actions. Our goal is to protect the ecological foundation of the natural world through gentle, purposeful stewardship. We strive to make low-carbon travel a meaningful part of customers' journeys while preserving the wilderness through green initiatives.

## Contributing to Society – Staying True to Public Welfare

Originating in *Yaduo* Village, Yunnan, Atour has always been dedicated to our founding aspiration of making a positive contribution to society. We are committed to preserving and showcasing the cultural heritage and distinctive character of *Yaduo* Village. Through our "Atour Tea" initiative, we aim to revitalize rural areas; with the "Yuan Meng Project," we promote participation in biodiversity conservation. We strive to foster meaningful connections between Atour, customers, and the community. We provide a sanctuary for spiritual rest through our "Bamboo Library" spaces and a variety of cultural activities. During the Reporting Period, we established the Atour Foundation to create a sustainable system for public welfare and care. This initiative ensures the continued promotion of kindness and reflects our brand's responsibility and warmth through our long-term commitment.

By collaborating with a shared purpose, we can accomplish great things. With goodwill guiding us, we can achieve our goals. Atour is truly grateful for the long-term trust of every customer, employees, franchisee, supplier, and member of our community and society. This collective trust strengthens our commitment to sustainable practices. As we embark on this new chapter, we will continue to steadily advance sustainable development, working toward our long-term vision: "A Timeless Atour, Warmth Along Every Journey." We will fulfill our firm promise to our customers and continue to contribute Atour's solid and enduring strengths to the industry and society.

# ESG Highlights for 2025



We have set our long-term quantitative targets:  
By 2030, we aim to reduce water withdrawal, total energy consumption, and greenhouse gas emissions\* by **25%** from the 2024 levels.

\*Greenhouse gas emission includes Scope 1 and Scope 2.

As of the end of the Reporting Period, at the “Atour Tea” production bases, the cumulative purchase of finished tea products has exceeded **318** tons, amounting to over RMB **76** million.

As of the end of the Reporting Period, Atour has established **5** “Love Fitting Rooms,” donating over **32,000** pieces of clothing.

As of the end of the Reporting Period, the Atour “Support Fund” donated over RMB **680,000**, benefiting more than **590** individuals.

During the Reporting Period, the Atour Charity Fund donated RMB **778,400**, benefiting **102** individuals.

During the Reporting Period, the Atour Foundation donated mattresses valued at RMB **246,800** to primary schools in Nujiang Prefecture, Yunnan Province.

During the Reporting Period, a total of RMB **675,700** was donated through the “Yuan Meng Project,” which focuses on biodiversity conservation.

Atour has obtained several external certifications, including ISO/IEC 27001 Information Security Management Systems, ISO/IEC 27701 Privacy Information Management Systems, and the Certificate of Record for Classified Protection of Cyber Security [Level 3], among others.

As of the end of the Reporting Period, we hold **1,714** registered trademarks, **79** copyright registrations, and **42** patents.

As of the end of the Reporting Period, out of **315** suppliers, **228** have obtained ISO 9001 quality management system certification, **160** have received ISO 14001 environmental management system certification, and **156** have secured ISO 45001 occupational health and safety management system certification.

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

## Protecting Atour’s Origin

- Upgrading the “Atour Tea” project with four established production to support rural revitalization.
- Establishing Atour Foundation and Atour Community Care Station to provide material support to individuals in need.



## Savoring Atour Tea

- Promoting standardized tea planting and production techniques to enhance agricultural productivity and increase the income of villagers in *Yaduo* Village and nearby areas.



## Occupational Health and Safety

- Providing supplementary medical insurance, annual physical examinations, and various health services, while improving the occupational health emergency response system, to safeguard employee health and safety.



## Talent Training System | Atour Foundation | Atour Bambook Library

- Cultivating talent through multiple initiatives, including the “Jimu Online Learning Platform,” professional skills training, and tiered talent development programs.
- Providing educational support to students in need through the “Reading Under the Moon Mountain” charity program.
- Establishing the Atour Bambook Library, a mobile library that offers free reading space 24/7.



## Diversity, Equity, and Inclusion | Caring for Female Employees

- Female employees make up 58.4% of the workforce. We have established mother-and-baby rooms and hosted Women’s Day events, demonstrating dedicated care for female staff.



## Efficient Use of Resources

- Promoting terminal return water design and water-saving aerators to enhance hot water supply efficiency and conserve water resources.



## Efficient Use of Resources

- Encouraging the use of energy-saving equipment, such as air-source heat pumps and solar water heaters to increase the proportion of clean energy used.



## Remuneration, Performance, and Appraisals | Recognition and Incentives

- Establishing a differentiated, competitive compensation and benefits system, along with an effective incentive mechanism.
- Recognizing outstanding employees through professional skill awards, special incentives, and public commendations.



## Diversity, Equity, and Inclusion | Atour Foundation

- Implementing a Nickname System to foster an atmosphere of equal and respectful communication.
- Employing 248 individuals from 24 different ethnic minorities, along with 29 employees with disabilities, creating a diverse and inclusive workplace environment.
- Establishing “Love Fitting Rooms” to provide clothing to people in remote mountainous areas.



## Committed to Eco-Friendly Operations | Sowing Happiness

- Installing charging stations in hotels for new energy vehicles, supporting customers’ green and low-carbon travel.
- Leveraging hotels to provide safe, inclusive, and barrier-free spaces for residents in surrounding communities.



## Committed to Eco-Friendly Operations | Green Retail Products

- Applying modular designs to promote the use of green building materials and operational consumables, while introducing energy-saving and water-saving equipment to use natural resources efficiently.
- Increasing the use of sustainable materials and minimizing environmental impact.



## Responding to Climate Change

- Promoting the use of clean energy and energy-saving renovations, while implementing low-carbon operations to mitigate climate impact.
- Improving the emergency response mechanism for extreme weather, enhancing employee awareness and education, and ensuring the safety of personnel and assets.



## “Yuan Meng Project”

- Collaborating with non-profit organizations to protect 1st Class protected wild animals in China and safeguarding the biodiversity and ecosystem of Gaoligong Mountains.



## Good Governance – Responsibility as the Foundation

- Establishing a robust governance structure to ensure the Company’s compliant and stable operation.
- Creating a professional ethics committee to promote integrity and honesty within the Company and its supply chain.
- Developing a three-tier ESG governance structure to systematically advance ESG management and promote Atour’s sustainable development.



## Rooted in the Industry – Promoting a Thriving Business Ecosystem

- Providing franchisees with comprehensive support, covering construction, operations, and finance, ensuring they can operate the hotels with confidence and ease.
- Promoting sustainable development practices within the supply chain to empower suppliers and drive high-quality growth.
- Engaging in industry exchange activities and leveraging Atour’s experience to lead the industry’s development.





# 01

## Good Governance — Responsibility as the Foundation

Strong corporate governance is essential for a company's stability and more importantly, serves as a key factor in fulfilling social responsibilities and achieving sustainable development. Atour Group continues to improve its corporate governance system by establishing a professional and comprehensive framework for corporate governance and ESG practices, while simultaneously enhancing management standards and risk control capabilities. By incorporating ESG principles into its overall development strategy, Atour Group ensures compliant and stable business operations. In terms of business ethics and information security management, we consistently work to improve our compliance and integrity governance system. This includes strengthening business conduct norms and enhancing compliance risk prevention through effective internal regulations. Furthermore, Atour Group maintains close communication with all stakeholders and addresses their concerns and expectations through responsible business practices.

Effective Corporate Governance	11
Adhering to Business Ethics	12
Strengthening Information Security	14
Improving ESG Management	17

ATOUR  
S  
i  
e  
f  
i  
L

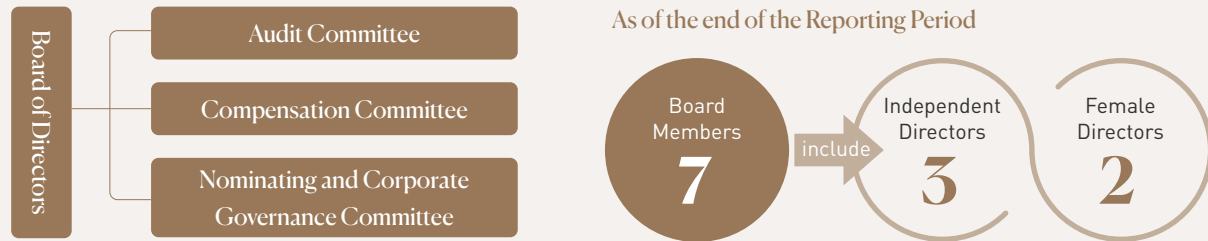
# Effective Corporate Governance

Atour Group strictly adheres to the *Company Law of the People’s Republic of China* and the relevant laws and regulations in the jurisdictions where it operates. It is committed to enhancing its corporate governance and risk management systems. By refining decision-making processes and reinforcing risk control measures, the Group ensures the successful execution of its corporate strategy while promoting stable and sustainable growth.

## Governance Structure

The Board of Directors serves as the highest decision-making body of Atour Group, responsible for deliberating on and overseeing the Company’s strategic planning and significant operational matters. The Board has established three committees: the Audit Committee, the Compensation Committee, and the Nominating and Corporate Governance Committee, each focusing on its specialized area to assist the Board in fulfilling its supervisory and decision-making responsibilities. These committees function in accordance with the Company’s articles of association and their respective charters, providing professional support to the Board and enhancing the quality of governance and decision-making efficiency.

To enhance the Company’s governance system and ensure informed, well-rounded board decisions, Atour Group places a high priority on building a diverse board. The Nominating and Corporate Governance Committee regularly reviews the Board’s diversity and selects and recommends new board members when needed. During the selection process, the Committee considers various factors, including gender, age, cultural background, educational qualifications, professional experience, and skill sets, ensuring that the Board’s composition aligns with the Company’s development needs.



The Board members have diverse educational backgrounds spanning tourism management, business administration, and economics. They also possess extensive industry experience in hotel operations management, retail brand operations, supply chain management, risk management, financial management, internal auditing, legal affairs, and corporate finance.

## Risk Management

Atour Group has established a systematic and standardized risk management system. The Compliance Center–Integrity Department, which serves as the Group’s dedicated internal auditing body, develops annual audit plans centered on the Group’s strategic goals and core business priorities, while also adhering to relevant regulatory provisions such as the Sarbanes-Oxley Act (SOX). Each annual audit plan is submitted to the Audit Committee for review and approval. The Audit Committee is responsible for evaluating the annual audit plan, reviewing the Group’s risk assessments, management policies, and their implementation. This committee regularly reports relevant information to the Board of Directors.

Atour Group has developed a comprehensive risk management policy and system that covers the entire business process. These policies include the *Comprehensive Risk Management System*, *Internal Audit Framework*, and *Internal Control Manual*, which collectively provide institutional support for the Group’s sound operation and compliance. The Group categorizes risks into four main types—strategic, operational, financial, and legal—based on its business objectives. Risk management is implemented according to the “three lines of defense” principle, with business departments, middle- and back-office support departments, and the Integrity Department under the Compliance Center each taking on specific responsibilities. This creates a risk management framework with clearly defined roles and seamless collaboration.

Atour Group manages risks by continuously standardizing risk control processes through key stages such as risk identification, risk assessment, risk reporting, and risk response. Each year, the Group evaluates its risk control system using methods such as walkthrough testing and effectiveness testing. The evaluation results in an Internal Control Assessment Report, which reviews relevant risks and the controls that are in place. For any risks identified during the assessment, the Group develops and implements corresponding improvement measures and ensures that relevant internal departments carry out these measures to prevent the recurrence of similar issues.

Atour Group oversees risk management and internal control processes through its auditing practices. It has established a mechanism to track and remediate audit issues. In 2025, Atour continued its special auditing related to US-SOX, covering various business processes and information systems, and carried out follow-up testing and remediation. During the Reporting Period, Atour conducted 20 special audits focused on key areas such as economic responsibility, operational management, and information technology. For issues identified in these audits, the Group urged the responsible departments to implement necessary corrections and monitor their progress, thereby supporting the effective operation of the risk management and internal control system.

# Adhering to Business Ethics

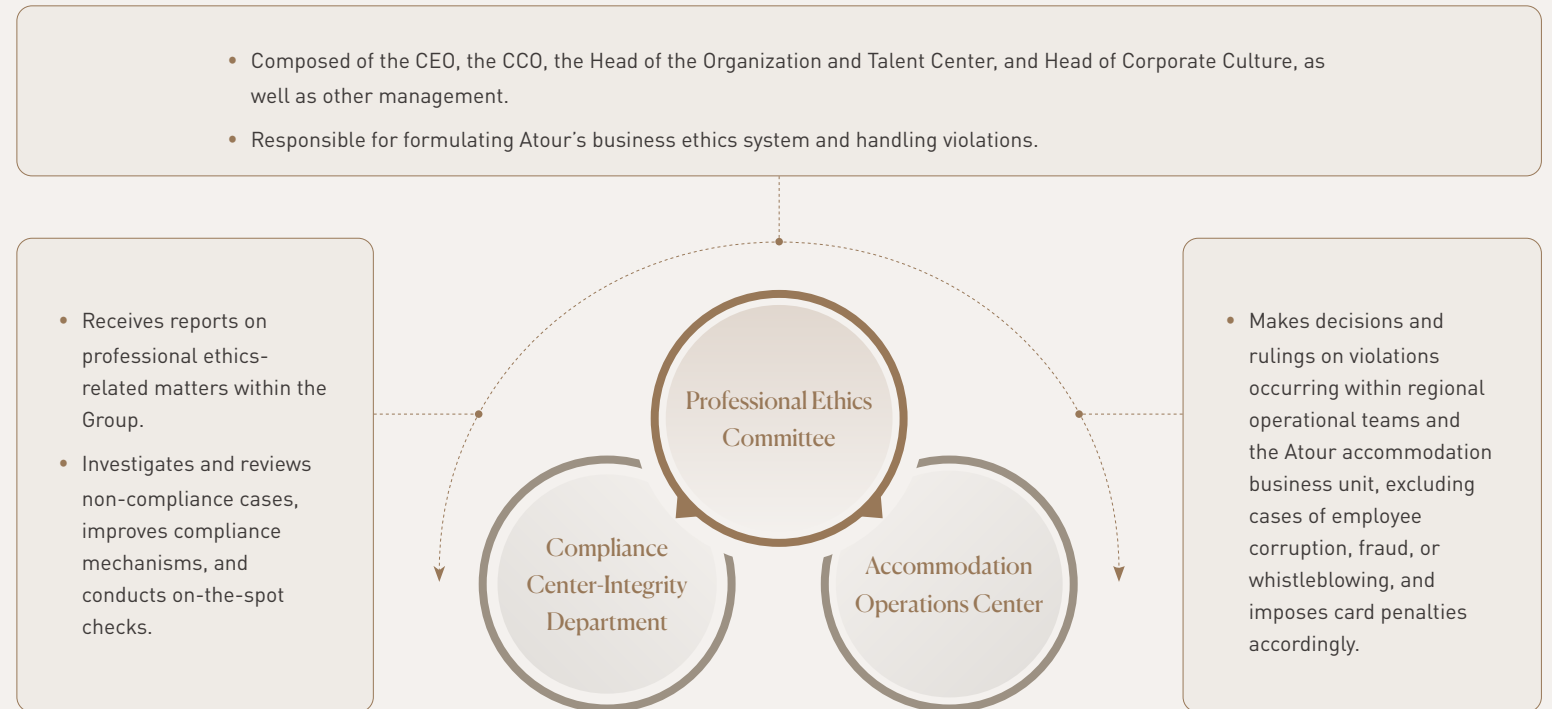
Atour Group places a strong emphasis on business ethics and compliance management. The Group strictly adheres to all relevant laws and regulations in the jurisdictions where it operates, including the *Interim Provisions on Prohibition of Commercial Bribery*, the *Anti-Money Laundering Law of the People’s Republic of China*, the *Anti-Unfair Competition Law of the People’s Republic of China*, and the *Anti-Monopoly Law of the People’s Republic of China*. The Group continuously enhances its compliance and integrity governance system by establishing and strictly enforcing internal regulations such as the *Code of Business Conduct and Ethics*, the *Anti-Bribery and Anti-Corruption Policy*, the *Detailed Management Rules for Anti-Bribery and Anti-Corruption*, the *Provisions on the Protection of Trade Secrets*, and the *Provisions on Recusal in Appointments*. These efforts aim to strengthen business conduct standards and mitigate compliance risks, clarify management requirements for preventing corruption and embezzlement, and urge employees and business partners to uphold fundamental principles of business ethics and compliance.

## Professional Ethics Management

Atour Group has always adhered to the corporate value of “Maintain a righteous mind, follow the right path” and is dedicated to building a robust professional ethics management system. To this end, we have established a Professional Ethics Committee under the supervision of the Chief Executive Officer (CEO), the Chief Compliance Officer (CCO), and other senior executives. This committee serves as the highest authority and dedicated body for overseeing the Company’s professional ethics.

To standardize employee conduct and strengthen ethical discipline, Atour Group has established a clear, tiered, and effectively enforced ethics management and accountability mechanism. The Employee Handbook requires all employees to adhere to the “Three Disciplines and Eight Points for Attention” and strictly prohibits unethical behavior such as accepting bribes, concealing or falsifying information, forming factions, and bullying others. The *Atour Sunshine Code of Conduct* serves as a guideline for all employees, clearly outlining common violations and the associated management requirements. In the event of an ethical violation, the Company will address the issue in accordance with the *Atour Sunshine Code of Conduct* and the *Atour Disciplinary System*. Depending on the nature and severity of the violation, the Company will impose one of four levels of penalties: red card, yellow card, warning, or admonition. Corresponding measures will be implemented based on the established system. Employees who receive warnings or yellow cards may face demotion or a reduction in compensation, depending on the severity of the offense. For serious violations of business ethics, such as bribery, soliciting bribes, and financial fraud, a red card penalty will be imposed. In such cases, the Company reserves the right to terminate the employment contract and pursue appropriate economic liability. If the behavior is suspected to be illegal, the matter will be referred to the relevant law enforcement agencies for further investigation.

### Atour Group’s Professional Ethics Management Framework



## Building a Culture of Integrity

Atour Group regards integrity and self-discipline to be essential elements of its corporate culture. To promote these values among employees, the Company has developed the *Atour Values Assessment Program*. This program includes regular assessments that help employees align their behavior with Atour’s core values, ensuring that business ethics are integrated into daily operations and all business processes. In addition, we conduct regular training sessions and activities focused on business ethics and use the Group’s compliance support platform to promote awareness, thereby enhancing employees’ understanding of relevant ethical standards.

At the Board level, directors play a crucial role in corporate governance and serve as examples of integrity. During the Reporting Period, we conducted business ethics and compliance training for all directors. This training covered essential topics, including directors’ responsibilities, corporate governance, information disclosure, insider information management, and the prevention of market misconduct. These initiatives aim to enhance Board members’ awareness of legal compliance and reinforce their commitment to integrity in fulfilling their duties.

### Atour Group’s “Compliance Day” event

In 2025, Atour Group hosted its first “Compliance Day” to raise compliance awareness and enhance employee skills. The event featured tiered and categorized compliance training tailored to employees in various roles. For frontline employees, scenario-based training helped them master compliance procedures and improve their ability to handle compliance issues and respond to emergencies in their daily operations. In addition, certain compliance training was offered to employees in specific functional departments at headquarters. This training was aligned with departmental business scenarios to strengthen understanding and application of compliance requirements in decision-making, management, and execution. The event incorporated an engaging and interactive training design, providing employees with targeted, practical compliance guidance while fostering a culture of integrity in daily work.



Atour Group emphasizes the importance of fairness, impartiality, and integrity in its supply chain. To combat commercial bribery and corruption, all suppliers are required to sign the “Anti-Corruption and Anti-Bribery Clause.” As of the end of the Reporting Period, 100% of Atour’s suppliers had signed this clause.

### During the Reporting Period

**100%**  
of the employees\* completed business ethics training.

**100%**  
of the Board members participated in business ethics training.



\*Employees include full-time employees, interns, and other staff members with various employment types.

## Standardized Handling of Whistleblowing

Atour Group encourages employees and suppliers to report any unusual behavior through established complaint and reporting channels to protect the legitimate rights and interests of all stakeholders. The Company has implemented internal systems, including the *Charter of the Atour Ethics Committee*, and is continuously improving its reporting and handling mechanisms. The Compliance Center–Integrity Department has been designated as the specialized department for receiving reports. This department operates independently, coordinates with relevant departments to assist in investigations, and reports to the Professional Ethics Committee. We are also committed to optimizing the reporting and investigation process, as well as audit standards, while clarifying completion deadlines. These efforts ensure that all reports are handled in a standardized and orderly manner.

To promote stakeholder participation in oversight, Atour Group has developed and implemented the *Rules on Rewards for Reporting*. In addition, whistleblowing channels have been made public to encourage feedback on any violations related to business ethics. Whistleblowers can submit their reports under their real names through these channels.



Whistleblowing mailbox: [jbyx@yaduo.com](mailto:jbyx@yaduo.com)



CEO mailbox: [yelvyin@yaduo.com](mailto:yelvyin@yaduo.com)

Atour Group has established a *Whistleblower Protection Policy* that requires all personnel involved in handling whistleblower reports to maintain the confidentiality of the whistleblower’s identity and the information provided. Violations of these confidentiality requirements will result in accountability measures in accordance with Company policy. Atour Group strictly prohibits any form of retaliation against whistleblowers. Any acts of retaliation will result in appropriate consequences, which may include termination of employment, depending on the severity of the offense. These measures are designed to safeguard the legitimate rights and interests of whistleblowers.

# Strengthening Information Security

Data security and privacy protection are essential to Atour Group’s commitment to compliant operations and maintaining user trust. The Company strictly complies with relevant laws and regulations in the jurisdictions where it operates, including 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*, and the *E-commerce Law of the People’s Republic of China*. Through a comprehensive management system, a variety of safeguards, and robust awareness initiatives, we continuously improve our information and data security management to ensure stable operations.

As of the end of the Reporting Period, Atour Group has obtained several external certifications concerning information security and privacy protection. These include ISO/IEC 27001 Information Security Management Systems, ISO/IEC 27701 Privacy Information Management Systems, and the Certificate of Record for Classified Protection of Cyber Security (Level 3). These certifications further strengthen the Group’s management framework for information security and data privacy protection.



Atour has obtained information security-related external certifications such as ISO/IEC 27001 and ISO/IEC 27701 among others

## Information Management System

To strengthen information security management, Atour Group has established and implemented a set of policies and frameworks on information security and personal information protection that apply across all business lines and subsidiaries. These include the *Atour Information Security Management Outline*, the *Atour Information Security Management Manual*, and the *Atour Measures for Personal Information Security Management*. We regularly evaluate and update these policies to ensure compliance with legal and regulatory requirements and alignment with business operations, thereby driving the continuous improvement of the Group’s information security management.

Atour Group has developed a comprehensive information security management framework. The Board acts as the highest supervisory body for information security governance, overseeing the Company’s plans, systems, and implementation related to information and data security management. Under the Board, the Cybersecurity Committee, the Information and Data Security Committee, and the Information Security Working Group have been established to perform their respective management and execution responsibilities. Through regular reporting and communication, these bodies ensure effective implementation of information security management practices.

### Atour Group’s Information and Data Security Management Organizational Structure



## Security Awareness Promotion

Atour Group is committed to promoting information security awareness and enhancing all employees' understanding of information and data security through training and awareness initiatives. During the Reporting Period, we utilized the "Jimu Online Learning Platform" to deliver specialized information security training sessions via online videos and quizzes. These sessions were accessible to all Atour employees, including full-time staff, outsourced workers, and interns. This approach strengthened employees' understanding of information and data security risks and the related daily operating procedures.

During the Reporting Period, we conducted two security penetration testing projects by engaging third-party experts to perform intrusion tests on various business systems using simulated hacker attacks. The testing covered more than 30 major business systems. Identified issues were successfully remediated and verified as resolved, further ensuring the secure and stable operation of the Group's information systems.

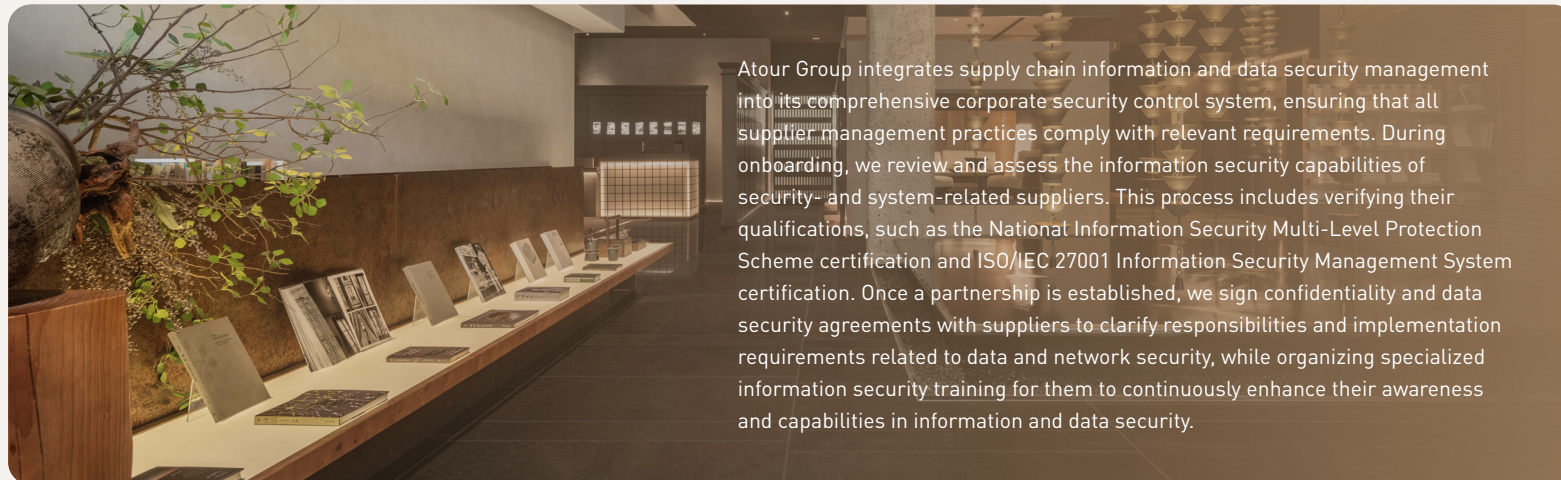
### ○ "Panshi Operation" Cybersecurity Attack and Defense Drill

In 2025, Atour Group was invited to participate in the "Panshi Operation" cybersecurity attack and defense drill, organized by the Shanghai Communications Administration and other government departments. The event featured a red team simulating attacks and a blue team defending, providing a comprehensive assessment of participants' cybersecurity protection capabilities. Atour Group participated for the first time as the blue team and achieved fifth place, supported by its robust network and data security protection system. The Company also received two honors: "Outstanding Blue Team" award and the "Feiyang Rising Star Award," demonstrating the effectiveness of Atour's network and data security capabilities.



### ○ Special Training on Enhancing Supplier Cybersecurity Awareness

In 2025, Atour Group conducted offline cybersecurity awareness training for warehousing suppliers. The training addressed key topics including computer security guidelines, classified and hierarchical protection of data security, personal privacy protection, and penalties for violations. This initiative helped suppliers gain a clearer understanding of information and data security requirements, enhanced cybersecurity awareness within warehousing teams, and strengthened defenses against potential information security threats.



Atour Group integrates supply chain information and data security management into its comprehensive corporate security control system, ensuring that all supplier management practices comply with relevant requirements. During onboarding, we review and assess the information security capabilities of security- and system-related suppliers. This process includes verifying their qualifications, such as the National Information Security Multi-Level Protection Scheme certification and ISO/IEC 27001 Information Security Management System certification. Once a partnership is established, we sign confidentiality and data security agreements with suppliers to clarify responsibilities and implementation requirements related to data and network security, while organizing specialized information security training for them to continuously enhance their awareness and capabilities in information and data security.

## Diverse Security Measures

To enhance information security and ensure compliance with user data privacy standards, Atour Group has established a comprehensive privacy compliance system. This system includes the creation of the *Atour Privacy Policy*, which applies to all business lines and subsidiaries and is accessible on the official website, the Atour APP, and the Atour mini program. The policy clearly outlines principles for collecting only the minimum necessary information, specifies data retention periods, and sets standards for third-party data transfers. It also defines customers' rights to access, correct, and delete their personal data. Atour Group places great importance on managing data shared with external parties. To this end, the Company has developed the *Approval System for Providing Data to External Parties* and the *Accountability Mechanism for Providing Data to External Parties*. These mechanisms standardize approval processes, clarify responsibilities, and establish accountability standards for violations, ensuring compliance throughout the entire data-sharing process.

Atour Group employs a strong institutional framework to embed data and privacy protection requirements into the development of its digital products and services. For any products or features involving personal information, the Information Security Department conducts compliance and privacy risk assessments during the requirements review phase. During the development phase, privacy protection is strengthened through technical measures such as encrypted storage and data masking. Before launching a product or updating a version, the Group carries out additional privacy compliance checks and reviews privacy policies to ensure that data processing practices align with legal and regulatory requirements and that users are clearly informed.

Atour Group has taken significant steps to enhance its information security by implementing practical measures across six key areas: asset management, personnel management, access control and encryption technology, third-party management, information security response processes, and information security audits. These initiatives are designed to create a comprehensive management system for information security and privacy protection, reinforcing the Company's digital compliance efforts and safeguarding customers' information rights.

### Atour Information and Data Security Measures

#### Asset Management

- Standardize management processes for hardware, software, and services to manage information assets throughout their entire lifecycle, from purchase and use to modification and disposal.

#### Personnel Management

- Enforce security controls during recruitment, employment, and off-boarding, requiring relevant personnel to sign confidentiality agreements.
- Provide regular information security training and awareness campaigns for all employees.

#### Access Control and Encryption Technology

- Implement network isolation mechanisms and strictly review access privileges for external connections.
- Implement network access control over important internal information systems and data.
- Standardize the use of cryptographic technologies and devices to strictly manage the generation, distribution, and storage of encryption keys.
- Use encryption keys for data encryption and digital signatures.

#### Third Party Management

- Implement access control and monitoring for third parties; define information security requirements through confidentiality and service agreements; conduct regular compliance checks and assessments to ensure adherence.
- Prohibit renting, selling, or providing user information to third parties beyond what is necessary for transactions and services. When sharing user information, assess the legality, legitimacy, and necessity of collection; confirm that user consent has been obtained, either via agreements, pop-up notifications, or other methods, or by verifying that the third-party sharing is fully authorized by the user.

#### Information Security Response Process

- Implement hierarchical and classified management of information security incidents based on their nature.
- Establish procedures for responding to and handling information security incidents, including a *Cybersecurity Incident Management Strategy* and a *Cybersecurity Incident Reporting Strategy*. Clearly outline the steps for handling incidents: identify the incident, determine severity, establish a response team, coordinate resources, develop solutions, remediate the incident, and report the handling results.
- Conduct regular emergency safety drills and phishing simulations.

#### Information Security Audits

- Perform annual internal audits and independent external audits focused on information security, and implement corrective and preventive actions to address identified issues.

# Improving ESG Management

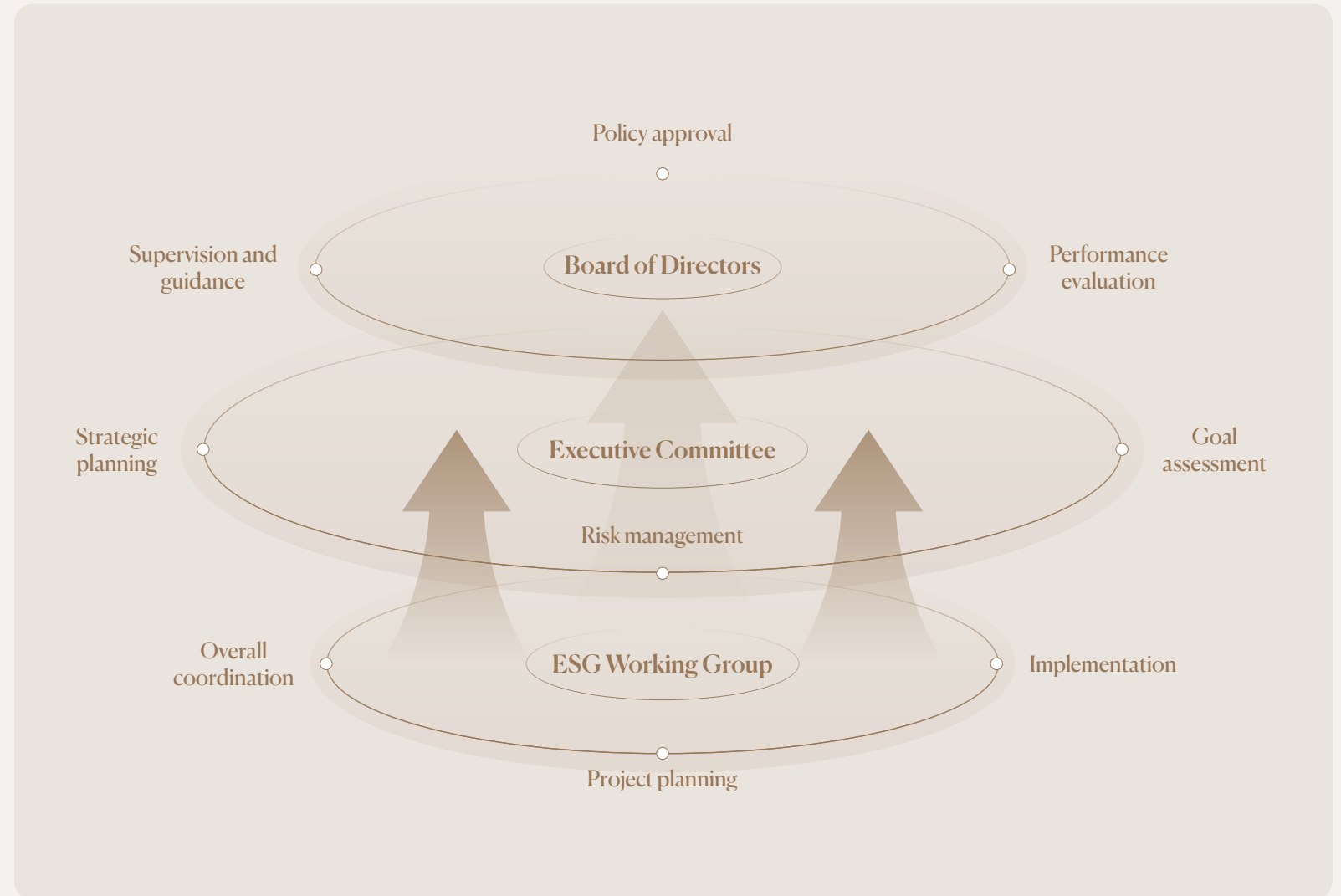
Atour Group integrates ESG principles into its corporate strategy and business practices, guided by the mission of “creating an intimate ambiance where people can warmly connect.” The Company promotes ESG practices in strategy formulation, brand building, and daily operations, and continually works to enhance its performance in environmental, social, and corporate governance.

The Company actively communicates with internal and external stakeholders to address their concerns regarding Atour’s ESG management. Through ESG materiality assessments, Atour identifies material ESG topics, sets management priorities, and clarifies development directions. This process builds consensus on sustainable development and promotes the integration of sustainability concepts into management and business decision-making, thereby continuously creating long-term value.

## ESG Governance Structure

Atour Group has established a three-tier ESG governance structure comprising the Board of Directors, the Executive Committee, and an ESG Working Group. The Board serves as the highest supervisory body for ESG governance and oversees the strategic direction and overall management of ESG-related issues. The Executive Committee coordinates and advances ESG initiatives and manages ESG strategies and performance, including environmental areas such as water resources and energy usage. The ESG Working Group handles the day-to-day coordination of functional departments and business units within the organization to facilitate the effective execution of ESG-related tasks. In addition, Atour Group incorporates ESG-related performance metrics—such as water resource management, carbon emissions, labor practices, and data security—into the performance evaluation system for senior management. These metrics are linked to the compensation incentive mechanism to enhance management’s focus on ESG issues and to encourage continuous progress and effective implementation of ESG initiatives.

### Atour Group ESG Governance Structure



# Stakeholder Communication

Atour Group values the expectations and needs of all stakeholders. To address these, the Group has established a standardized process for information disclosure and communication. It maintains ongoing communication through multiple channels, responds promptly to concerns, and strives for continuous improvement in ESG management practices.

Stakeholders	Government and Regulatory Agencies	Shareholders and Investors	Customers or Consumers	Franchisees	Suppliers	Employees	Community and Media
Expectations and Concerns	<ul style="list-style-type: none"> <li>Compliant Operations</li> <li>Lawful Tax Payments</li> <li>Data Security and Privacy Protection</li> <li>Promoting Employment</li> <li>Rural Revitalization</li> </ul>	<ul style="list-style-type: none"> <li>Compliant Operations</li> <li>Returns on Investment</li> <li>Information Disclosure</li> <li>Corporate Governance</li> </ul>	<ul style="list-style-type: none"> <li>Customer Service and Experience</li> <li>Customer Health and Safety</li> <li>Food Nutrition and Safety</li> <li>Community Culture and Care</li> <li>Information Security and Privacy Protections</li> </ul>	<ul style="list-style-type: none"> <li>Franchisee Empowerment</li> <li>Win-win Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>Responsible Supply Chain</li> <li>Transparency</li> <li>Win-win Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>Compliant Hiring</li> <li>Employee Compensation and Benefits</li> <li>Occupational Health and Safety</li> <li>Employee Training and Development</li> <li>Diversity, Equity, and Inclusion</li> </ul>	<ul style="list-style-type: none"> <li>Rural Revitalization</li> <li>Educational Support</li> <li>Social Welfare Empowerment</li> </ul>
Means of Communication	<ul style="list-style-type: none"> <li>Strict Compliance with Laws and Regulations</li> <li>Active Response to Government Policies</li> <li>Regular Communication and Reporting</li> <li>Site Visits</li> </ul>	<ul style="list-style-type: none"> <li>Information Disclosure</li> <li>Conference Calls</li> <li>Road Shows</li> <li>Investor Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Third-party Customer Satisfaction Surveys</li> <li>Third-party e-commerce platforms</li> <li>Social media platforms, official accounts</li> <li>“User Experience Officer” Projects</li> <li>Official Channel Comments, One-click Complaints, and “Handy Shots”</li> <li>Online Travel Agency (OTA) Comments</li> <li>CEO Mailbox</li> </ul>	<ul style="list-style-type: none"> <li>Jimuli APP for Franchisees</li> <li>Official Website, WeChat Official Account, and Social Media Platforms</li> <li>Executive Visits</li> <li>Franchisee Networking Events</li> </ul>	<ul style="list-style-type: none"> <li>Official website, WeChat Official Account, and Social Media Platforms</li> <li>Executive Visits</li> <li>Supplier Training</li> <li>Supplier Conferences</li> <li>Reviews and Evaluations</li> </ul>	<ul style="list-style-type: none"> <li>Social Media Platforms and WeChat Official Account</li> <li>Internal Meetings and Training</li> <li>Employee Happiness Survey</li> <li>Atour Micro Community</li> <li>Employee Activities</li> </ul>	<ul style="list-style-type: none"> <li>Press Releases</li> <li>Public Welfare Activities</li> </ul>

# Materiality Assessment

To identify and assess the significance of ESG issues for the Company’s development, Atour Group regularly conducts ESG materiality assessments through four steps: ESG topic identification, stakeholder surveying, substantive assessment, and internal confirmation. During the Reporting Period, the Group reviewed the existing ESG materiality assessment results, taking into account recommendations from internal and external experts. After a comprehensive evaluation, the assessment results were found to align with the Company’s current development context; therefore, the existing ESG materiality matrix will continue to be used.

## Materiality Assessment Process

### ESG Topic Identification

Identified 23 ESG-related topics with reference to GRI standards, the NASDAQ ESG Reporting Guide, the UN SDGs, industry attributes, and peer benchmarking.

### Stakeholder Survey

Engaged representatives from internal and external stakeholders via materiality assessment questionnaires to evaluate two perspectives: "importance to Atour Group" and "importance to stakeholders."

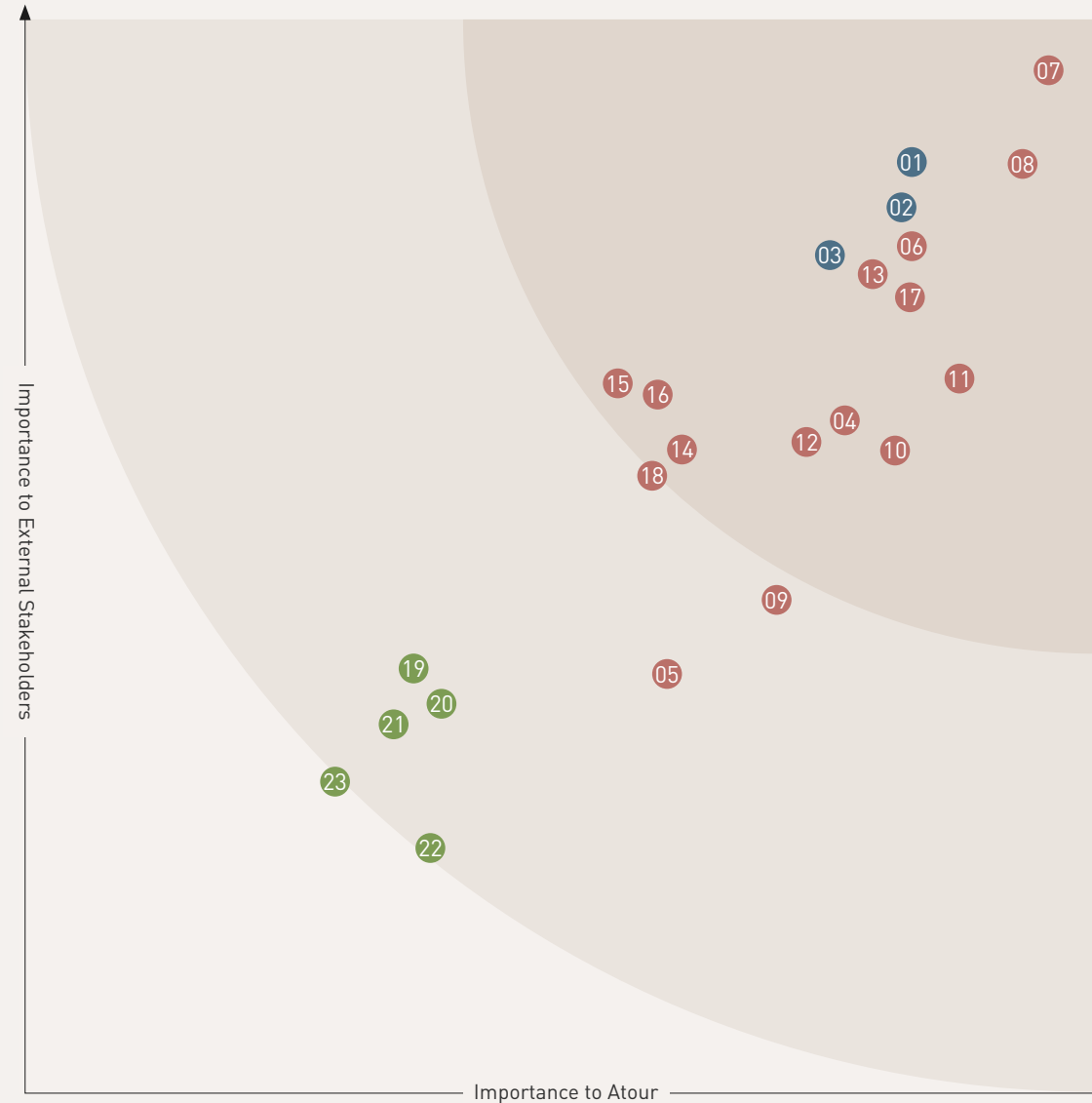
### Substantive Assessment

Analyzed questionnaire results to determine the priority of ESG issues and developed a materiality matrix.

### Internal Confirmation

The Executive Committee reviewed and confirmed the assessment results.

## Atour Group ESG Materiality Matrix



### Governance Topics

- 01 Business Ethics
- 02 Stakeholder Communication
- 03 Corporate Governance

### Social Topics

- 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
- 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
- 16 Franchisee Empowerment
- 17 Information Security and Privacy Protection
- 18 Digitalised Services

### Environmental Topics

- 19 Water Resource Management
- 20 Energy Management
- 21 Waste Management
- 22 Biodiversity Protection
- 23 Climate Action



# 02

## Customer-Oriented – Providing a Warm Experience

We are committed to the principles of being “experience-driven” and “serving people.” We treat every customer with sincerity and strive to provide them with a consistent and unique Atour experience across various life scenarios. We provide safe and comfortable accommodation while offering a diverse range of warm and compelling retail products. This helps expand the lifestyle touchpoints that connect us with customers. By ensuring seamless communication channels and proactively listening to their needs, we continue to deliver the signature warm Atour experience to every customer.

Reassuring Hotel Space	21
Comfortable Accommodation Experience	23
Warmth-Driven Retail Products	29
Member Ecosystem Collaboration	33
Sincere Customer Communication	35

Life is ATOUR.

# Reassuring Hotel Space

We have established a comprehensive safety management system to ensure a reassuring and comfortable environment for every customer during their travels. We have implemented and are routinely operating the “Four Major Safety Ledgers” that cover *Basic Hotel Information*, *Hotel Management Information*, *Safety Rules and Regulations*, and *Hotel Fire Safety Files*. These ledgers address crucial areas such as building, fire, and guest safety, while clearly defining internal management responsibilities, equipment records, self-inspections, and training records. This approach guarantees that our safety management practices are built on established guidelines, have designated employees responsible for them, and are fully traceable.

## Safety Responsibility Management

Atour provides customers with strong safety assurances through comprehensive, accountable, and effective safety management processes and measures. We strictly adhere to local laws and regulations, including the *Fire Control Law of the People’s Republic of China*, the *Security Management Measures for the Hotel Industry*, and the *Regulations on Hygiene Management of Public Places*. Additionally, we have developed and implemented a *Group Safety Management Policy*. By refining the division of safety responsibility, we have built a safety management process characterized by clear accountability and efficient execution.

Atour’s safety responsibility framework spans three levels: Group, regional, and hotel, with clearly defined roles and responsibilities at each level. We conduct thorough assessments to identify and eliminate all potential hazards through internal self-inspections executed by hotel employees. These self-inspections are further verified at the regional level and audited through random checks and comprehensive inspections at the Group level. Atour mandates that self-inspection of all hotels and regions achieve 100% coverage each quarter while the Group is required to conduct spot checks on 10% of all hotels, ensuring the effectiveness of the three-layer safety responsibility mechanism. During the Reporting Period, Atour refined its quality inspection standards, streamlining the original 200+ standards down to 66 core standards, with a focus on seven zero-tolerance customer safety and experience items. These items have been incorporated into Group-wide performance evaluations, supported by specialized inspections and a closed-loop problem-solving mechanism. Furthermore, Atour has strengthened its quality assurance capabilities by expanding its dedicated quality assurance team, establishing a specialized inspection system, and providing multi-dimensional training, thereby enhancing customers’ worry-free experience.

### Atour’s Safety Responsibility Framework



**Group level**

Accommodation Operations Center  
Acting as the safety accountability holder

- Optimization of Group standards
- Regional spot checks
- Hotel spot checks



**Regional level**

Regional General Managers  
Acting as regional safety administrators

- City/Regional General Manager spot checks
- Regional verification
- Hotel self-inspection



**Hotel level**

Hotel General Managers  
Acting as the primary persons responsible for safety

- Hotel General Manager spot checks
- Department manager verification
- Employee self-inspection

## Ensuring Project Quality

Safe, environmentally friendly, and comfortable guest room design and fit-out are essential for delivering a worry-free stay experience. At Atour, we are committed to reducing resource waste, lowering carbon emissions, and minimizing environmental pollution. We have established strict construction management systems and a certification framework for our construction partners to ensure project quality from inception and safeguard the safety of our customers.

We developed the *Building Construction Handbook* which outlines clear quality standards for key milestones, including design validation, project construction, and final acceptance. Additionally, we implemented the *Management System for Important Safety Risks* which defines the procedures for on-site pre-construction inspections and standardizes the reporting process for safety risks and incidents that may occur during construction and operations. This approach ensures that all necessary national and local construction permits are secured and that Group construction risk management standards are being met before project initiation. It also provides clear guidance for risk prevention and incident management throughout the construction process. During the Reporting Period, we developed and issued the *Preparation and Process Management Manual for Construction Partners* which outlines project management team responsibilities and safety management requirements for on-site activities to enhance safety controls during the preparation phase.

We uphold rigorous standards for safety and quality control throughout the entire construction process and conduct unannounced spot checks to monitor both quality and progress during project implementation. At the final acceptance stage, we carry out rigorous and comprehensive inspections across all functional areas, evaluating each component against five assessment tiers. Projects that do not meet the required standards must undergo rectification and pass a secondary acceptance inspection before proceeding to the pre-opening stage.

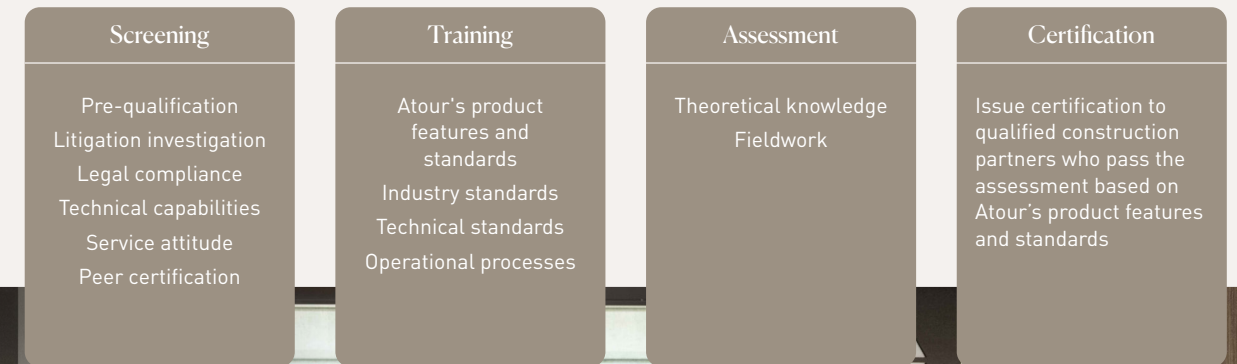
Atour's Compliance Center – Integrity Department has established an internal audit and inspection team responsible for conducting construction inspections of newly opened hotels and operational inspections of existing properties, ensuring project quality through effective supervision. During the Reporting Period, Atour completed construction inspections for 244 newly opened hotels and operational inspections for 307 existing properties.

Safety and environmental friendliness are fundamental requirements for each project, part of our commitment to providing customers with high-quality, environmentally friendly hotel facilities. Through a standardized management system incorporating our specific product characteristics and standards, we rigorously review and certify the qualifications of construction partners to ensure they have the necessary professional capabilities. As of the end of the Reporting Period, Atour has certified 97 construction partners across several product types and regions. This approach optimizes resource allocation and enhances overall management efficiency while maintaining consistent project quality.

### Strict Inspection Processes for Final Delivery of Projects

Atour places a strong emphasis on critical aspects related to customer safety and health, including fire protection, elevator, and gas systems and air quality. Serious non-compliant deficiencies identified during inspections will result in an immediate veto, leading to the project's rejection. Furthermore, we maintain strict control over items that impact the customer experience, including odors, noise, air conditioning, and hot water supply, to ensure a peaceful and comfortable environment for our customers.

### Certification Procedure for Construction Suppliers



# Comfortable Accommodation Experience

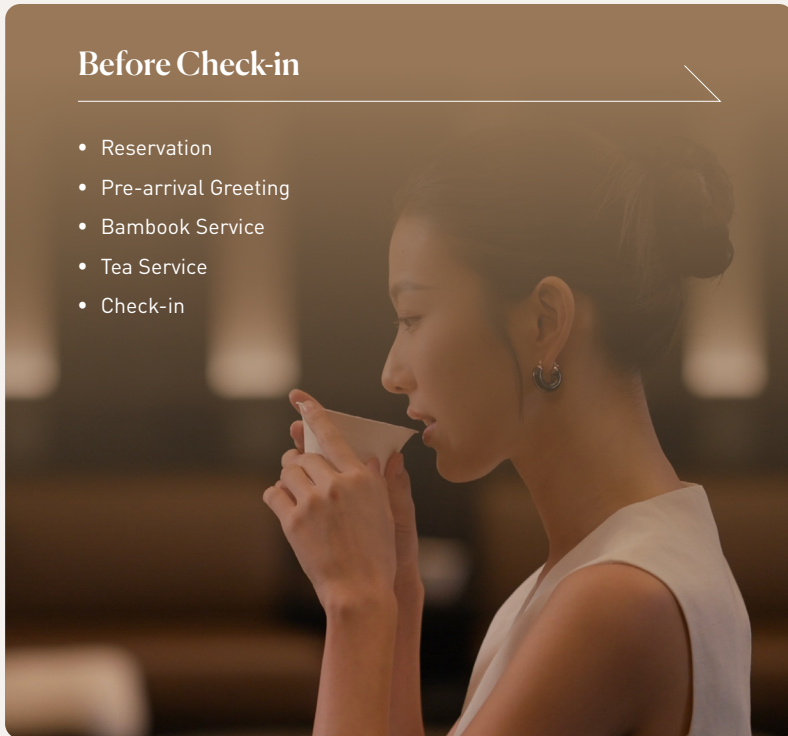
Atour is committed to deepening our understanding of customer preferences and delivering a memorable experience before, during, and after their stay. Guests can enjoy our “Atour Planet” retail products throughout their visit, ensuring that the warmth of the Atour experience continues whether they are traveling or relaxing at home.

By leveraging our digital capabilities, we can more effectively engage with customers at key experience touchpoints. The Atour APP and mini-program serve as our official service channels for hotel bookings, in-stay services, retail sales, member benefits, and order management. This allows us to provide personalized “APLUS Services,” creating a convenient and efficient experience for our customers while addressing their diverse needs and continuously improving satisfaction. In 2025, we introduced a customer experience management system that allows us to manage the customer journey through online processes. This system allows us to anticipate customer needs, proactively provide services, and deliver personalized solutions. Additionally, it includes features for real-time monitoring, early warnings, issue tracking and remediation across key customer experience touchpoints, continuously optimizing service efficiency.

We have identified **21** touchpoints where our services can enhance the customer experience before, during, and after their stay. These touchpoints include every aspect of the customer journey, from booking to check-out. Through refined management, we consistently optimize service details to create a comfortable and reassuring travel environment for our customers.

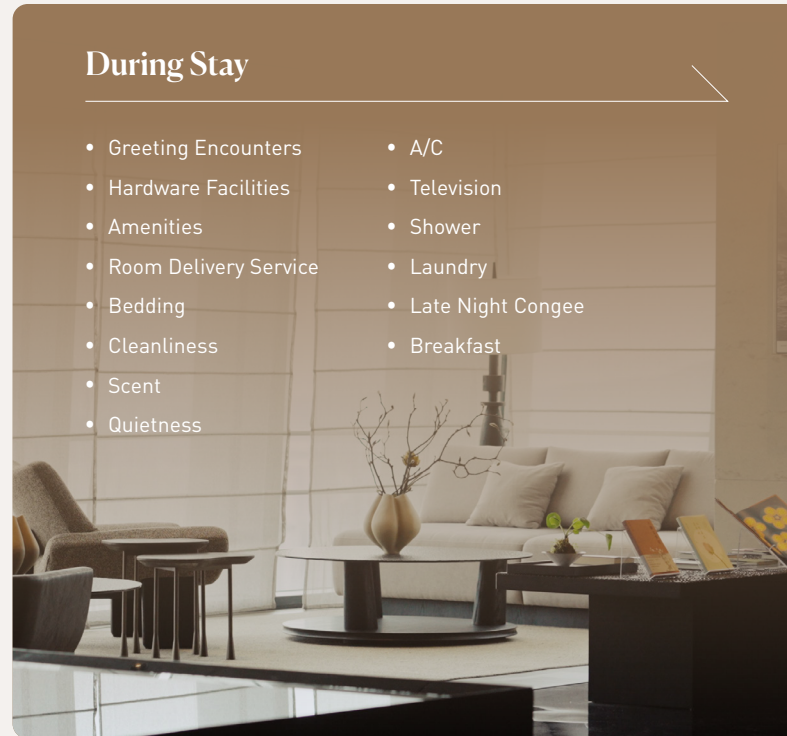
## Before Check-in

- Reservation
- Pre-arrival Greeting
- Bambook Service
- Tea Service
- Check-in



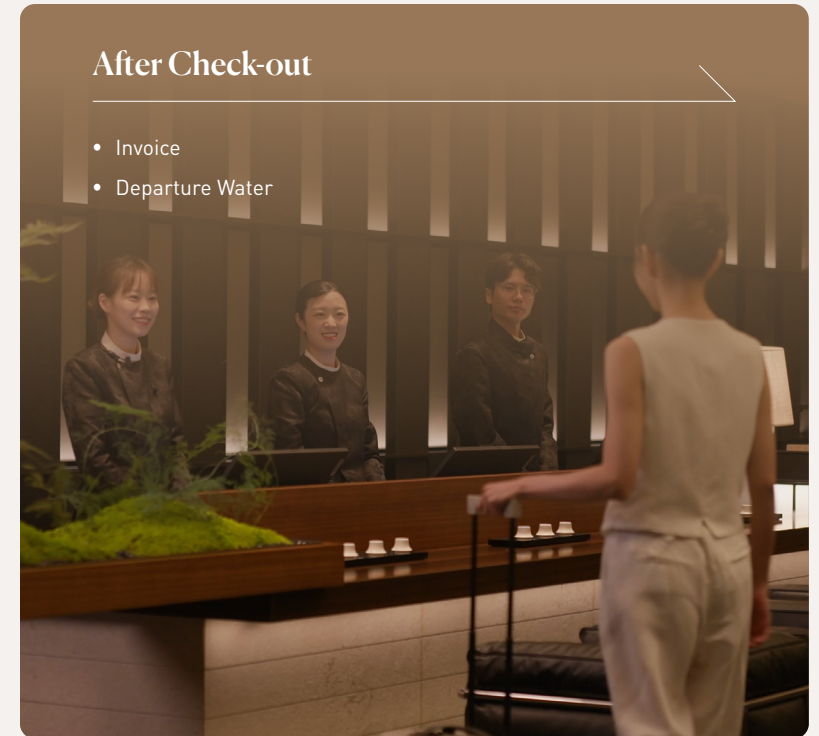
## During Stay

- Greeting Encounters
- Hardware Facilities
- Amenities
- Room Delivery Service
- Bedding
- Cleanliness
- Scent
- Quietness
- A/C
- Television
- Shower
- Laundry
- Late Night Congee
- Breakfast



## After Check-out

- Invoice
- Departure Water



## Pre-Stay Experience

We curate diverse and unique experiences for our customers, offering a wealth of benefits that add a personalized touch to their travels. From SMS reminders prior to arrival to complimentary tea upon check-in, every detail of our service reflects our genuine care for them.

### 100% Tea Service



“100% Tea Service” is one of Atour’s signature offerings. Upon arrival, we serve warm tea as a gesture of courtesy, respect, as well as refreshment. For those checking in after 6 PM, we provide honey water to support a peaceful night’s sleep. At our upper midscale and above hotels, Platinum members are welcomed with local seasonal fruits and a welcome card in the guest room, creating a special and delightful arrival experience.



### APLUS Services



Foot Bath Gift Set



Running Companion Wipes

Atour APLUS Services offers over twenty different service options tailored to meet a variety of customer needs. Atour members can customize their services when booking rooms through official channels, allowing for a highly personalized experience. In 2025, APLUS Services expanded practical and differentiated offerings, such as Atour running companion wipes, further enriching personalized choices and enhancing the pre-stay experience and satisfaction.



### SAVHE: Butler-Style Pre-Check-In Service and Room Fragrance Selection



SAVHE Hotel is dedicated to delivering attentive, detail-oriented service and creating a personalized experience for every customer. A butler-style service begins before check-in, ensuring a warm and welcoming atmosphere upon arrival. Customers can also select their preferred fragrance for their room, further enhancing the overall stay experience.



## In-Stay Experience

Atour focuses on providing a comprehensive accommodation experience, including creating a tranquil sleep environment, developing unique health-focused cuisine, designing soothing atmospheres for both body and mind, and enhancing the convenience of its services and facilities. We continuously refine every detail of our services and products, enrich the experience, optimize service quality, and strive to offer a comfortable, thoughtful, high-quality, and warmly accommodating stay for all our guests.

### Quiet Night Deep Sleep

To enhance the peaceful sleep experience, Atour consistently improves the tranquility of guest rooms to ensure a better deep sleep environment. To do this, we focus on key aspects such as soundproofing with upgraded techniques and construction standards. By optimizing partition wall designs, we have significantly improved soundproofing, ensuring a quiet and comfortable setting for a restful night's sleep. Additionally, some hotels within the Atour portfolio feature dedicated "Deep Sleep" floors or apply comprehensive hotel-wide deep sleep formulas. These rooms are equipped with Atour Planet sleep products, soft furnishings, and screens, along with reinforced glass and walls for improved soundproofing. A convenient "One-Touch Deep Sleep" mode is also available, allowing customers to switch to a sleep-optimized environment at the touch of a button, helping them settle into restful sleep quickly.



## Specialty Wellness Dining

Atour carefully selects a variety of traditional Chinese health-enhancing ingredients to create nutritious and delicious breakfasts that cater to diverse dietary needs. We also offer special menus, including “Local Breakfasts” and “Seasonal Menus,” offering customers authentic and flavorful dishes that reflect local culture.

### Wellness Rooted in Local Flavors

Atour provides breakfasts that combine health benefits with local flavors, using premium ingredients sourced from the rich black soil of Northeast China and the Loess Plateau of Northern Shanxi. We select high-quality raw ingredients, such as soybeans and wheat, to create specialty healthy breakfasts that include soy milk, silken tofu pudding, millet porridge, and okara pancake rolls. This menu caters to both northern and southern culinary preferences. Our local breakfasts focus on incorporating local specialties into the menu, enriching the travel experience and stay for guests with local food culture.



### SAVHE Wellness Dining

SAVHE Hotel has developed a comprehensive Eastern-style health dining series from morning to night. The SAVHE Eastern Wellness Breakfast was developed based on professional wellness concepts and was carefully crafted in collaboration with national-level traditional Chinese medicine research institutions. It features a variety of dishes, such as Five Elements Wellness Porridge, Five Elements Wellness Drinks, Seasonal Wellness Soup, and freshly ground Wellness Soy Milk, all made from carefully selected fresh ingredients to cater to diverse tastes and health needs. The Eastern Afternoon Tea offers low-calorie, low-sugar snacks, kombucha, and other wellness-oriented meals, providing a relaxing experience with health benefits. For late-night snacks, the open kitchen primarily serves light dishes, including boiled mixed seasonal vegetables, ensuring a diverse selection to meet customers’ evening dining needs.



### Atour Light Specialty Meals

In 2025, Atour Light introduced its signature Chinese-style dish known as “Tang Tang Cai,” or boiled dishes, responding to growing preferences for Chinese-style breakfasts. These dishes are cooked to order, ensuring the freshness and flavor of the ingredients for a comforting and heartwarming breakfast experience. To accommodate the preferences and travel challenges of younger customers, Atour Light also launched the “Sleep-in” service that allows customers to enjoy breakfast at their convenience without having to wake up early. Customers can pre-order breakfast delivery time and food styles, where a delivery robot will then bring a carefully curated breakfast blind box set to their room each day between 10:00 and 11:00 AM.



## A Nourishing and Healing Experience for the Mind

Atour has introduced the “Bambook Library”, a 24/7 mobile library designed as a spiritual retreat specifically for urban dwellers. This initiative offers complimentary, deposit-free book borrowing services and supports book returns at various hotel locations to cultivate a tranquil and immersive reading experience for our guests. Additionally, Atour has established a dedicated Bambook Library team responsible for conducting a thorough inventory and replenishment of books every quarter, ensuring the collection remains robust and of high quality. The team also organizes themed reading events, providing customers with diverse opportunities for intellectual exchange.

SAVHE Hotel has launched a dedicated meditation room, offering customers an Eastern wellness experience focused on “mind cultivation.” This meditation room is equipped with supportive amenities, including ambient music playback, creating a serene environment for meditation and yoga. The goal is to help customers relax their minds and bodies while promoting emotional balance.

## Convenient Services and Facilities

Atour continuously enhances the convenience of services and facilities while optimizing its digital offerings to elevate the overall customer experience. All Atour hotels offer complimentary laundry services with fully equipped self-service laundry rooms. Additionally, 24-hour gym facilities are available to support customer fitness needs. For midscale and above brands, Atour provides a signature late-night snack option, known as “Late Night Congee.” When it comes to digital services, Atour utilizes a smart system that displays real-time availability of washing machines through both the app and in-room televisions. Customers can also set reminders on the app to notify them when machines are available, making laundry even more convenient. During the Reporting Period, Atour created a highly integrated one-stop front desk, offering efficient check-in and convenient customer services.

## Check-Out Experience

Atour’s commitment to customer care continues through the check-out process. For customers who are checking out early, we offer a Breakfast takeaway service. Additionally, Atour members who wish to enjoy a little extra rest can use a late check-out voucher, allowing them to extend their check-out time to 6:00 PM.

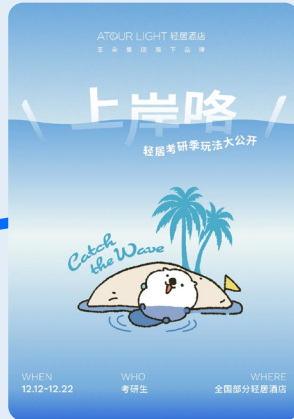
Efficient invoicing upon departure is a key component of the customer experience. We have developed a convenient online invoicing service that allows customers to input their invoicing information when booking their stay. Upon departure, guests immediately receive an electronic invoice, making the reimbursement process for business travelers in particular even more convenient and efficient.

SAVHE Hotel offers luggage forwarding services to help guests travel light to their next destination, whether it is an airport, bus station, railway station, or their next destination. This service creates a hassle-free experience, ensuring a smooth and pleasant transition from check-out to departure.

## Fun Brand Activities

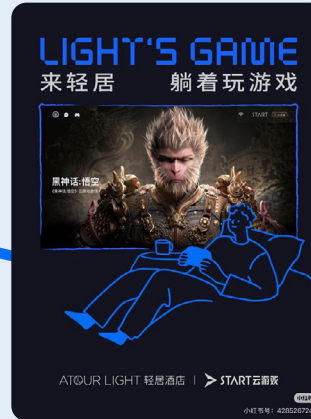
Atour is dedicated to curating diverse and engaging accommodation experiences that are surprising and enjoyable for customers. We have designed unique rooms based on themes including postgraduate entrance exams and gaming to meet the personalized needs of different guests. This ensures that customers with diverse travel and accommodation preferences can enjoy experiences that are tailored to them.

### Atour Light's Postgraduate Entrance Examination Room



From December 12 to December 22, 2025, Atour Light hosted a special event designed for the postgraduate entrance examination season, aimed at providing a supportive and comforting environment for students preparing for their exams. During this event, postgraduate entrance exam candidates received an exclusive package upon check-in when presenting their exam admission certificate. This package included assignment to a dedicated study floor featuring a quiet study area, the option to order a special breakfast box delivered to their room, and a lucky gift filled with well wishes.

### START Cloud Gaming Theme Room



In August 2025, Atour Light partnered with START Cloud Gaming to introduce cloud gaming-themed rooms in select locations across the country. These themed rooms offered a comfortable and thrilling gaming experience for travelers where they can enjoy complimentary access to the entire START Cloud Gaming library with a wide array of popular games including many AAA titles. This offering catered to the diverse needs of different groups, including business travelers, tourists, and gamers eager to explore new games.

### LOFTER | Reverse: 1999 Fan-Made Theme Ita-House



Atour Light partnered with LOFTER, a community dedicated to fan-generated content and interactions within the Anime, Comic, and Games (ACG) community, to introduce new ACG experiences at select locations in Shanghai, Hangzhou, and Guangzhou. The hotel featured Ita-houses, or themed rooms, along with a unique ACG-themed public area, allowing for a fully immersive experience that can easily be captured in memorable photos.



# Warmth-Driven Retail Products

Atour Planet prioritizes customer needs by integrating our understanding of sleep requirements with scientific research and humanistic care throughout the product development process. This approach ensures a back-to-basics product philosophy. Through systematic iteration and a diverse array of offerings, we leverage scientific research to continuously enhance the practical value and customer experience of our products. We aim to address “small but real” sleep challenges our customers face by ensuring every product we develop provides comfort and peace of mind.

## Atour Planet Product Philosophy

Atour Planet is committed to focusing on the essence of its products to address customer needs. To guide product development and enhance the customer experience, we have established three key product principles to anchor our innovation efforts and ensure that product development aligns with actual customer needs. Our goal is to continuously enhance their core value.

Atour Planet has created a closed-loop mechanism for product iteration that integrates thorough analysis of customer pain points, targeted optimization and refinement of product design, and validation through actual customer experiences. By implementing this comprehensive, end-to-end approach to product improvement, we ensure that upgrades are driven by actual customer needs. This continuously improves the product experience and makes our innovation process more focused and effective.

### Atour Planet Product Philosophy

Practicality is the enduring driver of innovation

01

We prioritize the customer experience throughout the entire process

02

We focus only on necessary decorative and design elements

03

## Diverse Deep Sleep Product Offerings

Atour Planet is committed to understanding the sleep needs of our customers by leveraging our sleep expertise to help them align with their body’s natural requirements. Drawing from the extensive experience accumulated from tens of millions of customers and their feedback on product usage, Atour Planet has developed a deep sleep formula that incorporates customer habits and innovative interactions to create a soothing and immersive sleep environment.

### Atour Planet Deep Sleep Memory Foam Pillow Pro Series

The Atour Planet Deep Sleep Memory Foam Pillow Pro series was first launched in 2023. The latest iteration, the Deep Sleep Pillow Pro 3.0, has undergone a comprehensive upgrade and features an R6 three-layer structured foam material. By adjusting the design and proportion of materials in the pillow core, the product offers soft envelopment, anti-sinking support, and stable comfort. Developed based on mechanical models, it went through several rounds of sample and material testing, and evaluations by actual customers to optimize its support and adaptability. As a result, its height, softness, and overall feel cater directly to individual preferences, significantly enhancing the customer sleep experience.



### Atour Planet Deep Sleep Thermo-Regulating Comforter Pro Series

Atour Planet Deep Sleep Thermo-Regulating Comforter Pro Series was launched in 2024. The latest iteration in this series, the all-season and winter-season Comforter Pro 2.0, features a double-layer structure that provides dynamic temperature control to accommodate various sleep needs. The upper layer is made with temperature-regulating wadding that intelligently senses changes in body temperature, efficiently retaining warmth when it is cold and swiftly dissipating heat and allowing for ventilation when it is warm. The lower layer uses moisture-wicking wadding that absorbs sweat released during sleep and rapidly dissipates moisture, ensuring that the bedding remains dry and clean at all times.



We are enhancing the foundation of deep sleep with two core product categories: the Deep Sleep Memory Foam Pillow Pro Series and the Deep Sleep Thermo-Regulating Comforter Pro Series. Additionally, we are expanding our product portfolio to offer a wider variety of deep sleep experiences. All of our products adhere to a meticulous design philosophy, incorporating refined details to address specific sleep needs. This approach completes the deep sleep experience across both our core and extended product lines.

### Deep Sleep Fitted Sheet

- Made from premium fiber materials with an innovative, skin-friendly layer, this sheet offers an exceptional texture.
- Offers a silky smooth feel against the skin, good elasticity, and a snug fit without being restrictive.
- Highly breathable and effectively minimizes wrinkles, preventing it from shifting during use.



### Deep Sleep Loungewear

- Crafted from Airysphere™, Atour Planet’s proprietary sleep fabric, the loungewear weighs only about 280 grams, making it incredibly lightweight and comfortable.
- Dynamic tailoring that adapts to different sleeping positions, eliminating any pulling sensation when turning over.
- External stitching design eliminates friction, ensuring a smooth and comfortable experience for the body.



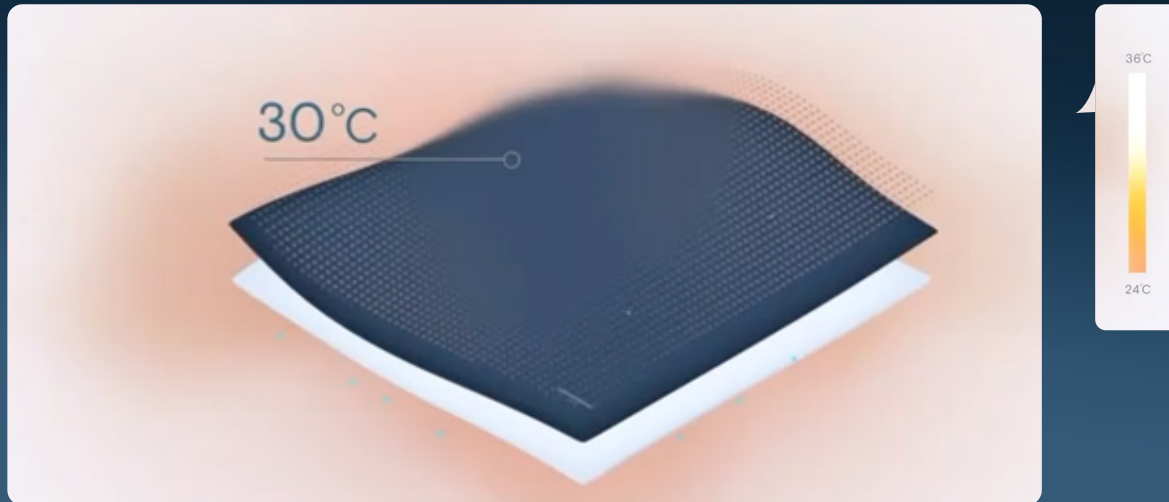
# Reshaping the Deep Sleep Experience

In 2025, we officially released the Atour Planet “Deep Sleep Standard,” establishing a quantifiable benchmark for optimal sleep quality. This standard will serve as a fundamental guideline for future product development, ensuring the quality and consistency of our offerings. Our goal is to elevate industry standards and make natural deep sleep a tangible and attainable experience for everyone.

## Atour Planet “Deep Sleep Standard”

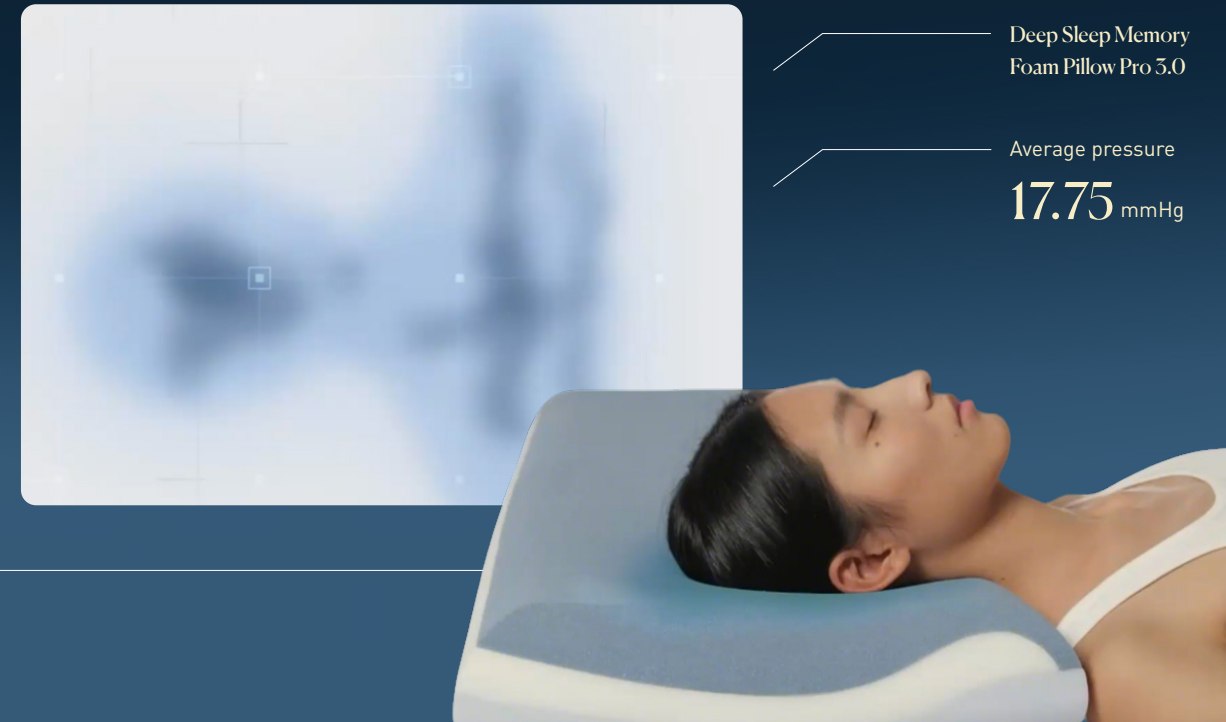
### “Dynamic Temperature Management Factor”

The “Dynamic Temperature Management Factor” assesses a comforter’s ability to maintain a comfortable internal temperature amid changes in environmental conditions such as temperature and humidity. Its primary function is to balance body temperature and create a cozy sleep microenvironment. This factor has been integrated into the Deep Sleep Thermo-Regulating Comforter Pro 2.0 (All-Season) and the Deep Sleep Thermo-Regulating Comforter Pro 2.0 (Winter-Season). These comforters coordinate their upper and lower layers, allowing the upper layer to store and dissipate heat while the lower layer absorbs and releases moisture. This design effectively regulates and maintains a dry and comfortable microenvironment within the comforter, balancing temperature differences between day and night, as well as across different seasons.



### “Dynamic Pressure Stabilization Factor”

The “Dynamic Pressure Stabilization Factor” assesses a pillow’s ability to maintain consistent pressure when an individual changes sleeping positions, reducing disturbances during movement and ensuring a continuous sleep experience. Designed to address pressure relief needs across the head, neck, and shoulders during sleep, this factor has been applied to the Deep Sleep Memory Foam Pillow Pro 3.0. The product conforms to the body’s natural curves and adjusts to provide continuous support and even pressure relief based on changes in sleeping position. This design minimizes pressure fluctuations when turning over, effectively reducing external stimuli and allowing for seamless repositioning, which ultimately minimizes disruptions to deep sleep.



Atour Planet has partnered with universities to conduct specialized research and development to strengthen the science behind its “Deep Sleep Standards” and enhance customer satisfaction. This collaboration focuses on translating scientific research findings into high-quality products that better meet customer needs and deliver a truly restful deep sleep experience.

#### Atour Planet × Hong Kong Polytechnic University: Specialized Collaborative R&D on Deep Sleep Bedding

Atour Planet has partnered with Hong Kong Polytechnic University to carry out dedicated R&D projects focusing on the filling and fabric of its Deep Sleep Memory Foam Pillow series and Deep Sleep Thermo-Regulating Comforter series. Leveraging the university’s research and design expertise, both parties have conducted in-depth R&D centered on customers’ sleep needs, including optimizing product structure, testing the performance of innovative materials, and exploring new testing methods. Through big data analysis of human body pressure distribution and sleeping positions, the team has optimized product design to better align with the physiological curve of the spine and selected functional materials suitable for various sleep scenarios. As of the end of the Reporting Period, this collaboration has already completed comprehensive sleep theory research and product performance testing. It produced several enterprise standards and Deep Sleep Standards and filed multiple invention patents and utility model patents, providing robust research support for the implementation of Atour Planet’s deep sleep concept and product development.

Atour Planet aims to effectively communicate the concept of deep sleep to the public while establishing a strong connection with its customers. We achieve this through various experiential activities, marketing strategies, and authentic content co-creation. Our goal is to raise awareness about deep sleep, promote our brand message, and ultimately enhance customer understanding and trust in the brand.

#### Atour Planet “Change the Way You Sleep – Welcome to Huhuland” Themed Event

During the Reporting Period, Atour Planet hosted the “Change the Way You Sleep – Welcome to Huhuland” event which introduced new deep sleep products based on our “Effortlessly, Naturally Deep Sleep” brand philosophy and people-centric design. Rather than focusing on technical specifications, the event featured engaging interactive installations, such as a “sponge maze,” a “trampoline,” and a “zipper train.” These installations were designed to transform product features such as “three-stage pressure relief” and “dynamic temperature control” into enjoyable games that make the concept of a “Deep Sleep Standard” more tangible and enjoyable. Additionally, the event welcomed a variety of guests, including key collaborators, platform representatives, and customers, allowing more people to gain a deeper understanding of the deep sleep concept.



# Member Ecosystem Collaboration

We are dedicated to creating a membership ecosystem that encompasses accommodation, retail, and various lifestyle scenarios. By leveraging technological advancements and enhancing our service capabilities, we seamlessly connect services and benefits across multiple touchpoints. Our goal is to ensure that our members enjoy a stable, consistent, and warm Atour experience during every trip and daily purchase.

## Strengthening Customer Experience: Continuously Improving Membership Benefits

We focus on customer growth and protecting member rights by providing greater autonomy, making trust tangible and traceable.

### Fully Integrated Hotel and Retail Membership Systems

Atour has fully integrated member identities and their associated benefits across various purchasing platforms, including Atour Planet flagship stores on third-party platforms, the Atour app, and the Atour mini program. Members earn credit points regardless of where their purchases are made, enabling their memberships to be utilized in a variety of everyday scenarios. Furthermore, our extensive membership benefits, along with tiered membership structures, enhance the overall experience for members in both accommodation and retail environments.

### “Gold Member Milestone” Mechanism

During the Reporting Period, Atour introduced the “Gold Member Milestone” mechanism, which provides more refined tiered management of room nights for frequent guests. Unlike the traditional one-time benefit distribution model, this new mechanism offers dynamic incentives based on the principle of “more stays, more benefits, and distribution on demand.” This approach effectively increases member engagement, average room nights per person, and customer sense of value, while driving continuous membership growth.

### “Price Guarantee” Mechanism

During the Reporting Period, Atour introduced the “Price Guarantee” mechanism, allowing customers to claim an online refund for any price difference when booking and paying the full amount in advance for a hotel through Atour’s official channels only to discover that the price is higher than through mainstream third-party platforms for the same room. For eligible bookings, customers can receive credit points equivalent to three times the value of the price difference. This ensures that customers have a price guarantee when booking through the official website, enabling them to book with confidence and enjoy a worry-free stay.



## Expanding Ecological Boundaries: Cross-Sector Collaboration Connects Lifestyles

Atour is committed to enhancing the core member experience while expanding its external ecosystem partnerships. By collaborating with like-minded brands, Atour is building a cross-scenario service system that extends member benefits beyond accommodation to encompass a broader range of lifestyle scenarios.

### Alipay Benefits

In 2025, Atour partnered with Alipay to facilitate cross-platform membership matching. This collaboration allowed customers to directly access Atour memberships and enjoy corresponding benefits based on their accumulated credits and membership levels within the Alipay platform, eliminating the need to re-register. This initiative not only helps new customers quickly build trust in the brand but also reactivates long-dormant members, further revitalizing the membership ecosystem.

### Starbucks Joint Membership

In January 2026, Atour teamed up with Starbucks to introduce joint membership benefits. Once accounts are linked, Atour members can earn Starbucks stars based on their membership level. Additionally, Starbucks members receive exclusive benefits at Atour accommodations, including room upgrades, complimentary breakfast for two, late check-out, and no-minimum-spend coupons.



### Didi Chuxing Benefits

In 2025, Atour formed a partnership with Didi Chuxing, linking membership systems and offering reciprocal benefits. This collaboration transitioned from a "coupon-based customer acquisition" strategy to a "scenario-based ecosystem collaboration." Atour booking coupons and membership benefits were made available on Didi's platform, creating a comprehensive "travel + accommodation" benefit package. This approach facilitated targeted outreach to high-quality customers and provided members with a more enriching and exclusive benefits experience through cross-scenario cooperation.



### Atour Light Student Identity Verification

In 2025, Atour collaborated with Alipay's student verification system to provide exclusive membership benefits for younger travelers. After completing the official Alipay student verification, customers can easily access discounts on Atour Light's services, enjoy complimentary breakfasts, and take advantage of extended check-out times. This initiative aims to create a more convenient and customer-friendly accommodation experience for younger travelers.



### Enriching Member-Only Activities

Atour's membership ecosystem focuses on deepening emotional connections through various offline activities. During the Reporting Period, we collaborated with several marathon, tennis tournament, and music festival organizers to offer members exclusive participation opportunities. For example, during the Beijing Marathon, Atour secured limited race slots for members and provided customized services along with exclusive gift packs for runners staying at designated hotels. This allowed members to experience attentive brand support throughout the race. Additionally, Atour organized a lucky draw for tickets to the 2025 China Open, ensuring that the excitement of the tennis event reflected Atour's commitment to its members.



Going forward, Atour will continue to uphold its "customer first" philosophy and aims to explore the deeper integration of digital technology with humanistic care, expand lifestyle scenarios, and enhance service efficiency and the value of member benefits. We are committed to maintaining authenticity, transparency, and trustworthiness in our services and look forward to collaborating with every member to create a welcoming community filled with trust and warmth.

# Sincere Customer Communication

We conduct all advertising and marketing activities in a compliant, prudent, and responsible manner. Through various channels, we collect customer feedback and listen to their needs. Supported by employee empowerment and a tiered response mechanism, we respond to customer feedback promptly and efficiently.

## Responsible Marketing

Atour Group strictly complies with the *Advertising Law of the People’s Republic of China* and other relevant laws and regulations. We have established the *Group Public Opinion Management Manual* to ensure our marketing practices are objective and truthful. To help our employees remain compliant with marketing requirements, we conduct regular training sessions with at least one held each quarter. During the Reporting Period, we held four training sessions, utilizing a variety of engaging methods, including case studies, interactive games, and group quizzes to enhance participation and training outcomes. As a result, we have effectively improved employee awareness of compliant marketing practices and their sensitivity to potential risks in marketing content.

## Intellectual Property Protection

Atour prioritizes protection of intangible assets, including trademarks, patents, and copyrights, and continuously enhances its intellectual property management system. We strictly adhere to relevant laws and regulations, including 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*. We have developed the *General Provisions: Administrative Measures on Intellectual Property Rights of the Atour Group*, which clarifies the ownership of intellectual property rights, management responsibilities, and confidentiality protection requirements. Additionally, we have issued supporting regulations such as the *Specific Provision: Patent Administration System*; the *Specific Provision: Copyright Administration System*; and the *Specific Provision: Trademark Administration System*, providing detailed guidelines for the registration, use, management, and protection of various types of intellectual property rights.

To enhance awareness of intellectual property protection among our employees, we conducted training sessions on basic advertising compliance during the Reporting Period. These sessions helped employees master practical advertising compliance standards and strengthen their understanding of intellectual property protection fundamentals. Additionally, we require our partners to sign confidentiality agreements to ensure the strict protection of intellectual property rights for both parties and prevent infringement risks. While we continuously improve our internal training and cooperation standards, we have taken action against parties infringing on our rights.

### As of the end of 2025

We owned a total of **1,714** registered trademarks, **79** copyright registrations, and **42** patents.

In 2025, Atour actively supported efforts to combat counterfeiting and protect its retail products by establishing a comprehensive rights protection mechanism that includes filing complaints with platforms, reporting to government administrative agencies, pursuing civil liabilities, and initiating legal action against criminal activities. This approach allowed us to investigate infringements, remove illegal content, and take strong action against the production and sale of counterfeit goods, thereby safeguarding the legitimate rights and interests of both our brand and our customers. **During the Reporting Period, Atour assisted in cracking down on 19 counterfeit production bases and seized over 289,000 counterfeit bedding and other products.**



# Customer Feedback

Atour values customer feedback and communication and is committed to improving processes to manage member complaints. We have established the *Standard Operating Procedures for Handling Member Complaints*, which standardizes how we address complaints. These procedures clarify the channels for receiving complaints, the methods for handling them, and the standards for implementation. Additionally, we prioritize the privacy and security of member information throughout the entire process, enhancing the efficiency and quality of our complaint handling.

## Customer Communication Channels

We have developed a comprehensive customer feedback system that allows us to engage proactively with customers, address issues promptly, and perform reviews, summaries, and optimizations. Responsible employees at our headquarters and regional offices conduct in-depth analyses of customer feedback to implement various service improvement measures that continuously enhance the overall customer service experience.

<p><b>Official Channel Reviews and Research</b></p> <p>Customers can rate satisfaction with their orders and leave their comments. Atour proactively collects customer feedback by asking one or two specific questions based on certain scenarios.</p>	<p><b>Official Channel “One-Click Complaint” Function</b></p> <p>After checking in, customers can click the “One-Click Complaint” option in the Atour APP and mini program, or scan a QR code in their room to report any issues.</p>	<p><b>Online Travel Agency (OTA) Platforms</b></p> <p>Customers can leave reviews on various OTA platforms.</p>	<p><b>Atour Customer Service Hotline: 4000-606-606</b></p> <p>Hotline provides assistance for inquiries related to booking, check-in, membership rules, and other related issues, as well as for receiving customer complaints.</p>	<p><b>Online Customer Service</b></p> <p>Customers can submit feedback through the online customer service feature on the Atour APP and mini program.</p>	<p><b>“Handy Shot” Function in the Official Mini Program</b></p> <p>Customers can use the “Handy Shot” function in the Atour APP and mini program to document their experiences during their stay.</p>	<p><b>CEO Mailbox</b></p> <p>Feedback can be submitted to the CEO Mailbox, where Atour’s CEO will personally respond and oversee the resolution and closure of any issues.</p>
---	---	---	---	---	--	--

Atour has specifically developed a comprehensive service experience system for its “Atour Planet” e-commerce retail platform. This system monitors product quality, logistics efficiency, and service experience throughout the entire shopping journey using 66 key performance indicators. To address negative customer feedback, we have implemented a rapid response mechanism that ensures we proactively reach out to customers within 24 hours to provide satisfactory solutions. Additionally, all customer feedback collected from various channels – such as hotlines, dedicated complaint sections on the mini program, and customer reviews – is systematically analyzed, categorized, and assigned to the appropriate business units through work orders. During the Reporting Period, we completed 144 specialized work items that effectively addressed customer experience pain points.

## Customer Satisfaction Survey

Atour is committed to being a “warm companion” to its customers and actively collects customer feedback, conducts customer satisfaction surveys, and recruits loyal Atour customers to serve as “Customer Experience Officers.”

To gain deeper insights into customer needs and perceptions, Atour conducts a variety of customer experience surveys. We have established a regular survey mechanism which conducts special customer experience satisfaction surveys every six months. In 2025, Atour implemented a Net Promoter Score (NPS) survey targeting customers across different age groups, cities, and hotel brands. This survey focused on key stages of the customer journey – ranging from booking and check-in to room experiences, public areas, and check-out – allowing us to systematically analyze areas for improvement. The survey collected 6,768 valid quantitative responses and included in-depth interviews with 18 customers from various demographic groups and across diverse scenarios. The results indicated that customer satisfaction with Atour Hotels reached a three-year high, with overall experiences continuing to improve. This provides us with clear directions for service optimization and enhancing customer experiences in key areas.

Atour has recruited over 100 Customer Experience Officers from our customer base who provide feedback reports and suggestions after their hotel visits. We compile and analyze this feedback monthly, allowing relevant departments to assess its feasibility and implement relevant solutions to improve hotel services and operations. During the Reporting Period, we made significant upgrades to the Customer Experience Officer program by transitioning from annual single-round recruitment to large-scale year-end recruitment supplemented by mid-year recruitment. We also introduced a targeted invitation channel for high-net-worth customers, which expanded the pool of Customer Experience Officers. After recruitment, we review the selection results to ensure fairness and impartiality. Additionally, we innovated the engagement format for Customer Experience Officers by inviting them to participate in the “Regional General Manager Training Camp” where they can interact directly with regional and Group leaders, accurately convey actual customer needs, and report pain points. By combining the “Atour Service Methodology” with the results of the Customer Experience Officer surveys, we are continuously optimizing various service areas and improving the overall customer experience.



# Customer Feedback Handling and Improvement

Atour is committed to sincere communication and effective follow-through, proactively addressing all types of customer feedback. We have established a Prioritized Oversight Mechanism that focuses on the pain points raised in customer complaints and feedback and follows through with an investigation into the root causes, offering comprehensive solutions to strengthen the warm and meaningful connection between Atour’s team members and its customers.

To efficiently respond to customer requests and shorten feedback processing time, hotels are designated as the first line of response for negative reviews and complaints received from various channels. We aim to resolve these issues as quickly as possible while also providing emotional support and reassurance to customers. For complaints that cannot be immediately resolved, we will implement a tiered escalation mechanism involving the hotel general manager and regional general manager, with simultaneous reporting at the Group level. The Accommodation Operations Center coordinates and manages these complaints, utilizing a “Daily Blacklist Enforcement” system to encourage hotels to expedite resolutions. Additionally, the Accommodation Operations Center, in collaboration with the Customer Experience Center, regularly analyzes negative reviews and complaints to identify areas for improvement which pushes relevant departments to implement concrete measures for enhancement.

To effectively address customer feedback related to hotel operations and promptly resolve requests, Atour has implemented a service system called “Authorization for All.” This system grants each hotel employee a pre-approved customer service budget of one room night or RMB 500, enabling them to immediately respond to customer concerns and fulfill reasonable requests on site. We have also established detailed standards and specifications for hardware and service quality, along with strengthened unannounced inspections

to ensure a consistently high-quality accommodation experience for our guests. To further standardize hotel service processes and enhance overall service quality, we are continuously refining management systems to drive ongoing improvements.

To improve responses to complaints about safety and the customer experience, we introduced a “Customer Experience Work Order Oversight System.” For key issues tracked through this system, we develop replicable solutions and integrate them into Atour’s continuous improvement strategy for customer experience, incorporating them into ongoing operational oversight. This approach ensures that we consistently identify and address service shortcomings, ultimately driving higher customer satisfaction.

## Prioritized Oversight Mechanism

### Designation

The Customer Experience Center defines oversight tasks with closure standards and designates responsible departments and personnel.

### Assignment

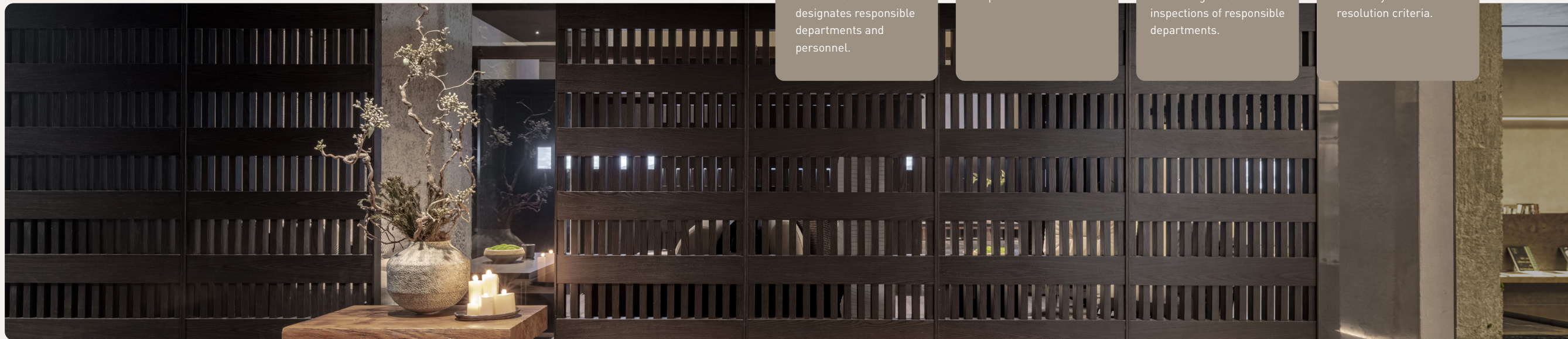
Designated oversight tasks are assigned to and undertaken by the responsible department heads.

### Oversight

The Customer Experience Center oversees oversight tasks, tracks implementation progress, and strengthens inspections of responsible departments.

### Case Closure

The Customer Experience Center tracks oversight tasks and closes cases once they meet the resolution criteria.





# 03

## Employees as Allies – Embarking on a New Journey of Growth

At Atour, we stand alongside our employees as allies, moving forward with shared purpose and mutual commitment. We treat every team member with respect, care, and support, safeguarding their fundamental rights and interests while consistently prioritizing their career development and holistic well-being. Through various initiatives, including training programs, honor-based incentives, and welfare benefits, we foster the mutual growth of our people and the Company as we embark on this new journey together.

Diverse and Equitable Workplace	40
Advancing Together with Employees	42
Diverse Benefits	52
Human Resource KPIs	55

# Diverse and Equitable Workplace

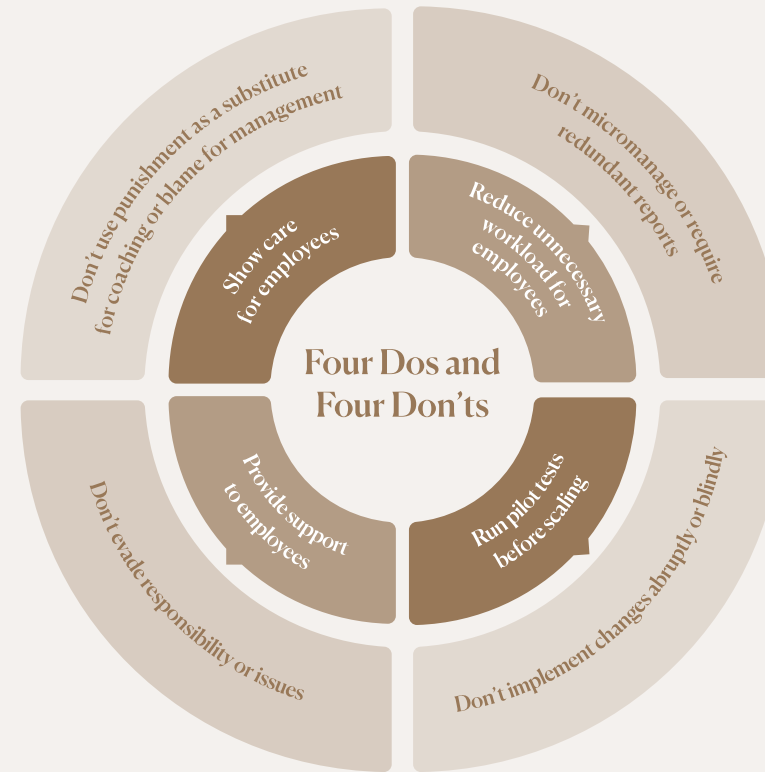
Rooted in the principles of respect, openness, and equity, Atour values the individual differences and unique contributions of every team member and candidate. We are dedicated to cultivating a fair and respectful work environment. We welcome talent from diverse backgrounds and ensure equal opportunities for development and growth. We actively listen to our employee’s needs, build team consensus through inclusive, trust-based communication to foster a welcoming, warm, and positive workplace culture.

## Diversity, Equity, and Inclusion

Atour Group operates in strict compliance with all applicable laws and regulations in its operating jurisdictions, including the *Labor Law of the People’s Republic of China*, the *Labor Contract Law of the People’s Republic of China*, and the *Provisions on Prohibition of Using Child Labor*. Additionally, we regularly update internal policies and ensure their effective application, including the *Atour Employee Handbook*, the *Atour Group Hotels Employee Handbook*, and the *Hotel Personnel Operation Manual*. These guidelines govern the entire employment lifecycle, from recruitment and hiring to compensation, benefits, and talent development, establishing a robust framework to protect the legitimate rights and interests of every Atour employee.

Atour Group is dedicated to fostering a diverse, equitable, and inclusive workplace environment. We have established policies such as the *Equity and Diversity Policy* and the *Employee Rights Statement*. We uphold principles of fairness and impartiality, ensuring equal treatment for all employees and candidates. We maintain a zero-tolerance policy against discrimination based on ethnicity, age, gender, marital status, nationality, or religious beliefs, and strictly prohibit the use of child or forced labor. Atour promotes the “Three Disciplines and Eight Points for Attention” across our workforce, advocating for integrity, self-discipline, and adherence to our core principles, while explicitly forbidding any form of discrimination or harassment. Should such violations occur, Atour reserves the right to terminate the employment of those involved in accordance with applicable regulations, ensuring a healthy and professional work environment.

Additionally, Atour reinforces corporate culture of respect and equity through the “Nickname System.” Upon joining the Company, every employee selects a nickname, which is used universally across the organization. This practice encourages equal and respectful communication that enhances work efficiency and seamless collaboration. We also enforce the “Four Dos and Four Don’ts” of employee management, creating a workplace that balances human-centric care with operational efficiency.



As of the end of the Reporting Period:

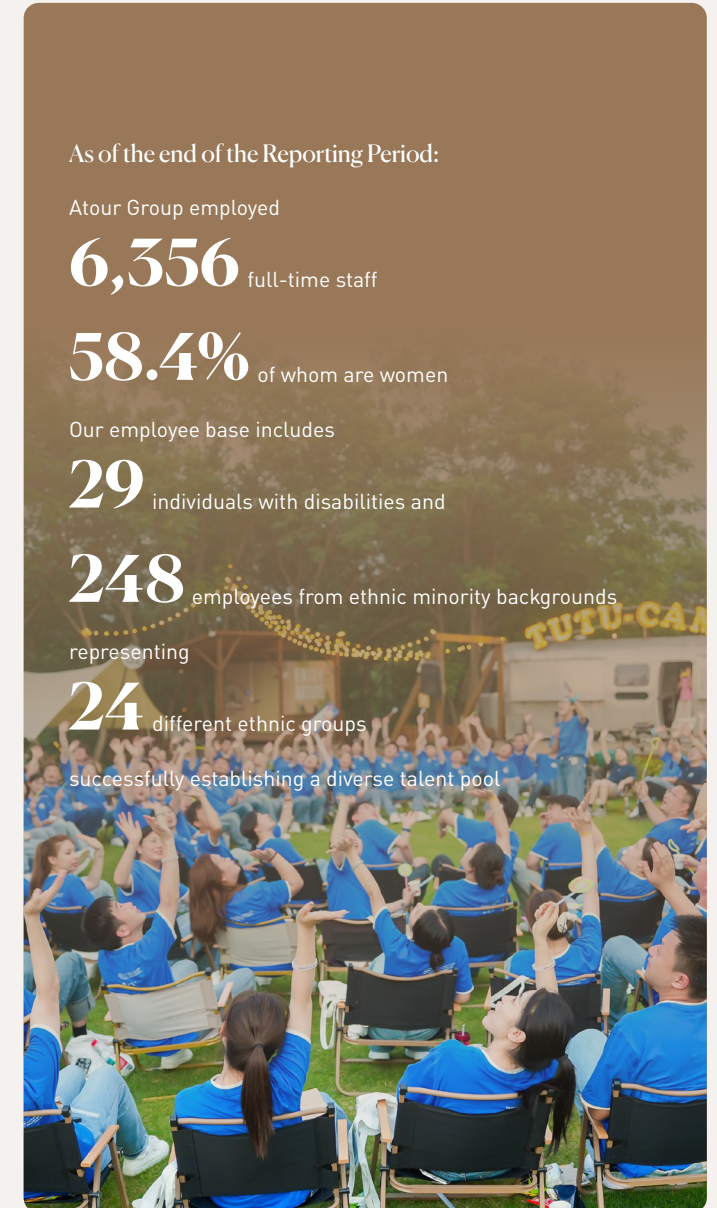
Atour Group employed  
**6,356** full-time staff

**58.4%** of whom are women

Our employee base includes  
**29** individuals with disabilities and

**248** employees from ethnic minority backgrounds representing

**24** different ethnic groups successfully establishing a diverse talent pool



## Talent Attraction and Recruitment

Atour Group has established and strictly enforces internal policies such as the *Recruitment Management Rules* and *Atour Group Journey Rules*. These guidelines detail and standardize both external recruitment and internal mobility processes, ensuring fairness, transparency, and impartiality in hiring. We leverage a variety of recruitment channels to attract talent and continuously strengthen our team.

Atour places a strong emphasis on internal talent development. By carefully selecting and providing targeted training for our employees, we have built a solid talent pool. Under our *Recruitment Management Rules*, we prioritize internal candidates who meet job qualifications and demonstrate exceptional performance. External recruitment is initiated only when suitable internal candidates are unavailable. Our “Atour Journey” internal transfer program encourages cross-functional transfers. This program helps employees to transcend traditional role boundaries, embrace new challenges, and unlock their full potential.

### “Atour Journey”: An Internal Transfer Program

Eligible employees can apply for internal job postings, with the transfer process beginning upon the hiring department’s approval. This creates opportunities for employees to grow and expand their skill sets. During the Reporting Period, this initiative yielded significant results, with over 4,000 interactions on the “Recruitment and Application” section on the internal employee network, involving staff from corporate headquarters to frontline hotel operations. More than 40 employees successfully completed cross-regional and cross-functional transfers through the “Atour Journey” program.

Campus recruitment is a vital component of Atour Group’s external talent acquisition strategy. It serves as an essential channel for identifying young talent and expanding our talent pool. In 2025, we offered a diverse range of internship opportunities to local universities leveraging our designation as an employment internship base in Pudong New Area, Shanghai. These roles spanned key departments, including financial management, human resources, and marketing, enabling us to attract outstanding candidates with diverse educational backgrounds.

## Employee Communication

Effective communication is essential for seamless operations and employee well-being. Atour utilizes various communication channels to solicit employee feedback, enhancing their sense of ownership and belonging.

### Daily Communication Channels

#### Employee Happiness Survey

To better understand our workforce’s needs and enhance the employee experience, Atour conducted a happiness survey every six months during the Reporting Period. By analyzing core feedback from these surveys, the Company identifies key areas for improvement, establishing a comprehensive follow-up mechanism and a closed-loop management process. In response to the critical feedback in the surveys, Atour launched several optimization measures, including upgrading quality control standards for staff accommodation and meals, and enhancing our end-to-end digital system for business operations.

#### “Zero Distance with Employees”

Atour continues to advance its “Zero Distance with Employees” communication mechanism, encouraging hotel general managers to hold regular one-on-one and group discussions in informal settings such as dinners and seminars. This approach allows them to deeply understand employee needs regarding daily operational support and career development while responding to those needs promptly and fostering a closer relationship between management and frontline teams.

#### “Atour Micro Community”

As Atour’s main internal communication platform, “Atour Micro Community” enables employees to recognize peers for outstanding performance and suggest areas for improvement, with options for real name or anonymous submissions. Employees receiving recognition earn reward points redeemable for gifts. The platform also features a “Feedback and Suggestion” portal, allowing employees to submit ideas for optimization and ask questions regarding work processes and system developments.



# Advancing Together with Employees

Atour is committed to enhancing its tiered and categorized talent development system. We focus on establishing clear career development pathways for our employees, optimizing compensation and performance assessment mechanisms, and deploying a diverse array of honor-based recognition and incentive programs. These initiatives empower our employees' professional growth and enhance organizational vitality.

## Career Development Paths

Atour has established a fair and just promotion system tailored to the unique attributes and business characteristics of different roles. This system is designed to stimulate employee initiative and growth potential, embodying the principle that “those who deliver results earn their place.”

For management-level positions, Atour deploys a personnel management mechanism that features “competitive selection, strategic rotation, and term-limited appointments,” establishing the management principles of position competition and term control. This approach highlights the value of gaining cross-team and cross-functional experience. By actively encouraging managers to rotate through multiple roles and functions, we help them build a diverse range of capabilities and practical experience, ultimately enhancing their holistic problem-solving skills and overall performance.

### Competitive Selection

- Introduce a competitive selection system for management-level positions
- Provide equal opportunities to all employees and help outstanding talent stand out

### Strategic Rotation

- Provide potential and capable managers with cross-team and cross-functional rotation opportunities
- Rotation is mandated for manager promotions

### Term-Limited Appointments

- Term limits have been instituted to create a flexible employment mechanism that enables mobility in both positions and remuneration



To strengthen the frontline talent pool across different operational areas, Atour has implemented a career growth roadmap centered on “planning career paths, managing promotion processes, providing opportunities for appeals, setting standards, building mechanisms, promoting development, emphasizing implementation, and making rules.” This comprehensive roadmap enables employees to progress seamlessly from entry-level positions all the way to hotel general managers, facilitating maximum career development. During the Reporting Period, Atour deployed innovative talent cultivation models by launching the “TOP Crown Competition” evaluation system for hotel general managers and the “Iron Force Certification Mechanism” for all employees, including diverse and innovative strategies to support career growth.

○ “TOP Crown Competition”

In 2025, Atour Group launched the “TOP Crown Competition,” reshaping the career progression pathway for hotel general managers. Shifting from a previous evaluation model that focused primarily on performance results, the new system emphasizes tangible progress and improvement across operations, service experience, and team management. Hotel general managers are no longer assessed against a single metric; instead, they accumulate points based on their growth and secure promotion opportunities based on their rankings. This points-based approach effectively motivates the management team to continuously strive for improvement.



○ “Iron Force Certification Mechanism”

To enhance employee capabilities across regional development teams, Atour has established the “Iron Force Certification Mechanism” to evaluate and certify employee overall.

- For new hires, this mechanism mandates the completion of four assessments: online self-study, a written test, an interview, and on-the-job mentorship. Only after obtaining the “Iron Force Certification” are they allowed to begin working in their positions. As of the end of the Reporting Period, we have completed nine rounds of certification, achieving a 100% coverage rate for newly hired employees.
- For all employees, we also expand the knowledge base for daily workforce training, providing them with exclusive courses to improve their practical business skills. Additionally, we organize annual on-site capability evaluations.
- To evaluate and enhance workforce capabilities, Atour conducts a comprehensive review known as the “Iron Force Annual Review.” Employees who pass this rigorous assessment receive the “Atour Iron Force – Graduation and Contract Renewal Certificate,” ensuring that the capabilities and work ethic of the regional development teams meet the “Iron Force” standards.



Atour Iron Force Annual Review: Targeting the Yuhuang Peak of Mount Tai

# Talent Development System

Guided by its strategic positioning, Atour Group has built and continues to refine a unique talent development system. We design tailored training programs for employees across different functions and levels to help them enhance their skill sets. By prioritizing professional skills training and developing a robust talent team, Atour has solidified the foundation for its business growth.

### During the Reporting Period

Atour achieved a **100%** training coverage rate for all employees



To streamline talent development and enhance resource integration, Atour established “Jimu Academy” as an independent department. The Company continuously improves the learning experience and training efficacy through various initiatives, including curriculum development workshops and the “Jimu Online Learning Platform.” Furthermore, Atour is strengthening its internal instructor team by launching projects such as micro course competitions and the “Spark Plan,” an internal trainer certification program. These efforts are supported by training activities themed around Teacher’s Day, aiming to empower employees’ professional growth while expanding the Company’s proprietary knowledge.

### Micro Course Competition

In 2025, Atour launched its first Micro Course Competition under the theme “A Warm Moment: Gaining Service Experience through Competition-Based Training.” The objective was to identify and gather real-world service experiences in a competition setting. A total of 174 service cases were submitted, from which 12 high-quality cases were selected; of these, four outstanding cases were incorporated into a standardized training program for frontline employees. Nearly 8,000 employees completed over 16,000 course sessions during the competition using the internal learning platform. Following the competition, over 1,000 employees continued to engage in self-learning. This initiative successfully translated service experiences into standardized learning resources, significantly enhancing the capabilities of frontline employees and improving overall service quality.

### 2025 “Spark Plan” Internal Trainer Certification Class

In 2025, Atour Group continued to advance its internal trainer development and talent empowerment through the “Spark Plan” certification initiative. During the Reporting Period, we hosted five internal trainer certification classes, equipping trainers to teach, serve as judges, and lead various training courses. As a result, our internal trainers developed and updated multiple core face-to-face courses and contributed to a range of talent development initiatives, including training courses for regional development teams and onboarding programs for new headquarters employees. They transformed frontline experience into replicable, standardized learning resources, significantly enhancing our organizational professional capabilities and service quality.

### During the Reporting Period

A total of **427** Atour internal trainers participated in project teaching and evaluations, delivering over **9,000** training hours.

A total of **204** participants were certified as trainers and **45** courses were developed or updated.



Atour “Spark Plan” Instructor Certification Class



### 2025 Teachers’ Day Themed Activities

In 2025, Atour Group’s Teachers’ Day celebrations featured themes such as “Starlight Mailbox,” “Starlight Tribute,” and “Light Chasing Garden Party.” Each region and department customized its event venues to create a strong atmosphere of gratitude, ensuring that the contributions of Atour’s internal trainers were recognized and valued. During the celebration, we received over a thousand messages of gratitude, generated more than ten thousand interactions, and attracted hundreds of offline participants, all expressing recognition and respect for the trainer community.

We encouraged colleagues to share personal stories of gratitude within the Company through the Starlight Mailbox. Participants and the individuals they thanked in the most popular posts received exclusive gifts. The Starlight Tribute program offered different gifts based on trainer points, ensuring that all employees are involved. Meanwhile, the offline Light Chasing Garden Party provided trainers with a relaxed and enjoyable experience through interactive games, themed check-ins, and photo printing.



Starlight Mailbox



Starlight Tribute



Light Chasing Garden Party



Regional Teachers’ Day Celebration

## Professional Skills Training

Atour deploys a systematic approach to training that seamlessly integrates both online and offline methodologies to enhance employee professionalism and skills. Our courses are designed to address the core practical needs of each role, combining the latest industry knowledge with real-world applications. This empowers our employees to improve their professional skills and achieve breakthroughs in their careers. For frontline hotel employees, we have developed the *Customer Service Teaching Manual* and the *Housekeeping Teaching Manual*, establishing a standardized training system specifically tailored for these positions. For headquarters employees, we have built a diverse training resource matrix aligned with the capability development requirements of each role. Additionally, we offer specialized workshops for the retail business, rounding out our end-to-end talent development strategy.

### “Frontline Employee Training System”

#### Training System for Guest Room Employees

During the Reporting Period, we optimized the training content for frontline and regional employees around the principles of “user focus, employee focus, and fundamental capabilities focus.” We conducted specialized training to implement reassuring services, improve employee skills, and enhance service processes and tools.

For guest room staff, we organized specialized cleaning training sessions across multiple regions, emphasizing standard cleaning procedures, efficient tool usage, and other practical skills. Additionally, we rolled out specialized service training across multiple regional teams, covering core modules such as job collaboration, food safety, and guest room maintenance. The training helps employees translate professional service practices into their daily routines.



#### Training System for Customer Service Employees

We integrated the career promotion pathway for customer service employees with our skills training system, emphasizing the professional development of junior customer service managers. Leveraging “Jimu Academy,” we established a tiered online course system that covers the entire career lifecycle, from junior and senior positions to management roles. We have defined clear learning objectives and competency standards for each stage, providing our employees with guidelines to grow and enhance their skills. This approach creates a standardized framework for developing a talent team for service positions.



Alongside its comprehensive professional training system, Atour Group has built a diverse skills competition platform. This platform fosters enjoyable and challenging competitive practices, inspiring all employees to pursue personal growth while enhancing their overall professional skills.

### Atour's First Professional Skills Competition

Guided by the philosophy of “using competition to drive practice, and practice to drive real-world application,” Atour’s Professional Skills Competition seeks to identify outstanding service cases from frontline staff and create a platform for skill exchange and demonstration. The inaugural 2025 event focused on the guest room sector, drawing more than 16,000 participants from 1,958 hotels and achieving an average participation rate of 92% across 14 regional teams. The national finals were held in Shanghai, where finalists competed for national honors with various rounds, including room setup, bed-making, and knowledge quizzes. Additionally, the event featured unique exchange sessions designed to enhance experience sharing among participants.



The National Finals of Atour's First Professional Skills Competition

In 2025, we revamped the “Hotel General Manager Certification Class” and renamed it the “Atour Hotel New General Manager Training Camp,” ensuring that the training content was more relevant to real-world business scenarios. During the Reporting Period, a total of 23 sessions were conducted, covering 931 employees.

### Atour Hotel New General Manager Training Camp

Targeting both newly recruited and internally promoted hotel general managers, the camp uses a hexagonal competency model as its core framework to enhance employee capabilities across six different areas, focusing on four of these competencies. The camp combines online theoretical learning with offline practical training and case studies. It also keeps assessments separate from the training process and employs a modular certification approach. The ultimate goal is to cultivate qualified hotel general managers and improve organizational vitality.



Highlights from the Atour Hotel New General Manager Training Camp

### Specialized Retail Workshop

During the Reporting Period, we held a specialized retail workshop aimed at enhancing professional skills for retail-related positions. Participants focused on improving customer experience and fostering a shared understanding of customer value. They explored solutions from product, organizational, and operational perspectives to tackle key challenges in customer operations at Atour Planet, generating actionable outcomes.



## Talent Team Cultivation

Atour Group is dedicated to enhancing the capabilities of its core management talent. The Company has systematically created a tiered and categorized leadership training system that includes specialized programs such as the Laomudeng Training Camp, the Regional Supervisor Training Camp, the "Deputy Manager" Training Camp, and the Leadership Development Plan. These programs are designed to precisely address the capability development needs of various management positions while comprehensively strengthening manager leadership qualities.



### Laomudeng Training Camp

- A core management leadership training program initiated by Haijun Wang, the founder of Atour
- Enhances strategic vision and problem-solving skills, aiming to identify and cultivate future Atour leaders with a higher level perspective

### Regional Supervisor Training Camp

- Designed for regional heads of core management positions
- Focuses on improving overall regional operations capabilities, fostering team collaboration, and enhancing capabilities to tackle critical business challenges. The camp works to build a highly efficient core leadership team that effectively implements strategies and empowers frontline personnel

### "Deputy Manager" Training Camp

- Designed for regional deputy supervisor and departmental HRBP and key employees involved in culture, training, and other related initiatives
- Leverages management tools, organizational mechanisms, and cultural education to enhance organizational culture and employee engagement, further solidifying Atour's core competitiveness powered by a strong cultural foundation

### Leadership Development Plan

- Focuses on mid-level management members
- Enhances comprehensive capabilities of employees and strengthens core management pipeline with real-world case studies that integrate headquarters and regional perspectives

Regional Manager Training Camp

In 2025, Atour organized three regional manager training camps, with approximately 20 participants in each, for regional managers and heads of headquarter accommodation-related departments. These training sessions featured customized themes aligned with Atour’s strategic needs, empowering participants with case studies and real-world simulations. Additionally, based on participant feedback, 10 major optimization suggestions for the headquarters were collected. During the Reporting Period, six major suggestions and 10 items had been implemented. These changes provided a management perspective to drive organizational efficiency and system upgrades, which strengthens the strategic execution and overall competency of core managers.



Atour Regional Supervisor Training Camp

“Deputy Manager” Training Camp

Vibrant and welcoming Atour employees are our ultimate product and form the foundation of our long-term competitive advantage. The “political commissar” group plays a crucial role within our structure. We conduct this camp quarterly, utilizing a training model of “external visits + real case discussions + and implementation plans.” In 2025, we completed three training modules, resulting in multiple actionable plans. The courses focused on 14 regional Deputy Supervisor and extended to relevant module employees, training a total of 101 participants throughout the year.



Atour “Political Commissar” Training Camp

In addition to core leadership training programs, Atour has expanded its talent development initiatives, such as the Individual Development Plan (IDP) and the New Spring Bud Program. Through these initiatives, Atour fosters employee growth and potential by helping them define their career paths through systematic planning. This ensures that their personal abilities align with the Company’s development goals. Furthermore, Atour discovers and nurtures high-quality talent through specialized training programs.

Atour “New Spring Bud” Graduate Training Program

Atour launched the “New Spring Bud” Management Training Program for fresh graduates and individuals with 1-2 years of experience in the hospitality industry. This program features a structured training cycle lasting 2-3 years, designed to enhance the comprehensive capabilities of trainees. The goal is to develop a pool of potential hotel general managers and assistant general managers who are “proficient in business, skilled in operations, knowledgeable in management, and embody the Atour spirit.” We have implemented differentiated promotion policies for Spring Bud trainees, including special performance evaluations for hotel manager positions. Top-ranking trainees can qualify for the reserve pool of general manager assistants and be included in the internal promotion reserve team. During the Reporting Period, various regions held a total of 10 offline meetings and seminars, along with more than 10 online training sessions for Spring Bud trainees.

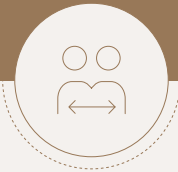


“New Spring Bud” Graduate Training Program

# Remuneration and Performance Appraisal

Atour is dedicated to providing a competitive compensation system and benefits program designed to inspire employees and retain talent. To achieve this, we have implemented a series of internal policies, including the *Atour Hotel Employee Handbook*, the *Hotel Personnel Operation Manual*, the *Atour Performance Management System*, and the *Hotel Employee Compensation and Performance Appraisal Program*. These policies apply to our workforce and ensure standardized compensation, benefits, and performance management while facilitating smooth operations across the business.

We have created differentiated and targeted remuneration strategies tailored to specific job levels and functions. Remuneration adjustments are primarily based on four factors: the Company's operating performance, market dynamics, changes in individual positions, and employee performance. Among these, performance serves as the key determinant. All employees, except for those who have been with the Company for less than three months, are subject to performance appraisals and are eligible for performance-based variable compensation.



## Frontline Staff

- Atour has implemented a piecework-based reward system for guest room staff. Performance bonuses are awarded based upon the general manager's review and approval of the *Guest Room Piecework Award Statistical Table*.
- Additional cash rewards are available for employees who make exceptional contributions. Bonus categories include start-up awards, service awards, and annual bonuses.

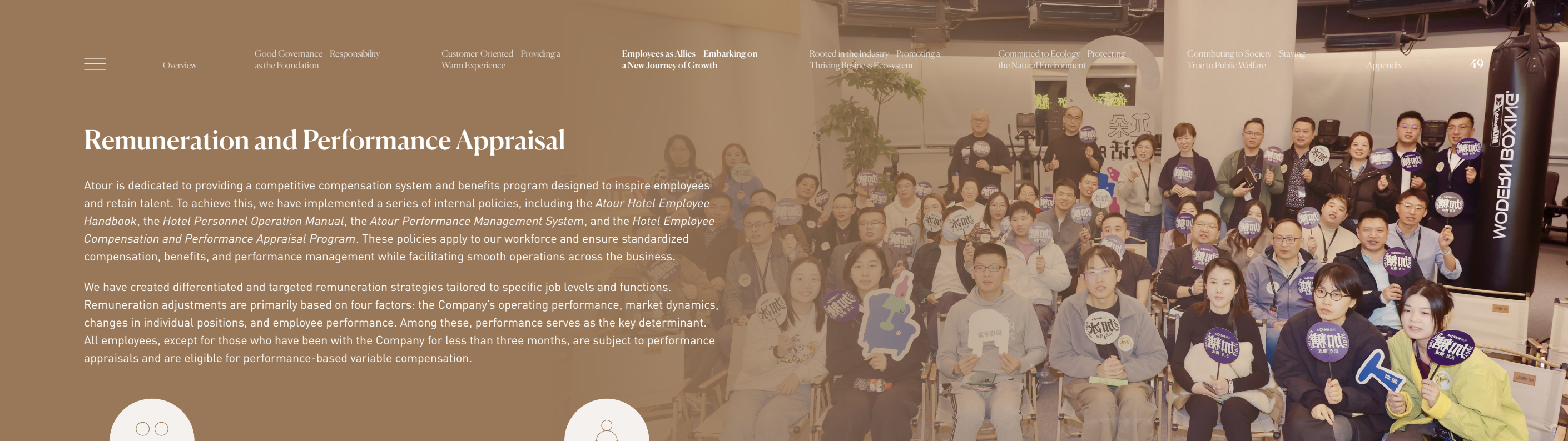


## Headquarters Staff

- Performance targets are set and evaluated on a quarterly, semi-annual, and annual basis, based upon the "strategic, challenging, and measurable" principles. The results of these appraisals are reviewed and approved by the Executive Committee.
- Appraisal outcomes directly influence salary adjustments and are closely linked to opportunities for promotion.

During the Reporting Period, Atour iterated and optimized the *Atour Performance Management System*, and the *Hotel Employee Compensation and Performance Appraisal Program* to address the career development needs of its employees and meet the operational management requirements of its hotels. Key updates included: revising the employee salary and job level structure, expanding career development pathways, and increasing base salaries for various positions in multiple locations. The Company also optimized the assessment metrics and rules for experience awards, shifting the assessment cycle to a monthly basis. By clarifying the rules linking compensation to performance, the Company has strengthened the competitiveness of its compensation framework and the effectiveness of its performance management.

To further motivate employees and improve organizational effectiveness, the Company launched a Share Incentive Plan in 2021. This plan provides incentives for senior executives, division leaders, and top performing employees across the Company's headquarters, regional teams, and development teams. In 2025, we extended eligibility to outstanding hotel general managers, broadening the program's coverage.



# Honors and Award Incentives

Atour has established a diversified recognition and incentive system to advance employee growth and development. The system encompasses regular commendations and special incentives that reward excellence across multiple dimensions, including professional skills, implementation of Company values, and innovations that enhance efficiency. By acknowledging outstanding employees in various fields, Atour aims to inspire and unlock the potential for innovation in all employees.

## Professional Skills Awards

### “Good” Series Awards

These awards are based on employees’ overall business performance, organizational development effectiveness, and implementation of cultural values. Awards such as “Good Regional Supervisor,” “Good Deputy Regional Supervisor,” and “Good City Manager” are presented quarterly to recognize the top 20% of outstanding employees in each category.

### “Top” Series Awards

The “Top” awards are provided annually and quarterly based on the performance data of the accommodation and retail business sectors. During the Reporting Period, 160 employees received the “Top General Manager Award,” 3 were honored with the “Top Development Award,” and 8 received the “Top Retail Channel Award.”

### Worry-Free Craftsman Award

In November 2025, Atour Group launched the Worry-Free Craftsman Award to honor outstanding frontline employees who exemplify craftsmanship and strive for excellent service quality. This award acknowledges their dedication to professional skills and their unwavering commitment to ensuring “customer worry-free.” During the Reporting Period, 13 exemplary employees received this honor.



## Value-Related Awards

### Honor Roll Recommendation

Each day, we share 3 to 5 outstanding service cases with frontline employees that are selected by hotel general managers from across the country. This initiative reinforces Atour’s commitment to the “Customer First” value and helps promote and spread the positive energy across workforce.

### Warmth Ambassador Selection Mechanism

Hotels and regional teams submit exemplary acts of kindness, which are evaluated by regional and cultural teams. Employees demonstrating exceptional social responsibility and humanistic care receive public recognition and special awards. During the Reporting Period, a total of 235 employees received the title of Warmth Ambassador.

### Good Neighbor Award

Atour Good Neighbors are selected quarterly from Warmth Ambassadors based on social impact and the representativeness of their actions. This award recognizes employees who have made significant contributions to society. During the Reporting Period, 12 employees were honored as Atour Good Neighbor.



## General Manager Group Awards

### Inaugural Hotel General Manager Summit

In October 2025, Atour hosted its first Hotel General Manager Summit in Suzhou, centered around the theme “Chinese Experience, Atour Vision.” The event brought together 200 top hotel general managers from across the country. The summit featured various activities, “Taihu Dialogue,” “Starlight Dinner,” and “Elegant Tour of Suzhou.” The event integrated awards, intellectual exchanges, and cultural celebration, designed to inspire each hardworking and ambitious hotel general manager while paying tribute to all of our dedicated and passionate employees.



2025 Atour General Manager Summit

## Efficiency Improvement and Innovation Awards

### Hackathon

The Hackathon is designed to address operational challenges encountered by frontline employees through technology-driven solutions. It focuses on three main areas: improving efficiency, optimizing processes, and integrating data. Participants are encouraged to propose and implement innovative business solutions. In 2025, the competition attracted 1,098 participants, with 11 cross-functional teams presenting a variety of cases.

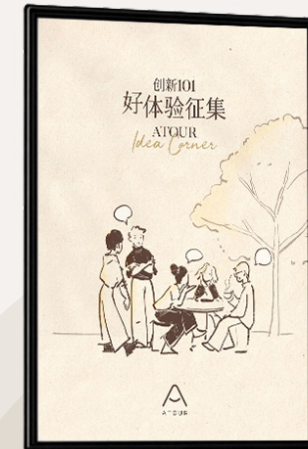


The “Hackathon” Event

## Innovation Awards

### “Innovation 101” Good Ideas Incentive Program

During the Reporting Period, Atour launched the “Innovation 101” Good Idea Incentive Program to continuously enhance the customer experience. Top down, we solidified our innovation foundation through systemic customer research and thematic studies. On the bottom-up side, we initiated the “Innovation 101: Good Experience Gathering” event, where we encouraged all employees to participate through a selection and award mechanism for “ideas, good ideas, and golden ideas.” Additionally, we provided training courses and strengthened incentives to improve the quality of innovation. During the Reporting Period, we presented 7 “Idea Awards” to motivate employees to engage in experience innovation.



“Innovation 101” Good Ideas Incentive Program

# Diverse Benefits

Atour Group is dedicated to fostering a work environment that offers a strong sense of belonging and opportunities for growth rooted in humanistic care. Through a variety of distinctive benefits, we embed the heartwarming care into our employees' daily lives.

## Atour's Daily Benefits

Atour is committed to safeguarding the fundamental needs of its employees, providing strong support for their well-being and rights. We ensure that salaries are paid on time and in full compliance with all relevant laws and regulations. We also participate in mandatory social insurance programs, which include pension, medical insurance, and unemployment insurance. Employees are entitled to statutory holidays, which encompass basic paid annual leave, marriage leave, parental leave, maternity leave, paternity leave, and work-related injury leave. Additionally, we offer supplementary annual leave and fully paid sick leave based on the length of service. These non-salary benefits are available to all employees.

Atour provides a variety of unique benefits to all our employees. Through our "Bloom Travel" program, employees enjoy discounted accommodations at our hotels. We also provide exclusive internal discounts on retail products, further enhancing the welfare experience for our staff.

To support our frontline staff, we have created the *Employee Happiness Handbook* to ensure that frontline staff receive high-quality accommodation and dining experiences. Based on our employees' dietary needs and health concerns, we have developed a weekly "Employee Happiness Menu." Hotel general managers and deputy general managers are required to dine at the staff restaurant at least three times a week to personally oversee the quality of the meals. Additionally, Atour Group headquarters conducts monthly spot checks to ensure compliance with accommodation and dining standards at our hotels. Any violations are publicly announced, and corrective actions must be taken within a specified timeframe. To help alleviate homesickness for our frontline employees, we have introduced a long-distance family visit subsidy for hotel general managers and deputy general managers who complete a certain number of hours of service during the Reporting Period. We also provide a clothing allowance for those with at least one year of service.

At our headquarters, we provide snack boxes, health-promoting teas, and a variety of benefits for our staff. Our facilities include a reading corner, gym, meditation room, and shared umbrellas. We also offer seasonal food items, vouchers for car washes, haircuts, and late-night snacks from time to time, as well as summer cooling kits for frontline staff, all aimed at supporting a healthy work-life balance through thoughtful care.



## Exciting Staff Activities

At Atour, we offer a range of unique benefits and actively organize diverse cultural activities for our employees. In 2025, we hosted a variety of exclusive events, such as “Atouriversary,” to celebrate onboarding anniversaries and birthdays. Additionally, we organized festive celebrations and anniversary events to mark important milestones. Through these initiatives, we cultivate a warm and immersive environment that strengthens team cohesion and reinforces a supportive workplace atmosphere.



### Warmer Because of You – Atour Group's 12th Anniversary Celebration

On June 28, 2025, Atour Group celebrated its 12th anniversary with a series of engaging activities across its hotels nationally. Hotels nationwide simultaneously hosted events such as “giving extra rewards to colleagues” and creative tea ceremony performances; while headquarters organized a mini-carnival featuring curated tea service experiences, the presentation of Atouriversary rings, blind-box badge giveaways, and afternoon tea gatherings. This anniversary celebration honored 12 years of the Company’s development and embraced the concept of “creating an intimate ambiance where people can warmly connect” through diverse interactions and humanistic care. These activities significantly strengthened the employees’ sense of ritual and contributed to the enduring legacy of the corporate culture.



Atour's 12th Anniversary Celebration

In February 2026, Atour organized a series of heartwarming Spring Festival activities across various regions for employees who remained at their posts during the holidays. The Company’s initiatives included image makeovers, professional portrait photography sessions, distribution of festive goods, and homebound travel support, translating the sincerity of its care into tangible actions. These efforts allowed all employees to experience the festive spirit and warmth of the Atour family during the Spring Festival.



## Caring for Female Employees

Atour’s steady development relies significantly on the support and contributions of female employees. The Company is dedicated to protecting the rights and interests of these employees. To achieve this, Atour has signed a *Special Collective Contract for the Special Interests of Female Employees*, focusing on the unique concerns and health protection needs of female employees. This contract also promotes their professional growth in alignment with the Company’s goals. Additionally, the labor union strictly requires female representation, ensuring that their voices and needs are heard and effectively communicated.

Additionally, Atour provides ongoing care and support for female employees by offering facilities such as nursing rooms at its headquarters, to address needs that are unique to them. The Company also hosts a special celebration each year for Women’s Day.

## Addressing Urgent Problems and Worries

The “Atour Charity Fund,” established by Atour employees, is designed to provide timely support to colleagues experiencing hardship. The fund’s resources primarily come from voluntary employee contributions and charity fundraising activities. Eligible employees may submit applications through our internal platform to help alleviate immediate financial burdens.

To manage the “Atour Charity Fund,” we have created the *Atour Charity Fund System*. The flow of funds is maintained with transparency, and details on fund use are published quarterly on the Company intranet, ensuring that all Atour employees are informed on the fund’s operations.

## Employee Occupational Health

Atour Group places a high priority on the occupational health and safety of its employees, consistently enhancing its health management system and improving safety measures. We strictly comply with all relevant national laws and regulations, and actively promote and implement healthcare initiatives for our employees, aiming to create a healthy, safe, and harmonious workplace environment for everyone.

To safeguard the health and safety of our employees, Atour continually enhances its comprehensive health protection measures. Our headquarters is equipped with Automated External Defibrillators (AEDs), and we provide Critical Condition Response (CCR) first aid training to improve our employees’ emergency response skills.

In 2025

More than

**2,324** employees participated in Atour Charity Fund’s relief activities

Total expenditures were

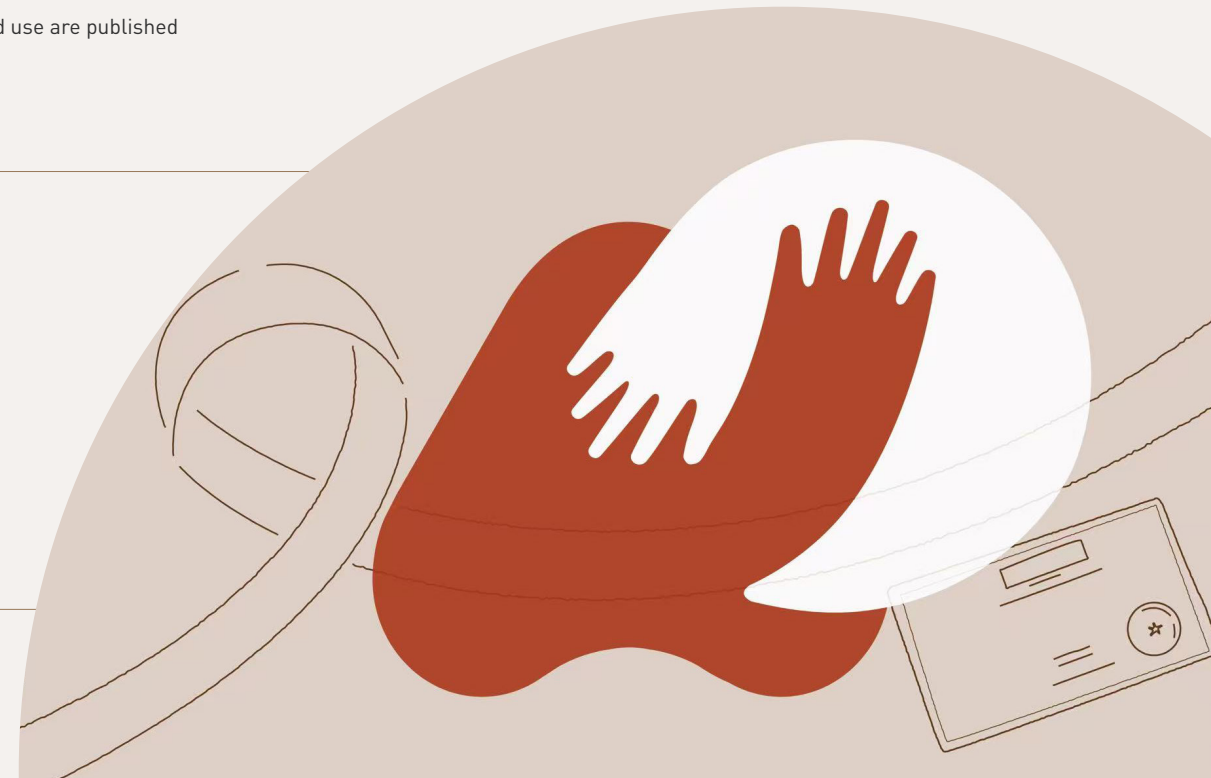
RMB **778,423.87**

They donated a total of

RMB **500,940.44**

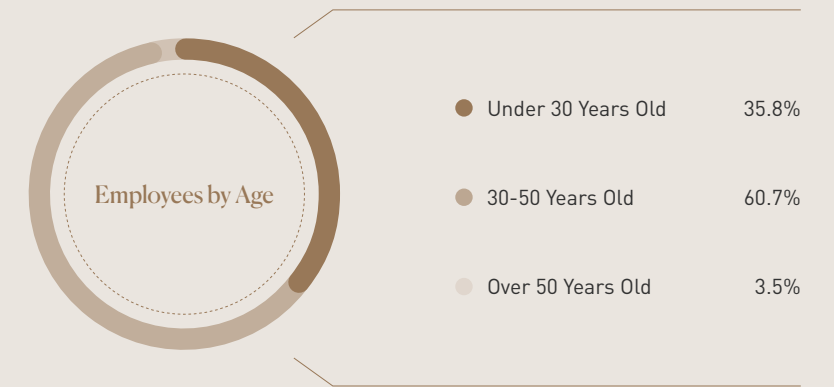
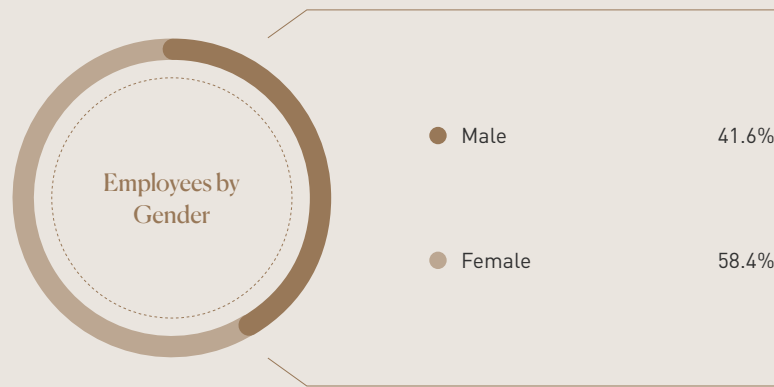
Assisting

**102** individuals



# Human Resource KPIs

## Employee Composition Data



\*Refers to employees at Group Director level or above

\*\*Refers to employees at Group Manager level or above



# 04

## Rooted in the Industry – Promoting a Thriving Business Ecosystem

Atour is committed to developing an open and collaborative ecosystem, working closely with franchisees, suppliers, and industry stakeholders to build trust and foster shared growth. We empower franchisees with professional expertise and brand resources, while partnering with suppliers to build a responsible, sustainable supply chain system. Through this mutually beneficial business ecosystem, we promote collaborative growth across the industry and strive for long-term prosperity.

Growing with Franchisees	57
Sustainable Supply Chain	63
Industry Synergy Development	65

ATOUR.  
S  
i  
e  
f  
i  
L

# Growing with Franchisees

At Atour, we refer to our franchisees as partners, recognizing them as essential collaborators in creating long-term value. We are dedicated to building a systematic, full-lifecycle support system for our franchisees that offers one-stop services including site selection assessment, pre-opening preparation, construction, centralized procurement, and operational management. Through diverse communication channels and exchange platforms, we gain a thorough understanding of our franchisees’ needs, allowing us to provide support that is both professional and efficient.

To enhance the institutionalization, transparency, and standardization of franchisee governance, Atour Group established the Franchisee Ecosystem Committee in 2025. The committee serves as the Group’s highest decision-making and oversight body for franchisee-related matters. It adheres to principles of impartiality and objectivity while supervising and reviewing issues involving franchisees, thereby promoting a healthy, collaborative, and sustainable franchisee ecosystem.

Guided by franchisee needs, Atour Group has built a comprehensive service support system. We have established and implemented the *Regulations on Enhancing Awareness and Capability in Serving Franchisees* and the *Atour Service Commitment Program* to strengthen franchisee care and services and to increase the efficiency of our response to their needs. We also implement the “Six Commitments to Franchisees,” which comprise Worry-Free Pre-Opening Service, Financial Support, Supply Chain Assurance, Installment Payments for Procurement, Tenure Stability Guarantee, and Quick Response. Through these commitments, we work to protect franchisees’ rights and interests.

## Atour Group’s “Six Commitments to Franchisees”

### Worry-Free Pre-Opening Service



Hotels that adopt our “Worry-Free Pre-Opening Service,” benefit from a compensation assurance for project delays, at a rate of RMB 10,000 per day, with a maximum cap of RMB 500,000.

### Financial Support



Upon receiving inquiries from franchisees or hotel financial staff, Atour’s financial contacts are required to deliver solutions within 48 hours.

### Supply Chain Assurance



Atour has established “Eight Supply Chain Procurement Commitments,” providing assurances on material pricing, logistics, and quality, among other areas.

### Installment Payments for Procurement



Franchisees may apply for installment payments for hotel material procurement. Credit evaluations and approvals can be completed within seven working days.

### Tenure Stability Guarantee



For certain brands, the Group assigns experienced, Group-certified senior hotel managers during the pre-opening phase and guarantees that there will be no proactive replacements within the first year of operation.

### Quick Response



Atour commits to providing an initial response within 24 hours of receiving franchisee feedback, and to delivering a complete solution within 48 hours. A “first-contact responsibility mechanism” is in place to ensure unified and consistent follow-up.

## Franchisee Support

Atour has established a comprehensive support system that spans the full lifecycle of franchisees' hotel operations. This system covers key areas such as hotel site selection, pre-opening preparation, supplies procurement, operational empowerment, and financial management. The goal is to help franchisees launch new locations effectively and achieve stable operations.

### Hotel Site Selection

Atour Group regularly publishes the *Atour White Paper on Hotel Site Selection* to help franchisees make informed site selection decisions. Based on key data including regional GDP, industrial composition, and traffic volumes, it provides franchisees with insights into customer demographics within targeted business areas. These insights support better decisions regarding brand positioning, property conditions, and pricing, thereby enhancing the quality of site selection and improving the predictability of investment returns.

The *Atour White Paper on Hotel Site Selection* also includes a mechanism designed to protect franchisees' rights and interests. This mechanism establishes a threshold based on city tiers. If the occupancy rate or Revenue Per Available Room (RevPAR) of a specific administrative or business district falls below the established threshold, Atour will activate the "Business District Breaker Mechanism," suspending new hotel development in that district and concentrating resources on improving the performance of existing hotels until revenue returns to a reasonable level.

During the Reporting Period, the *Atour White Paper on Hotel Site Selection* underwent two important updates. The first update simplified the classification of business districts by categorizing them according to city tiers and each district's economic vitality. This approach concentrates development resources in core business areas, improving the effectiveness of resource allocation. The second update established an early-warning mechanism for business districts that may be at risk due to an excessive number of hotel rooms and a significant influx of newly opened hotels within a short timeframe. This information now integrates directly into project approval workflows as a key decision-making reference.

### Hotel Pre-Opening

Atour is committed to providing franchisees with a hassle-free pre-opening experience through our "Worry-Free Pre-Opening" one-stop solution. We carefully select certified design and construction service providers recognized for their exceptional quality and management capabilities, based on rigorous supplier selection criteria. We then tailor delivery plans to meet franchisees' specific needs for quality, schedule, and cost. Additionally, if the preparation period exceeds the promised timeframe, franchisees are eligible for compensation, making the entire pre-opening process smoother and more reassuring.



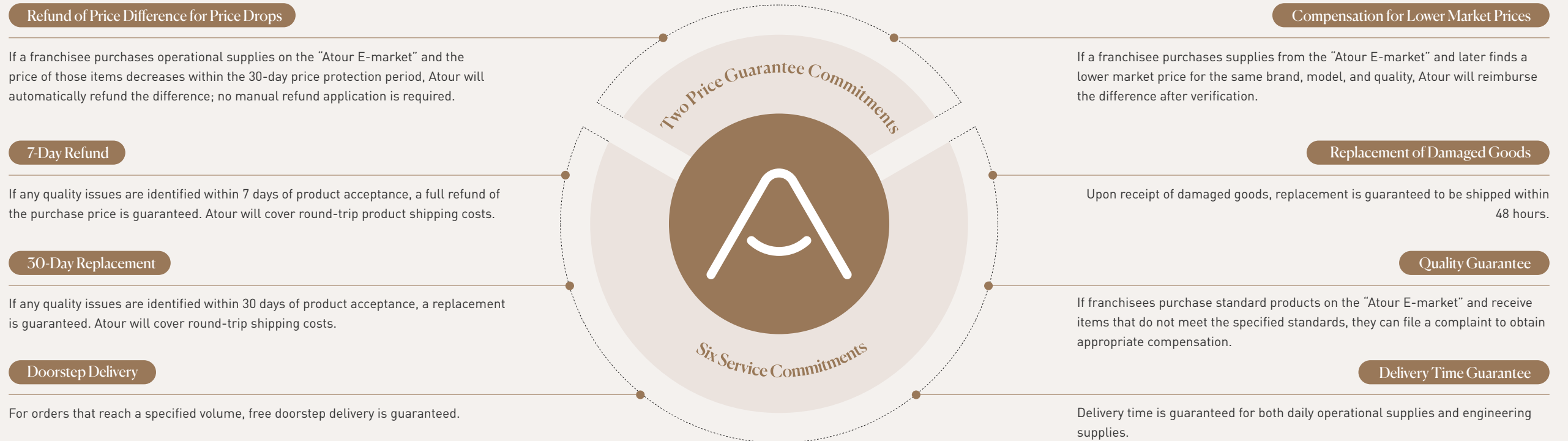
## Supplies Procurement

Atour is dedicated to ensuring a “Carefree Procurement and Worry-Free Use” experience by continuously improving the procurement experience for franchisees. We prioritize enhancing the quality and price competitiveness of our chosen products. For each category of goods, we select three or more high-quality suppliers, providing our franchisees with flexible options. We have also implemented a market-price benchmarking system to help franchisees manage procurement costs effectively.

Atour Group has introduced the “Eight Supply Chain Procurement Commitments” to safeguard franchisees’ rights and interests regarding pricing, quality, and service. We have set up a dual-channel feedback system that includes both a QR code and an email option. This ensures that any franchisee questions or requests during procurement are addressed promptly and efficiently. This approach helps alleviate concerns that may arise during procurement.

In 2025, Atour Group focused on improving product quality and optimizing costs while providing comprehensive support to franchisees in procurement and operations. Our efforts centered around enhancing the customer experience and addressing franchisees’ operational needs through the updated “Atour Group Experience Upgrade Initiative.” Through this initiative, we upgraded and refined supplies in various areas, such as personal care, sleep, and catering, thereby improving the accommodation experience for customers and creating incremental value and premium pricing power for franchisees. Additionally, Atour’s supply chain reduced material costs by offering price reductions on frequently used operational and engineering materials, which helped franchisees lower their operating expenses.

### Atour Group’s “Eight Supply Chain Procurement Commitments”



## Operational Support

Atour offers a range of digital management tools designed to enhance hotel operations. We provide comprehensive operational support focusing on critical areas such as business analysis, operations management, and process monitoring. This assistance helps franchisees improve operational efficiency and profitability.

Atour has established an operational support mechanism that provides both routine assistance and emergency responses, enabling timely and targeted measures to help franchisees through critical situations. In August 2025, the Guangzhou-Foshan area in Guangdong Province reported local cases of chikungunya fever. We prioritized the safety of operations and the health of our customers at our local hotels and swiftly activated our emergency response plan. This plan included mobilizing and dispatching protective supplies, such as mosquito repellent and lemongrass protective patches, to local hotels, ensuring the safe continuation of operations.

### Central Reservation System

Integrates hotel room availability, pricing, promotions, and other booking information on one platform, helping hotel managers manage booking resources efficiently.

### Property Management System

Facilitates lifecycle management of hotel operations, including booking, check-in, in-stay services, check-out, and accounting. It supports hotel general managers with reports that enable automatic risk identification and early warnings.

### Operations Management System

Digitalizes traditional hotel operational processes, allowing hotel managers to monitor hotels' operational statuses in real-time by recording process data.

### Jimuli App

A mobile digital tool that enables employees to easily view tasks and provide timely feedback.

CRS

PMS

OMS

Jimuli



## Financial Management Support

Atour enhances hotel operations and management efficiency by using digital tools. We integrate operational and financial data while continuously optimizing the hotel general manager’s report review system. This allows hotel general managers to effectively monitor operational performance, key performance indicators, and overall financial health of their hotels. We have also established a risk warning data platform that leverages frontline operational data from hotels nationwide. The platform monitors abnormal transactions, such as those with high amounts, proportions, or frequencies, across dimensions including revenue completeness and the authenticity of settlement and operational records. We regularly screen for and flag abnormal data to regional general managers to strengthen risk identification and improve closed-loop management.

Atour has implemented the *Franchisee Financial Issue Feedback Mechanism*, which requires that solutions for all types of financial requests be provided within 48 hours, ensuring timely responses to franchisee needs. During the Reporting Period, Atour piloted a Gross Operating Profit (GOP) management tool. This tool enables franchisees to check key operating indicators and benchmark their performance against the average operating costs of similar hotels. It helps them quickly assess their overall costs and identify any cost anomalies, providing data to support operational optimization and decision-making.

Atour conducts continuous financial audits focused on eight major areas: hotel settlement review, accounts receivable, revenue, assets, costs, taxes, human resources, and system accounts. In 2025, to strengthen compliance management in hotel finance and enhance employees’ awareness of compliance, Atour established a comprehensive control system for financial audits. This system covers pre-audit training, in-process early warnings, and post-audit monitoring. In execution, Atour performs unannounced on-site inspections, remote audits, and hotel self-inspections. We create rectification lists for issues identified during these audits and actively follow up on these cases. Through these efforts, we continuously improve the standardization of hotel financial management.

### During the Reporting Period

Atour Group conducted unannounced on-site inspections of more than **120** hotels and performed remote audits on more than **500** hotels

To enhance capacity building and compliance awareness, Atour launched 10 courses through “Lightning Classes,” using both online and offline formats. These courses were designed for hotel general managers and frontline sales and customer service staff, aiming to strengthen their understanding of financial compliance and regulations. Atour also introduced a “Financial Certification Class” for hotel finance employees with a focus on improving their professional skills and risk awareness.

### During the Reporting Period

Atour Group’s financial compliance training reached over

**32,000** person-times



### Financial Certification Class

Atour provides financial certification courses for its hotel finance employees. These courses create a structured training system with well-defined learning paths and knowledge frameworks. This approach allows finance employees to acquire essential job skills while strengthening their compliance and risk awareness. During the Reporting Period, 10 financial certification courses were held, involving 1,005 hotels and 1,496 participants.



## Financial Support

Atour collaborates with banks and financial institutions to offer practical and flexible funding solutions for franchisees. During the Reporting Period, we expanded our offerings by introducing the “Atour Operations” service, in addition to our existing “Atour Easy Investment” and “Atour Upgrade” programs. “Atour Operations” provides financial support to franchisees during the hotel operations phase, creating a comprehensive funding support system that covers the full lifecycle of the hotel.

### Atour Easy Investment: Paving the Way for New Hotel Openings

“Atour Easy Investment” focuses on the financial needs of new hotels during their preparation and opening phases. The program offers sufficient credit limits and flexible funding solutions to reduce financial pressure during this stage.

### Atour Operations: Ensuring Stable Cash Flow for Daily Operations

“Atour Operations” provides flexible and timely working-capital support for hotels that are already in operation, ensuring they can manage funding and turnover needs during daily operations.

### Atour Upgrade: Revitalizing Existing Hotels

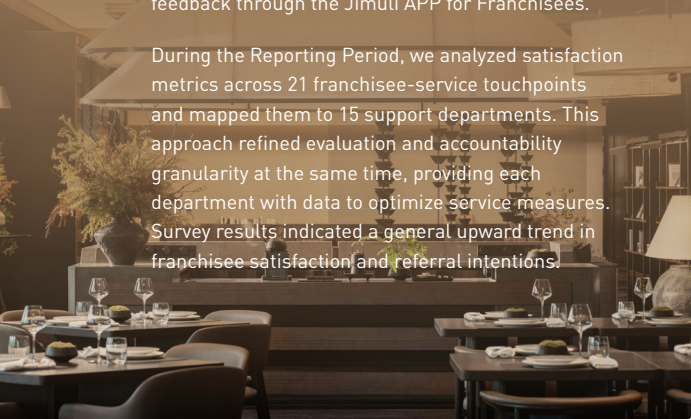
“Atour Upgrade” addresses evolving market dynamics and experience upgrade needs by enabling revitalization of existing hotels. The program provides streamlined financing terms for both hardware upgrade and brand enhancement initiatives.

## Franchisee Communication

Atour maintains regular, in-depth communication with franchisees. The Company established a variety of channels to listen to franchisee feedback in a timely manner, creating a closed feedback loop. In addition, by strictly adhering to the *Franchisee Complaint Quick Response Mechanism*, we ensure a response to complaints, suggestions, and inquiries within 24 hours and a resolution within 48 hours. This approach improves problem-solving efficiency and service assurance, supporting franchisees' business development.

To continuously assess and improve our franchisee services, Atour has implemented a franchisee satisfaction survey mechanism. After a hotel opens, we conduct a dedicated survey focused on the pre-opening phase to collect franchisee evaluation of the construction team, establishing a feedback mechanism that encourages continuous improvement. In addition, we regularly conduct franchisee satisfaction surveys twice a year, collecting feedback through the Jimuli APP for Franchisees.

During the Reporting Period, we analyzed satisfaction metrics across 21 franchisee-service touchpoints and mapped them to 15 support departments. This approach refined evaluation and accountability granularity at the same time, providing each department with data to optimize service measures. Survey results indicated a general upward trend in franchisee satisfaction and referral intentions.



## Franchisee Engagement Activities

To strengthen communication and collaboration with franchisees, Atour organizes a variety of engagement activities, including the "New Franchisee Empowerment Workshop," "Atour's Night," and "Atour Open Day." These initiatives provide a platform for sharing experiences and fostering two-way communication, thereby reinforcing the connection between Atour and its franchisees.

### New Franchisee Empowerment Workshop | Targeted Support for Growth

Atour Group conducts "New Franchisee Empowerment Workshops" nationwide, focusing on essential phases of hotel operations, such as construction preparation, pre-opening preparation, and operations management. The workshops feature executive presentations, case studies, and insights from experienced senior franchisees to help new franchisees systematically understand brand standards and key operational practices. This support enhances brand recognition and builds business confidence, laying a strong foundation for effective collaboration and stable operations.

In 2025, Atour organized three empowerment workshops for new franchisees, reaching over 120 participants in the Guangzhou-Shenzhen region, Central China region, and the Beijing-Tianjin region. These workshops successfully conveyed Atour's brand standards and management expertise, effectively supporting the high-quality launch of new hotels.



### Atour's Night | Listening to Franchisees and Discussing Development Strategies

On July 3, 2025, Atour hosted the "Borderless Atour Light & Franchisee Night" event, focusing on key issues related to Atour Light. Discussions addressed improving operational efficiency, optimizing costs, differentiating the brand, expanding the customer base, collaborating across the supply chain, and developing talent. Company management and brand leaders provided a comprehensive overview of industry opportunities, shared achievements in brand development, and outlined strategic plans. They listened attentively to franchisees' operational challenges and suggestions and addressed key concerns with clear solutions.



### Atour Open Day | Connecting with Franchisees and Discussing the Future of the Industry

On July 25, 2025, Atour Group held its inaugural "Atour Open Day" event in Shanghai, inviting franchisees from across the country to explore new investment opportunities in the hotel industry. The event featured in-depth presentations by senior executives, analyses of industry trends, an overview of the product system, and insights from experienced franchisees. This helped attendees gain a thorough understanding of Atour's future potential.



# Sustainable Supply Chain

Atour Group integrates rigorous quality control and responsible governance in supply chain management. We conduct end-to-end quality control and compliance reviews for our products and services, while also prioritizing the social and environmental impacts of our supply chain. By leveraging our industry influence, we empower suppliers to enhance their management practices and responsibilities, working collaboratively to build a resilient, sustainable supply-chain ecosystem.

## Supply Chain Management

Atour Group has established a comprehensive supply chain management system. We strictly adhere to supply chain control standards across supplier admission, day-to-day management, and compliance reviews and approvals.

For the admission phase, Atour has implemented the *Rules for Selecting and Evaluating Potential Suppliers* and the *New Supplier Quality Management Guidelines*. To conduct on-site audits, Atour uses audit forms tailored to different supplier types, including the *Distributor Audit Form*, *General Factory Audit Form*, *Electrical Factory Audit Form*, *Food Factory Audit Form*, *Textile Factory Audit Form*, *Furniture Factory Audit Form*, *Sanitary and Cleaning Product Factory Audit Form*, and *Disposable Hygiene Product Factory Audit Form*. These audits focus on validating suppliers' quality management systems and quality control capabilities. After the on-site evaluations, the review and approval team convenes to determine the outcome: "Pass," "Needs Rectification within a Time Limit," or "Fail." As part of the admission review process, Atour also assesses the environmental and social performance of each supplier. Preference is given to those with certifications such as ISO 14001 for environmental management, ISO 45001 for occupational health and safety management, and Hazard Analysis and Critical Control Point (HACCP) for food safety management. This approach ensures sustainability throughout the supply chain.

During the Reporting Period, we integrated third-party risk screening tools into our supply chain management system. Through continuous monitoring and screening of supplier-compliance information, we have strengthened the timeliness and foresight of our risk identification process.

For daily supplier management, Atour has implemented systems including the *Atour Supplier Evaluation Method*, the *Red and Yellow Card Rules for Supplier Quality Issues of the Supply Chain BU*, the *Supplier Tiered Performance Management Policy of the Supply Chain BU*, the *Supplier Performance Evaluation and Tiered Management Rules*, and the *Supply Chain Performance Supplier Evaluation Method*. These systems adopt a dynamic supplier management approach that combines performance evaluation with a red-yellow card system. At the beginning of each year, Atour assigns an initial credit score to suppliers based on the prior year's performance and assessment results. If a supplier has quality issues or other violations during the partnership, a "yellow card" or "red card" is issued, reducing the credit score according to the severity of the incident. Atour also conducts periodic reviews of supplier assessments and card status, applying tiered and categorized management and optimizing resource allocation to continuously improve overall supply chain effectiveness.

In 2025, we updated the *Atour Supplier Evaluation Method* by adding a blacklist mechanism to the existing Red and Yellow Card Rules. Suppliers that commit serious breaches of business ethics, infringe on intellectual property rights, damage our brand reputation, pose safety risks to customers, cause significant negative impacts, or repeatedly violate our standards will have their partnerships terminated and be added to a blacklist, preventing any future cooperation. This reinforces our commitment to supply chain compliance.

As of the end of the Reporting Period

the Red and Yellow Card Rules were applied to **278** suppliers.

Among them, **140** were engineering suppliers and **138** were

operations suppliers, achieving **100%** coverage.

As of the end of the Reporting Period, among our 315 suppliers\*



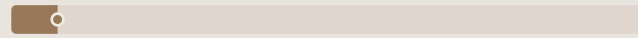
**228** held ISO 9001 Quality Management System Certification



**160** held ISO 14001 Environmental Management System Certification



**156** obtained ISO 45001 Occupational Health and Safety Management System Certification



**12** suppliers achieved HACCP Certification

\*Suppliers include hotel supplies suppliers and retail suppliers.

## Supplier ESG Management

Atour Group consistently strengthens ESG management requirements for suppliers. We embed principles of integrity and compliance, product safety, labor protection, and environmental management into supplier selection and daily management systems. In terms of governance, we require all suppliers to sign the *Anti-Corruption and Anti-Commercial Bribery Clause*. We maintain a zero-tolerance policy for violations. Suppliers found in violation will be permanently blacklisted. In terms of social responsibility, we require suppliers to enhance product safety management systems, including employee health management, product safety self-inspections, non-conforming product disposals, product recalls, accident handling, and customer complaint management. We also require suppliers to create a safe, healthy workplace and strictly prohibit child labor, forced labor, and other illegal practices. On the environmental front, we actively guide our suppliers to reduce their environmental footprint and enhance their green operational practices. This includes strengthening emissions management and encouraging the use of eco-friendly materials.

## Supplier Empowerment

Atour Group continues to enhance supplier capabilities by strengthening professional skills and contract fulfillment performance through systematic training and on-site guidance. For both new and existing suppliers, we offer specialized empowerment training focused on key areas such as design, engineering, and operations, helping them better understand Atour's quality requirements and management standards. We emphasize incentives over punitive measures and assign technical teams to provide on-site guidance and review sessions to address complex technical challenges. This approach reinforces training outcomes and builds suppliers' capacity for continuous improvement.

Atour Planet places a strong emphasis on customer experience by empowering suppliers in the R&D and manufacturing of deep sleep products. Our R&D team works closely with core suppliers and their factory engineers to translate our "deep sleep standard" into specific equipment parameters and operating procedures, jointly overcoming technological challenges. By developing and implementing new industry standards, Atour is dedicated to advancing the home textile industry toward automation and precision, while exploring innovative development pathways with suppliers.

### During the Reporting Period

We conducted **13** onboarding training sessions for new suppliers, involving **72** suppliers and **166** participants. We also held **13** training sessions focused on empowering suppliers with service system knowledge, engaging **26** suppliers and **79** participants.

### Technical Breakthrough in Precise Sponge Cutting

During the R&D phase of its sleep products, Atour Planet has established a high standard for the sponge component, requiring a cutting tolerance of 2mm or better. Existing partner equipment and processes initially achieved a precision of 3mm, falling short of our product standards. To address this challenge, Atour Planet partnered with suppliers on a dedicated technical project. Through multiple rounds of material testing, process parameter optimization, and deployment of advanced CNC cutting equipment, we continuously improved manufacturing precision. Within three months, our partner reduced the sponge cutting tolerance to within 2mm, successfully meeting new product development and mass production standards and delivering a marked improvement in quality.

### Enhancing the Interlocking Zipper Matching Process

To address the challenges of high precision requirements for interlocking zippers and the difficulty in ensuring cross-factory consistency, Atour Planet mobilized teams across the supply chain, process, and quality control to establish a full-process precision management system with our suppliers. Measures included standardizing master tapes, strictly controlling tooth pitch deviations, and conducting cross-factory interlocking tests, limiting zipper errors to within two teeth. In addition, Atour Planet and suppliers combined manual comparison with calibration tools to ensure stable replication from prototypes to scaled production of millions of units. These measures significantly improved zipper matching and product consistency, providing strong assurance of product quality.

Atour holds regular supplier meetings to discuss industry trends and innovative practices. These gatherings create a standardized communication mechanism and a platform for resource sharing. Leveraging digital tools and intelligent systems, we help suppliers improve operational efficiency and management skills. Our goal is to promote more refined and effective supply chain development, while fostering collaborative progress and long-term partnerships.

# Industry Synergy Development

Atour Group leverages synergies with industry partners to advance high-quality development across the hospitality and home textile retail sectors. We actively engage with leading industry associations and participate in exchange and collaborative initiatives. By leveraging our resources and experience, we aim to make a meaningful contribution to the sustainable development of the industry.

## Industry Association Participation

- China Hotel Association – Council Member
- China Tourist Hotel Association – Council Member
- Shanghai Federation of Enterprises – Council Member
- Shanghai Service Consumption Promotion Council – Vice President
- China Tourism Association – Member
- China Chain Store & Franchise Association – Member
- Shanghai Tourism Trade Association Hotel Division – Member
- Shanghai Home Textile Association – Member
- Shanghai Single-Purpose Prepaid Card Association – Member
- Shanghai Information Network Security Administration Association – Member
- Shanghai Information Security Trade Association – Member
- Internet Association of Shanghai – Member
- Shanghai Software Industry Association – Member
- Shanghai-Pudong Federation of Industry and Commerce – Vice President

## Industry Exchange Activities



In July 2025, Haijun Wang, Founder of Atour Group, spoke at the Feishu Future Unlimited Conference. During his presentation, he shared the Company's core concepts and practical experiences in digital transformation, discussed outcomes from collaborations with Feishu, and offered perspectives on the current industry landscape, providing peers with useful takeaways and facilitated cross-industry digital communication.



In November 2025, Tian Jian, President of Atour's Hotel Business Group (HBG), Co-CFO, and Executive Vice President (EVP) of the Group, attended the "2025 Trip.com Group Global Partner Summit." He joined a roundtable discussion with industry leaders on "AI-Driven New Opportunities in the Chinese Hotel Industry," where speakers explored growth pathways and opportunities in the context of AI and addressed key challenges facing the hotel sector.



In May 2025, Mu Kun, President of Atour's Retail Business Group (RBG) and Executive Vice President (EVP) of the Group, attended the Dedao New Business School Content Marketing Growth Conference. In her keynote speech, she explained how Atour Planet built its pillow business from scratch and outlined the Company's content marketing approach, rooted in genuine customer needs and real-life usage scenarios to create a blockbuster product. Through her presentation, Mu provided valuable insights and practical methods for customer growth.



Awards

Organizer

Top 60 Chinese Hotel Groups of 2024

China Tourist Hotel Association

Selected Hotel Groups of the Year

Voyage Hotel Awards

Top 10 MBI Brands of Chinese Mid-to-High-End Hotels of 2024

MBI

Top 205 Global Hotel Groups (Ranked #18)

HOTELS Magazine

Ranked #1 in Exceptional Investment Value for Mid-to-High End Hotels in 2025

3acube.com

Domestic Hotel Brand of the Year

Jiemian News

Ocean Engine’s Annual Industry Benchmark Award (Brand Achievement)

ByteDance’s Ocean Engine

Gold Award in Feishu AI Efficiency Pioneer National Competition

Feishu

Bronze Award in the 2025 Xiaohongshu Product Recommendation Awards (Closed-Loop Product Recommendation)

Xiaohongshu

Douyin Mall Double 11 Outstanding Brand Award in Home Textile Industry

Douyin

618 Super Brand Award in Home Textiles

Douyin

UD Effect TOP Operation Team

Tmall

Gold Award for the 2025 Effie Health & Wellness Awards / 2nd Place for Most Effective Brand of the Year / 3rd Place for Most Effective Advertiser of the Year

Effie

2025 Pudong New Area Outstanding Case for Sustainable Development (ESG) of Chinese and Foreign Enterprises

Shanghai Pudong Foreign Investment Enterprises Association, Shanghai Pudong Domestic Enterprises Association

2024 Shanghai Glory Model Project (“Atour Tea” Project)

Shanghai Glory Society



# 05

## Committed to Ecology – Protecting the Natural Environment

Atour is dedicated to ecological principles and protecting the natural environment. We integrate environmental responsibility into our sustainable development practices. In both our hotel and retail operations, we implement low-carbon, eco-friendly practices designed to minimize environmental impact. We also partner with customers and industry stakeholders to promote green living. Together, we aim to protect nature and build a sustainable future through thoughtful and caring actions.

Adhering to Eco-friendly Operations	68
Responding to Climate Change	73
Green Retail Products	74
Environmental KPIs and Objectives	76

ATOUR  
S  
i  
e  
f  
i  
L

# Adhering to Eco-friendly Operations

To standardize environmental management, Atour Group has established the *Atour Group Environmental Policy*. This policy defines our environmental management standards and comprehensively embeds environmental protection principles across our hotel and retail businesses. This includes product design, equipment procurement, and the research and development of consumables, all of which support our continuous pursuit of sustainable development opportunities. Additionally, we encourage our customers to choose green accommodation options and collaborate with industry partners to advance sustainable practices in our operations and services, fostering harmonious coexistence between people and nature.

## Modular Design

Modular design and prefabricated construction are a key approach to enhancing planning and construction efficiency while reducing environmental impact in hotel development. Atour Group integrates these concepts into its accommodation product development, prioritizing environmental protection and low-carbon requirements right from the design stage. We adhere to the design principle of “80% standardization + 20% personalization,” ensuring a consistent brand style and tone while allowing adaptations based on specific property conditions and local cultural characteristics. Our method balances more tailored designs with efficient construction and resource conservation.

During implementation, we standardized core components, such as furniture sets and decorative panels, into modular units that are produced and installed centrally. This method significantly reduces labor input, shortens on-site construction timelines, and minimizes noise, dust, and material waste associated with on-site operations. Through modular production, Atour collaborates in advance with upstream suppliers to plan production and delivery schedules, improving overall construction efficiency and supply chain management.

## Lightweight Transformation

Atour Group is committed to sustainable operations and the continuous pursuit of lightweight transformation. This initiative drives the green revitalization of existing hotels, improves the guest experience, and balances cost control with environmental impact.

### “Atour 3.5SE” Renovation Plan

In 2025, Atour Group launched the “Atour 3.5SE” Renovation Plan to update its existing hotels that have outdated facilities. The plan aims to maintain the original layout while incorporating integrated furniture design. It preserves current civil engineering structures and construction techniques, optimizes spatial design, reduces material consumption, and minimizes construction waste. Ultimately, this approach achieves more efficient use of existing resources.



## Environmentally Friendly Building Materials

As part of our commitment to green construction, Atour Group prioritizes environmental performance and durability in building material selection. By selecting environmentally friendly materials, the Company aims to reduce overall environmental impact. Utilizing its supply chain procurement platform, "Atour E-Market," Atour standardizes the selection and promotion of construction materials that comply with environmental standards. This strategy encourages the widespread use of eco-friendly building materials in essential areas such as walls, floors, and finishes in its hotels.

In 2025, all new Atour hotels incorporated bamboo and wood fiber wall panels, paint-free panels, and natural sisal carpets. These materials comply with national and industry environmental standards, which strictly regulate formaldehyde and volatile organic compounds (VOCs) emissions. Furthermore, they are engineered to be wear-resistant, moisture-resistant, and durable, which helps extend their lifespan and reduces the need for frequent replacements. This strategy promotes efficient resource use and green construction by utilizing low-carbon, highly durable materials.

In addition to choosing environmentally friendly materials, Atour also offers tailored, differentiated eco-friendly building material solutions that align with distinct brand positioning and specific use cases.



Atour 3.6

Atour 3.6 minimizes environmental impact through precision-engineered customized materials. Wood-grain, paint-free boards are designed to control the release of volatile organic compounds (VOCs) and formaldehyde at the source. The bamboo fiberboard uses fast-growing bamboo as an alternative to traditional wood, helping to conserve forest resources. Stone-patterned tiles manufactured via low-carbon processes deliver superior energy efficiency and reduced carbon emissions compared to natural stone alternatives.



Atour Light 3.3

Atour Light 3.3 utilizes environmentally friendly materials engineered for energy efficiency and durability. These materials include bamboo and wood fiber boards made from rapidly growing bamboo, and terrazzo-patterned ceramic tiles, and rock slabs that replace natural stone. This approach reduces resource consumption while fulfilling both functional requirements and aesthetic standards.



SAVHE Hotel

SAVHE Hotel features natural sisal carpets as its primary flooring material. Sisal fibers are free from synthetic chemicals and volatile organic compounds, naturally biodegradable, highly durable, and easy to maintain. This significantly reduces water consumption and cleaning agent usage in daily operations.

# Efficient Utilization of Resources

Atour Group is committed to eco-friendly and low-carbon operations. The Company integrates efficient resource use into hotel construction and management while prioritizing the customer experience. It continuously implements optimization initiatives to reduce unnecessary energy and water consumption across its portfolio.

The Company leverages smart technology to deliver a highly efficient energy management system built on three core pillars: smart central control, smart air conditioning, and smart lighting. By ensuring system interconnectivity, employing sensor-based control, and refining management practices, Atour reduces excess electricity consumption and improves energy efficiency, thus promoting low-carbon operations through innovative digital solutions.

## Smart Central Control

Atour continues to advance the integration of its guest room control system with the Property Management System (PMS). This allows for effective energy consumption management based on room occupancy status, enabling automated power control features such as “keyless power” and “motion sensing.” The system can adjust air conditioning based on changes in room status and, with the help of human body sensors, can turn lighting and controlled sockets on and off. This setup provides a convenient check-in experience for guests while reducing power consumption during unoccupied periods, thereby enhancing energy management across all properties. As of the end of the Reporting Period, the guest room control system has been successfully connected to the PMS in 415 locations.

## Smart Air Conditioning

Atour enhances the energy efficiency of air conditioning through intelligent control systems. We have implemented a human-sensor-based start-stop system in the public areas of our hotels to manage air conditioning operations, reducing power consumption during times when these areas are unoccupied. This initiative has resulted in energy savings of over 20% in public areas, contributing to monthly savings that exceed 2% of the total electricity bill. In guest rooms, we are gradually introducing a human-sensor-based air conditioning system that automatically shuts off when guests leave. This intelligent approach ensures guest comfort while eliminating unnecessary energy consumption. As of the end of the Reporting Period, 140 hotels have successfully installed and deployed this advanced air conditioning system.

## Smart lighting

In terms of lighting management, Atour 3.6 features a sophisticated dimming system for public area lighting that leverages advanced digital management capabilities. This system dynamically adjusts light brightness based on time of day and specific usage scenarios, optimizing power consumption and eliminating unnecessary energy waste. In 2025, Atour also piloted an AI-powered human-sensing lighting system in select hotels. This innovative system automatically adjusts the brightness according to occupancy, dimming to 20% in unoccupied areas and restoring it to 100% when people are present. The system is projected to save 56% of energy compared to traditional lighting.

## Atour Light’s Refined Energy Consumption Management

Atour Light is committed to effective energy management by establishing and implementing standardized energy-saving operational procedures across all its locations. The hotels maintain consistent brightness levels for city screens and lobby lighting, reducing brightness during low-traffic periods, such as nighttime. Lighting throughout public areas and corridors, along with air conditioning systems, operates under strict scheduled timelines to maximize efficiency. Additionally, bathroom heating is adjusted according to seasonal requirements. Following guest checkout, room key cards are removed to eliminate standby energy consumption, with daily compliance inspections conducted in coordination with front desk operations.

Building upon this standardized management foundation, Atour Light has implemented sophisticated parameter optimization that accounts for seasonal characteristics, regional temperature variations, and site-specific operational requirements. For example, the operating temperature of air source heat pumps is adjusted according to local conditions, and both water pressure parameters and boiler operating temperatures are optimized to improve energy efficiency through more refined management practices.

We are actively promoting the use of our smart cloud platform for energy management. This advanced platform enables remote monitoring and precision control of air conditioning systems, helping hotels achieve their low-carbon operation goals. During the Reporting Period, Atour introduced smart meters in new hotels to automate the collection and calculation of electricity consumption data. This innovation minimizes the need for manual meter readings and reduces statistical work, thereby enhancing the accuracy and completeness of energy consumption data. The result is robust data infrastructure that supports increasingly refined energy management practices across the portfolio.

Atour Group is committed to improving energy efficiency in hotel operations by implementing advanced energy-saving equipment. As of the end of the Reporting Period, more than 80% of our hotels have been fitted with air-source heat pumps, which are considered a reliable energy-saving solution. Additionally, we are promoting the use of semiconductor mini fridges in guest rooms. These mini fridges utilize the thermoelectric effect of semiconductors and do not have any mechanical moving parts or traditional refrigerants such as Freon or ammonia. Compared to conventional mini fridges, the semiconductor models save approximately 20% to 30% more energy. By the end of the Reporting Period, the cumulative number of semiconductor mini fridges purchased by hotels had exceeded 15,000 units.

Atour Group has also achieved advancements in water resource utilization across hotel operations through innovative design optimization and strategic equipment upgrades. In newly opened hotels, the Company has promoted the terminal return water design, successfully reducing the average waiting time for hot water from 10–12 seconds to just three seconds. This enhancement improves hot water usage efficiency. To further elevate the customer experience and minimize waste from inefficient water dispensing, Atour has also introduced water-saving aerators. All hotels opened between 2023 and 2025 have adopted the terminal return water design, which is expected to decrease water waste by approximately 12.67 tons per room annually. In addition, Atour has installed water-saving dishwashers in hotel restaurants to improve water efficiency. By the end of the Reporting Period, a total of 449 hotels had adopted these water-saving dishwashers.

# Green Supplies

Atour Group is dedicated to providing customers with high-quality, eco-friendly products that reflect both natural qualities and the unique Atour brand identity. Guided by the principles of being “luxurious to the touch, exquisite if small, and waste-free if large,” our goal is to create a greener and superior accommodation experience for our guests. In choosing operational consumables, we prioritize the use of environmentally friendly and safe materials, promoting green products in high-frequency hotel scenarios. During the Reporting Period, all Atour Hotels utilized “Natural Cotton Bedding” and “Worry-Free Paper Cups,” successfully blending an exceptional experience with ecological responsibility. This approach injects green vitality into travel and accommodation through sustainable materials.

## Natural Cotton Bedding

Atour’s “Natural Cotton Bedding” is crafted from 100% cotton using a high-density satin weave process. This production method avoids the use of harmful substances such as aromatic amine dyes, bleach, fluorescent agents, and formaldehyde, thereby minimizing the environmental impact. “Natural Cotton Bedding” offers customers a skin-friendly experience and requires more rigorous cleaning and maintenance. To support this, Atour mandates that its laundry suppliers adopt eco-friendly practices, steering clear of detergents containing chlorine bleach and other harmful chemicals. Additionally, Atour engages qualified third-party organizations to conduct regular on-site inspections.



## Worry-Free Paper Cups

Atour’s “Worry-Free Paper Cups” features a paper cup structure coated with polylactic acid (PLA). PLA is a biodegradable material that can break down naturally through the action of microorganisms under certain conditions, helping to reduce environmental waste associated with disposable products. During the Reporting Period, Atour improved the design of the “Worry-Free Paper Cups” by introducing a “Safe Seal” on the cup lid. This enhancement makes it easy for guests to identify whether a cup has already been used and reduces unnecessary replacement of unused cups, cutting disposable product consumption in real-world hotel settings.



Atour Group has introduced a range of innovative green materials as part of its commitment to promoting environmentally friendly consumables. During the Reporting Period, Atour explored the use of recycled coffee grounds to produce toothbrushes and combs, with the goal of reducing the consumption of virgin materials by repurposing waste resources. By the end of the Reporting Period, toothbrushes and combs made from coffee grounds had been implemented at SAVHE Hotels.

Atour Light is committed to environmentally friendly practices and actively promotes paperless and plastic-free practices in its primary operations. During the Reporting Period, Atour Light replaced certain paper instructions in guest rooms with electronic push notifications. We also shifted from standard disposable plastic laundry bags to an on-demand delivery service and encouraged guests to use ceramic cups instead of disposable ones. These initiatives aim to reduce the consumption of disposable paper and plastic products at the source and minimize the environmental impact during operations.

## Encouraging All Parties to Participate

Atour Group’s commitment to sustainability extends beyond internal operations to inspire customers and business partners to embrace eco-friendly practices, promoting green initiatives across various collaborative efforts.

To encourage customer participation, Atour advocates the use of electronic invoices, which help reduce paper consumption and minimize waste from printing. Additionally, we have introduced “Natural Cotton Cards” in guest rooms to promote sustainable living and minimize the use of toiletries. In terms of green travel, Atour is continuously enhancing its hotel support services, including the installation of charging stations for new energy vehicles. This initiative makes low-carbon and environmentally friendly travel a more accessible option for our customers.



Atour “Natural Cotton Card” Green Check-in Information

### During the Reporting Period

among our contracted projects,

**111** hotels were committed to be equipped with charging stations, bringing the total number of charging stations to **564**



Atour employs digital tools to drive paperless transformation in business collaboration and internal management. This initiative involves both internal and external stakeholders, including employees, franchisees, and suppliers, to encourage environmentally friendly practices and resource conservation, ultimately reducing paper usage and associated resource consumption. In terms of internal operations, we launched an electronic accounting archive system that fully supports paperless reimbursement processes. This system eliminates the need for printing, storing, and circulating paper documents, leading to a significant reduction in paper consumption. During the Reporting Period, the system helped save a total of 270,000 sheets of A4 paper.

In terms of external collaboration, we are committed to digitizing our entire supplier process to enhance cooperation and management efficiency. To improve supplier collaboration and performance management, Atour has adopted online contract signing with our business partners through digital tools and platforms. During the Reporting Period, 208 prospective suppliers successfully completed their online registrations, and the system now covers performance management for 278 contracted suppliers. All activities involved in the cooperation process, including product sample sign-off, quality inspection reports, and contract signings, have transitioned to online platforms. This shift has significantly reduced our reliance on paper materials, resulting in the signing of 259 online contracts with suppliers and approximately 700 online contracts and agreements with franchisees. As a result, we have decreased paper use by around 29,000 sheets. Additionally, Atour has digitized the pre-acceptance inspection process for newly completed hotels, transitioning from offline inspections to handheld-device operations. This transformation simplifies the acceptance process and saves time for personnel who would otherwise need to prepare rectification documents. Moreover, the digitalized process also provides a visual dashboard, allowing us to accurately identify common acceptance issues and conduct early investigations to rectify construction problems, ultimately enabling hotels to open more efficiently. By the end of the Reporting Period, 116 projects successfully completed their acceptance using this tool, effectively shortening project timelines.

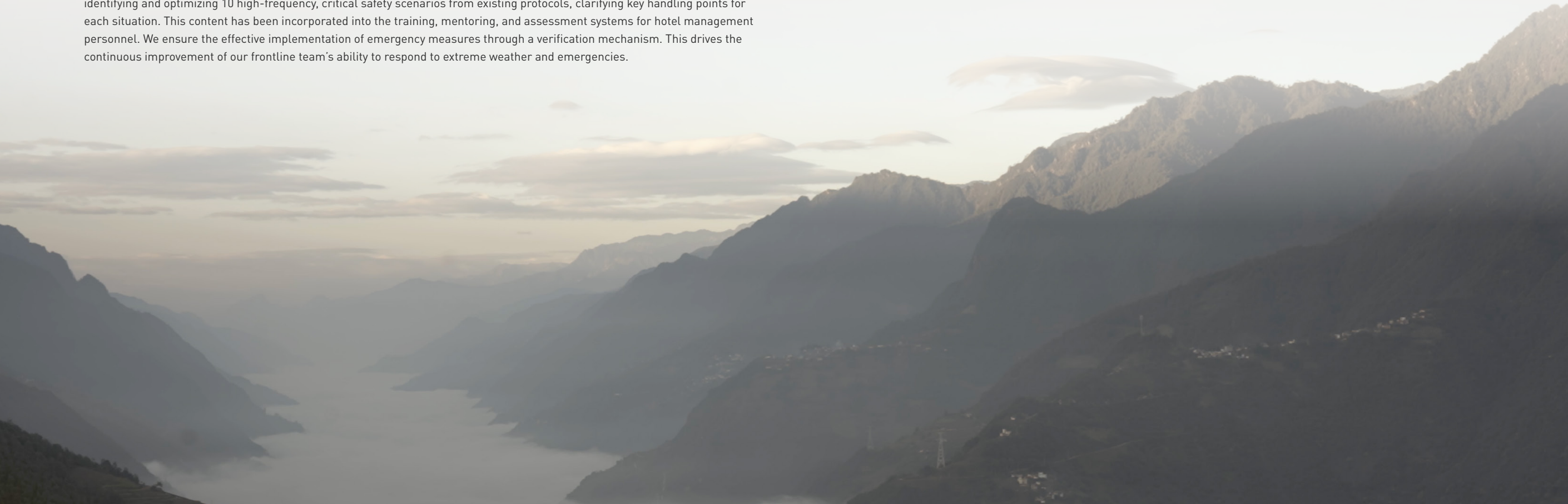
# Responding to Climate Change

Global climate change and the resulting extreme weather events are increasing the need for safety and stability in business operations. Atour Group maintains vigilant awareness of climate change dynamics and their potential implications, systematically identifying risks that extreme weather conditions pose to hotel operations, personnel safety, and asset security, and takes targeted measures to enhance climate resilience.

In response to severe weather events like typhoons, heavy rainfall, blizzards, freezing temperatures, and sandstorms, Atour Group has developed and implemented the *Atour Safety Emergency Response Plan* and *Atour Hotel Disaster Weather Emergency Response Plan*. These plans outline emergency response procedures and guide frontline staff to ensure the safety of customers, themselves, and their property during emergencies. We also designate personnel to disseminate extreme weather forecasts and warnings to all hotels, facilitating proactive preparations. In 2025, Atour further strengthened its emergency response efforts by identifying and optimizing 10 high-frequency, critical safety scenarios from existing protocols, clarifying key handling points for each situation. This content has been incorporated into the training, mentoring, and assessment systems for hotel management personnel. We ensure the effective implementation of emergency measures through a verification mechanism. This drives the continuous improvement of our frontline team's ability to respond to extreme weather and emergencies.

To address the economic risks associated with extreme weather, Atour Group mandates that its hotels carry comprehensive insurance coverage. This includes all risks property insurance, employer's liability insurance, and public liability insurance. These insurance policies help minimize potential financial losses from extreme weather events, thereby increasing overall risk tolerance.

While adapting to the risks posed by climate change, Atour Group is committed to promoting initiatives for greenhouse gas emission reduction. We consistently seek opportunities in adopting clean energy and enhancing energy efficiency, aiming to minimize the impact of our business activities on climate change. Additionally, Atour actively promotes green living practices and encourages customers to engage in energy conservation and emission reduction efforts, collectively addressing the challenges of climate change.



# Green Retail Products

The retail business segment is also a key area where Atour Group practices a sustainability philosophy. During product development, Atour Planet takes into account the environmental friendliness of materials, selecting sustainable materials to create a variety of products, providing users with a pleasant experience while minimizing environmental impact.

## The “Deep Sleep Thermo-Regulating Comforter Pro” Series features filling made from Naia™ acetate fiber

Naia™ acetate fiber is sourced from sustainably managed forests and plantations, with upstream suppliers certified by the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC). This certification ensures that no ancient or endangered forests are logged. Naia™ acetate fiber has been certified by TÜV Rheinland and is biodegradable in freshwater, seawater, soil, and industrial compost at the end of its life cycle, resulting in minimal environmental impact. Additionally, it is skin-friendly and safe, having passed hazardous substance testing and obtained Oeko-Tex Standard 100 eco-textile certification.



## The “Deep Sleep Loungewear” is crafted from Lenzing Modal fiber

Lenzing Modal fiber is derived from sustainably managed beech tree forests in Europe, also certified by the FSC and the PEFC. Lenzing Modal fiber is known for its sustainable properties, including a short growth cycle and traceable sourcing, making it a certified sustainable plant-based biomass raw material. This fiber is biodegradable, helping reduce the environmental impact of textiles at the end of their life cycle. Additionally, no harmful chemicals are added during the production process, ensuring that it is suitable for intimate apparel such as sleepwear, providing both comfort and environmental friendliness.



## The “Deep Sleep Fitted Sheet” is crafted from Birla modal fiber

Birla Modal fiber is sourced from FSC-certified, sustainably managed timber resources, emphasizing environmental protection and social responsibility in the raw material sourcing process. Birla Modal has also received the Oeko-Tex Standard 100 eco-textile certification and the USDA bio-based product certification. These certifications confirm that the product is free from harmful substances throughout its entire life cycle, contributing to a reduced environmental impact during production and use. The bio-based properties of Birla Modal further highlight its renewable and environmentally friendly characteristics, helping decrease reliance on petrochemical-based materials, supporting a low-carbon footprint without compromising safety or comfort.



Atour Planet is dedicated to promoting sustainable packaging by adopting reusable cloth packaging on a large scale. By replacing traditional disposable materials, this approach incorporates eco-friendly practices throughout the entire product lifecycle. Many of our products use cloth packaging solutions that also function as storage options. For example, the packaging for Deep Sleep Thermo-Regulating Comforter Pro Series features an L-shaped hanging bag structure, complete with buckle straps and a sturdy hanger. This design encourages customers to repurpose the packaging as a daily storage bag after unpacking. Similarly, our Deep Sleep Fitted Sheets, Deep Sleep Loungewear, and other products continue the trend of using reusable cloth storage bags, seamlessly extending the packaging's functionality into everyday use.

Packaging for the Deep Sleep Fitted Sheet



Packaging for the Deep Sleep Loungewear



Packaging for Deep Sleep Thermo-Regulating Comforter Pro Series



Packaging for Deep Sleep Foam Pillow Pro Series



# Environmental KPIs and Objectives

To systematically advance environmental management, Atour Group established quantifiable targets for energy use, greenhouse gas emissions, and water resource management during the Reporting Period. Our goal is to continuously improve resource utilization efficiency and reduce environmental impact. The specific environmental targets are as follows:

- Reduce water withdrawal by 25% by 2030 from the 2024 level.



- Reduce total energy consumption by 25% by 2030 from the 2024 level.



- Reduce Scope 1 and Scope 2 greenhouse gas emissions by 25% by 2030 from the 2024 level.



In the future, we will continue to promote energy-saving and water-saving measures, develop digital energy consumption management capabilities, strengthen data monitoring, refine operations and control, and maintain steady progress toward achieving our key environmental indicators by 2030.

Category	Unit	2024	2025
Direct Energy Consumption	MWh	10,287.77	8,349.11
Indirect Energy Consumption	MWh	27,966.81	27,273.84
Total Energy Consumption	MWh	38,254.59	35,622.95
Energy Consumption Intensity	kWh/sold nights	30.50	33.33
Greenhouse Gas Emissions (Scope 1)	tCO <sub>2</sub> e	2,056.94	1,669.32
Greenhouse Gas Emissions (Scope 2)	tCO <sub>2</sub> e	15,006.99	14,471.50
Total Greenhouse Gas Emissions (Scope 1 and Scope 2)	tCO <sub>2</sub> e	17,063.93	16,140.82
Greenhouse Gas Emission Intensity (Scope 1 and Scope 2)	kg CO <sub>2</sub> e/sold nights	13.60	15.10
Greenhouse Gas Emissions from Employee Travel (Scope 3)	tCO <sub>2</sub> e	1,210.91	1,398.43
Greenhouse Gas Emission Intensity from Employee Travel (Scope 3)	tCO <sub>2</sub> e per person	0.22	0.22
Water Withdrawal	ton	398,110.10	355,500.57
Water Withdrawal Intensity	kg/sold nights	317.40	332.64

Notes:

- The data in the table cover Atour Group's leased hotels and the Company's headquarters building in Shanghai.
- Scope 1 greenhouse gas emissions are derived from natural gas usage, with the carbon dioxide emission factor primarily based on the *Requirements of the Greenhouse Gas Emissions Accounting and Reporting – Public Building Operating Organisation (Enterprise)*.
- Scope 2 greenhouse gas emissions result from purchased electricity, using carbon dioxide emission factors outlined in the *Announcement on the Release of the Carbon Dioxide Emission Factors for Electricity in 2023*.
- Scope 3 greenhouse gas emissions from employee travel are reported by the ticketing agency. In 2025, Atour employees are estimated to have saved approximately 26.2 tons of carbon dioxide equivalent in greenhouse gas emissions due to their environmentally friendly travel choices.
- In 2025, Atour Group's total energy consumption decreased by approximately 6.88% from the previous year. Total greenhouse gas emissions from Scope 1 and Scope 2 fell by about 5.41%, and total water withdrawal decreased by around 10.71%. Atour is committed to continuing its efforts in energy conservation, consumption reduction, and enhancing operational management to improve energy and water efficiency.



# 06

## Contributing to Society – Staying True to Public Welfare

Originating from *Yaduo* Village on the Yunnan border, Atour Group has remained true to its founding aspiration of compassion for more than a decade, consistently advancing meaningful social responsibility initiatives. Atour empowers rural communities through rural revitalization programs such as the “Atour Tea” project, advances public welfare by establishing the “Atour Foundation,” and supports nature conservation through the “Yuan Meng Project” for biodiversity protection. In addition, Atour continues to spread warmth and happiness across society through a wide range of cultural and community care activities.

Guarding the Origins of Atour	78
Sowing Happiness	85

Life is ATOUR.

# Guarding the Origins of Atour

*Yaduo* Village is the spiritual birthplace of Atour Group. For years, we have steadfastly given back to this land through industrial empowerment and social assistance programs, while preserving its natural beauty and cultural heritage. With the steady advancement of the “Atour Tea” project, the Company has fostered a closer connection with the community.

## A Taste of “Atour Tea”

*Yaduo* Village nestles by the Nujiang River, near the Gaoligong Mountains—a place where tea groves flourish in wild, untouched abundance. From this landscape, “Atour Tea” is born. Its refreshing aroma gently soothes the weariness of travelers and weaves warmth into every journey. Through this tea, Atour connects remote mountains to urbanized cities, extending the warmth and the power of its original aspiration to every hotel guest with each cup served. In 2025, the “Atour Tea” initiative was recognized as an outstanding case in the Pudong New Area ESG Industry Ecosystem Innovation Competition. Leveraging tea as a medium, Atour has built a practical and replicable model that contributes to the advancement of industrial collaboration, and supports rural revitalization.

As of the end of the Reporting Period, in Nujiang Prefecture where *Yaduo* Village is located, Atour Group had

Established

**4** tea production bases

*Yaduo* Village production base

Chisadi production base

Aludi production base

Shanghai-Yunnan Collaborative Industrial  
Park production and R&D base

These tea plantations cover over

**17,000** mu

Spanned over

**15** administrative villages

Benefited over

**3,000** tea-farming households

Expected to provide over

**100** jobs for Nujiang Prefecture

Cumulatively purchased over

**318** tonnes of finished tea leaves,

with a total value exceeding

RMB **76** million

## 2013

### Inception of Atour

Atour Group's founder Mr Haijun Wang was inspired by *Yaduo* Village's natural beauty and simplicity during his travel in the village in 2012, and then established Atour Group with the village as its muse.

## 2017

### Revisiting *Yaduo* Village

Atour's management team returned to *Yaduo* Village with the goal of leveraging the tea industry to empower local economic development.

## 2018

### Establishment of Atour Tea

Atour Group, together with the local government, established a dedicated tea farmers' cooperative and pioneered a "Tea Farmer + Cooperative + Enterprise" business model to address tea sales challenges.

## 2019

### First Standardized Tea Production Base

Atour Group established *Yaduo* Village's first standardized, factory style tea production base, strengthening the foundation for standardized production while creating more jobs. This initiative help *Yaduo* Village achieve complete poverty eradication and extended benefits to 1,400 rural households across eight surrounding villages.

## 2023

### Obtaining Organic Product Certification

With support from Atour Group, the Fugong Atour Farmers' Professional Cooperative obtained an *Organic Product Certification Certificate*. This broadened the product's market reach and earned deep trust from both the market and consumers.

## 2024

### Upgrading Production Bases

Atour upgraded production bases in *Yaduo* Village and Chisadi Village, completing equipment replacement and additions.



# 2025

## Launching the Fourth Production Base

The fourth production base was officially launched in Nujiang Prefecture. As the largest, most advanced, and most standardized tea facility in the region, it has effectively empowered the evolution of the local tea industry.

### “Atour Tea” · Shanghai-Yunnan Collaborative Industrial Park Production and R&D Base

In April 2025, the Atour Tea · Shanghai-Yunnan Collaborative Industrial Park production and R&D base was officially launched. Located in Zhiziluo Village, Shangpa Town, Nujiang Prefecture, this facility is the fourth production base established under the “Atour Tea” project in the Nujiang area. Covering over 4,000 square meters, it is the largest, most advanced, and most standardized tea facility in Nujiang Prefecture. The commencement of operations at this base has not only boosted the quality and standard of the local tea industry but also created employment opportunities and increased income for local farmers, providing a sustainable driving force for rural revitalization.



“Atour Tea” · Shanghai-Yunnan Collaborative Industrial Park Production and R&D Base

By the end of the Reporting Period, three “Atour Tea” production bases have obtained organic food certifications.



Organic Food Certifications

## Extending “Atour’s Journey to the Beginning”

Since its founding, Atour Group has repeatedly returned to *Yaduo* Village, revisiting the origin of its business journey with employees, franchisees, and customers. In exploring the roots of its distinctive “Chinese Experience,” Atour has also actively engaged in public welfare initiatives, offering sincere and practical support to the villagers of *Yaduo* Village and neighboring communities.

### 2023

#### The Journey Begins

In the year of Atour Group’s 10th anniversary, employees and franchisees returned to *Yaduo* Village to embark on the inaugural “Journey to the Beginning” visit. During the visit, participants provided “one-on-one assistance” to help families and students in need.

### 2024

#### Deepening Commitment

Atour Group assembled a team of outstanding representatives comprising employees, franchisees, and customers to participate in two phases of its “Journey to the Beginning” initiative. The Company also established a dedicated “Support Fund” to assist vulnerable groups in the village, particularly left-behind elderly residents and children. By encouraging wider participation from employees, franchisees, and customer representatives, Atour supports children’s education through its “one-on-one assistance” programs.

### 2025

#### Extending Care

In 2025, Atour continued to advance the “Support Fund” with focused assistance for the elderly and youth, as well as students from disadvantaged families. The program is designed to improve daily living conditions for residents aged 70 and above facing financial hardship, while easing the educational burden on families with children in preschool and compulsory education. Through sustained investment and targeted support, Atour is building a comprehensive safety net to ensure seniors are cared for, children are nurtured, and students are supported in their education.

#### As of the end of the Reporting Period

Atour’s “Support Fund” fully covers the “Elderly and Youth” groups in *Yaduo* Village, donated over

RMB **680,000**  
beneficiaries over  
**590** villagers

Atour Group also organized a 54-person delegation of outstanding representatives, including franchisees, suppliers, and employees, to embark once more on the “Journey to the Beginning.” As part of the initiative, the team visited Yazuoluo Primary School in Fugong County, Nujiang Prefecture, Yunnan Province, where they replaced mattresses in dormitories to improve student living conditions.

#### During the Reporting Period

the Atour Foundation and Atour Planet collaborated to donate

**750** mattresses

valued at RMB **246,800**



## Atour Foundation

In November 2025, the Company established the Atour Foundation. Guided by the mission of “Creating an intimate ambiance where people can warmly connect,” the Foundation oversees the management of Atour’s philanthropic initiatives. It is dedicated to supporting vulnerable groups, advancing public welfare programs, and actively fulfilling corporate social responsibility. Through the Foundation, Atour Group aims to promote humanistic care and unite efforts for the greater good, extending goodwill from one-time donations to sustained support to ensure that Atour’s warmth translates into tangible, lasting impact.



### Construction of “Love Fitting Rooms” | Clothing Donation Project

Demonstrating warmth through action and commitment through perseverance, Atour Group officially launched the “Love Fitting Room” public welfare project in early 2023, providing seasonal clothes to residents of *Yaduo* Village and neighboring communities, bringing warmth to their daily lives. In 2025, Atour established three new “Love Fitting Rooms” in Shiyueliang Community, Chisadi Village, and Lishadi Village, extending care to more residents across the region. As of the end of the Reporting Period, five “Love Fitting Rooms” had been set up countywide, serving *Yaduo* Village, Lajiamudi tea factory, Shiyueliang Community, Chisadi Village, Lishadi Village, and other local communities.

This initiative succeeded through the generosity of the broader community. During the Reporting Period, Atour Group received 12,800 donated clothing items, bringing the total number of idle and new clothes collected and donated to over 32,700 as of the end of the Reporting Period. These contributions address the practical needs of village residents while embodying the collective goodwill from all corners of society.



### Reading Under the Moon Mountain | Educational Support Initiative

Empowering future with education, Atour Group launched the “Reading Under the Moon Mountain” initiative in 2023 to support academically outstanding students from financially disadvantaged families in *Yaduo* Village and Shiyueliang Village with ongoing educational assistance. To ensure the accurate identification of beneficiaries, the program employs a three-tier selection process: school recommendation, village committee verification, and Atour final review. Based on educational stage, students receive financial support ranging from RMB 500 to RMB 2,500 per semester, with funds disbursed directly by Atour Foundation to recipients during March to July and September to January each academic year. This ensures that every donation directly supports students’ educational needs.

To broaden participation, the program offers two access channels: donations starting at RMB 100 and a one-on-one sponsorship model. Both channels feature transparent tracking and timely feedback mechanisms. Donors receive regular updates on the academic progress and personal growth of the students they support. As of the end of the Reporting Period, 102 Atour employees have participated, supporting 143 students to pursue their dreams and contributing to the revitalization of rural communities through concrete actions.



### Atour Community Care Station | Serving Rural Communities with Care

In December 2025, Atour established the Atour Community Care Station, *Yaduo* Village site. Operating through this station as a local hub, the Atour Foundation provides ongoing essential supplies to elderly residents aged 70 and above in *Yaduo* Village who are left-behind, childless, widowed, living alone, disabled, or experiencing financial hardships. As of the end of the Reporting Period, Atour completed household registration and conducted the first round of supply distribution for 30 beneficiary households, laying the groundwork for future “one-on-one” targeted supply deliveries.



### Fire Relief Donation for Tai Po, Hong Kong | Supporting Fire Victims in Need

In November 2025, a sudden fire broke out in the Tai Po area of Hong Kong, severely affecting the safety and property of local residents. Atour responded immediately to emergency relief needs, donating HKD 1 million in cash and HKD 1 million worth of Atour Planet sleep supplies through the Atour Foundation to support transitional shelter and basic living needs in affected areas. With genuine concern and timely support, Atour offered care and warmth that transcends distance to affected residents in times of adversity.

## “Yuan Meng Project”

While promoting the economic and cultural development of *Yaduo* Village, Atour Group is also committed to contributing to the local ecological and environmental protection of the region. *Yaduo* Village is located at the foothills of the Gaoligong Mountains, a mountain range that serves as a vital habitat for the Skywalker hoolock gibbon\*, a nationally protected Class I species. To help protect this rare primate, Atour Group launched the “Yuan Meng Project,” a biodiversity conservation initiative developed in collaboration with “Yunshan Protection” (Yunshan Biodiversity Conservation and Research Center in Dali Bai Autonomous Prefecture). The initiative focuses on protecting the Skywalker hoolock gibbon population, strengthening the region’s ecological resilience, and preserving local biodiversity. The “Yuan Meng Project” brings renewed momentum to gibbon conservation. It also marks a key step in Atour’s fulfillment of its social responsibility.

*\*The Skywalker hoolock gibbon (also known as the Gaoligong hoolock gibbon) derives its name from the Chinese ancient saying “just as the heaven moves forward vigorously, a man of virtue should constantly strive to strengthen himself” in the I Ching. It is the only anthropoid ape named by Chinese scientists.*

In 2025, Atour Group expanded the impact of the “Yuan Meng Project” by inviting franchisees, suppliers, and customer experience officers into the effort. Leveraging the visual design for the Skywalker hoolock gibbon IP, the Company enhanced public engagement and integrated this public welfare IP into everyday life through a series of campaigns. Utilizing its brand influence, Atour aims to make the protection of the Skywalker hoolock gibbon more tangible and relatable, raise public awareness of endangered species and inspire broader participation in wildlife conservation.

### During the Reporting Period

The Company donated a total of  
**RMB 675,705\***  
through the “Yuan Meng Project.”

*\*Net of costs*

### Partnering for Impact · Building a Collective Force for Good

Atour Group deepened its collaboration with a wide range of stakeholders, including franchisees, suppliers, and customer experience officers. Through joint efforts in species monitoring and food resource support, these initiatives helped enhance protection for the Skywalker hoolock gibbon.



#### Sponsor an “Infrared Camera”

Atour Group, together with its franchisees, suppliers, and customer experience officers, donated 10 infrared cameras to enable long-term, continuous monitoring of the Skywalker hoolock gibbon and other wildlife. These devices document animal activity, population distribution, and habitat conditions around the clock, providing researchers with critical data to assess ecosystem health.



#### Adopt a “Food Tree”

The Skywalker hoolock gibbon depends on specific food trees. These trees have long growth cycles that require 15 to 20 years to reach a stable, edible stage. To support this, 16 stakeholder representatives funded a public welfare adoption program, empowering local teams to carry out year-round conservation management, including weed clearing during the rainy season, frost protection in winter, and ongoing fence maintenance. These efforts support the healthy growth of food trees, help secure a long-term food supply for the gibbons, and strengthen the stability of the Gaoligong Mountains ecosystem.

## IP Engagement: Amplifying Conservation Awareness

Atour Group adopted the Skywalker hoolock gibbon as a brand mascot and launched themed merchandise for charitable sale. In 2025, building on existing mascot IPs, “Yuan Yuan” and “Meng Meng,” the Company introduced plush toys featuring a new IP character, “Little Gibbon.” Inspired by a baby Skywalker hoolock gibbon, the design presents a more approachable image, and the plush toy can be redeemed through membership points. Through this IP, Atour aims to help the public better understand the Skywalker hoolock gibbon and the significance of its conservation. In addition, during the 2026 New Year period, the Company launched a campaign in which guests who met the required consecutive stay at participating hotels received limited-edition “Little Gibbon” merchandise, combining festive engagement with public welfare initiatives and fostering broader participation.



In October 2025, the “Little Gibbon” plush toy was showcased at the 2025 IUCN World Conservation Congress by Yunshan Protection. As a tangible representation of China’s conservation efforts for the Skywalker hoolock gibbon, it was presented to the international conservation community to share related practices and initiatives.



Atour also expanded user touchpoints for public welfare engagement across multiple channels. In 2025, the Company launched the “Yuan Meng” citronella protection patch under APLUS Services. Developed around the Yuan Meng IP, the product is designed as a safe mosquito repellent, bringing public welfare into daily life through a practical, everyday item.



# Sowing Happiness

Guided by the principles of “Business for Good,” Atour Group is committed to creating shared social value and delivering warmth and positive impact to society through diverse initiatives. Leveraging the Atour Bambook Library and the “Urban Cultural Exploration” series of events, we built a spiritual home for our customers. At the same time, we unite all Atour employees around a shared commitment to doing good and actively invite the broader public to participate in social initiatives that matter, allowing goodwill to take root and flourish across the cities we serve.

## Atour Bambook Library

The name “Bambook Library” draws on two cultural references. One comes from a verse attributed to Hanshan: “There is a bird with multi-colored plumage, who nests in paulownias and eats bamboo seeds.” The other comes from Su Shi’s well-known line: “I would rather go without meat than live without bamboo.” Both point to the same spiritual core: using books as a medium to foster warmer connections between people and helping readers return to a sense of inner calm through reading.

Since the opening of the first Atour hotel in 2013, the Bambook Library has grown alongside Atour’s hotel network and now spans more than 2,000 hotels in over 200 cities across China, with a collection of over 4 million books and 24/7 free access. During the Reporting Period, the Bambook Library added more than 400,000 books to its collection, and recorded 250,287 borrowings, a scale comparable to the annual circulation of a university library.

At the same time, through cultural initiatives such as “Lead the Reading” and “One City, One Library,” the Bambook Library continues to expand its cultural role as a public hotel space. Beyond reading, it strengthens connections among people, cities, and local cultures, transforming hotel spaces into vibrant public venues for everyday reading and cultural exchange.

### Lead the Reading: Brighten Lives with Books

Through the “Lead the Reading” program, Atour’s Bambook Library collaborates with cultural institutions, scholars, and media platforms to host a wide range of reading-related activities. These include themed discussions, interactive experiences, and integrated online-offline engagements, all designed to enrich the humanistic dimension of public reading spaces. A series of curated book lists spanning diverse themes was released alongside these events. Selected activities featured online participation check-ins and limited-edition giveaways, further expanding the reach and influence of public reading.

### One City, One Library: Exploring Local Heritage

At the beginning of 2025, the Atour Bambook Library at Xi’an Nanmen Atour Hotel launched an immersive experience centered on two signature initiatives: “Character of the Year” and the “One City, One Library Family Banquet” event. Together, they wove a rich reading atmosphere into the distinctive culture of Xi’an for both visitors and local residents alike.

#### Character of the Year: Capturing Shared Moments in Time

In collaboration with artist Jian Chuntian, Atour’s Bambook Library launched the “Character of the Year” campaign, inviting users through online channels to share their personal annual keywords along with the heartfelt stories behind them. A total of 100 highly representative Chinese characters were selected and displayed at the local book stall within Xi’an Nanmen Atour Hotel, drawing engagement from hotel guests and community residents alike. The initiative transformed Chinese characters into a cultural bridge, connecting personal emotions with collective memory.



Themed Booklist: “The Library on the Move — Let Words Take You Places”



Themed Booklist: “In the Footsteps of Su Shi”



Themed Booklist: “Reading the World Through Nobel Laureates in Literature”

#### One City, One Library Family Banquet: Conversations on Urban Culture

The “One City, One Library Family Banquet” debuted at Xi’an Nanmen Atour Hotel, gathering local artists, writers, and culture enthusiasts for an intimate evening of exchange. Conversations explored the preservation of urban cultural heritage and innovation in lifestyles. The banquet fostered the celebration of local culture and forged community bonds that blend the warmth of everyday life with a spirit of humanistic engagement.



## Urban Cultural Exploration

At Atour, a hotel is not only a place to rest during a journey; it is also a welcoming window onto a city's culture and heritage. In 2025, we launched our inaugural "Urban Cultural Exploration" series, with Wuxi as the first stop under the theme "Passing Through Wuxi." Through four signature offerings—intangible cultural heritage crafts, cultural guides, local reading lists, and regional breakfast experiences—we enable both hotel guests and community residents to experience the distinctive character of local culture during their stay and in everyday life, bringing each city's cultural identity closer to every guest through Atour's presence.

### Intangible Cultural Heritage: "Yuan Meng Hugging Clay" Showcasing the Art of Fingertip Craftsmanship



Atour collaborated with Yu Lijia, an inheritor of Huishan clay figurine craftsmanship, to create "Yuan Meng Hugging Clay," a cultural and creative product inspired by Atour's Skywalker hoolock gibbon mascot. This collaboration brings the Yuan Meng IP into the wider urban cultural experience, blending traditional Huishan clay artistry with contemporary design. The result is a cultural vehicle that honors heritage with modern style, making intangible cultural heritage resonate with younger generations.

### Cultural Guide: "Passing Through Wuxi" Connecting the City's Stories



A specially designed "Passing Through Wuxi" cultural guide awaits guests in hotel rooms, tracing a path through landmarks such as Huishan Ancient Town, Donglin Academy, and the former residence of Qian Zhongshu. It offers guests clear cultural pathways, inviting them to explore the depth and character of Wuxi at their own pace.

### Local Reading: A Themed Booklist Steeped in Heritage



Atour's Bambook Library partnered with Wuxi-based Zhong Shu Fang to co-curate a Wuxi-specific reading list, available for borrowing across all 22 Atour hotels in the city. By seamlessly integrating local reading into the guest journey, this initiative offers both hotel guests and community residents a convenient way to engage with Wuxi's cultural heritage.

## Community Engagement

Atour Group remains deeply committed to public welfare, advancing initiatives focused on rural revitalization, community co-development, and care for vulnerable groups. We actively mobilize employees, partners, and community stakeholders to participate in public welfare initiatives, enabling goodwill to grow within communities.

### Keeping Hope Alive for Rural Education | “Warm Support Station” Education Support Initiative

In June 2025, three Atour hotels in Fuzhou, together with the Minhou County Charity Federation, launched a targeted education support initiative for Dahu Township Central Primary School. Employees and franchisees of Atour hotels donated school bags, stationery, and other learning supplies to improve learning conditions for children in rural areas. Through activities such as sharing inspirational stories, organizing interactive games, and teaching songs, the team provided warmth and encouragement to left-behind children.



### A Flow of Goodwill | Voluntary Blood Donation and Awareness Drive

In November 2025, Atour’s Guangzhou-Shenzhen regional office partnered with the Shenzhen Blood Center to organize a voluntary blood donation and awareness event. Hotels across the region first conducted educational sessions for employees on blood donation, followed by an organized group donation drive. The enthusiasm and dedication of Atour employees at the event attracted the attention of community residents and passersby, inspiring others to participate. Over 70 participants took part in the initiative.



### Caring for Children with Autism | Gratitude Tea Day Initiative

In November 2025, Atour’s Northwest regional office organized an outreach initiative for children with autism. On “Atour Gratitude Tea Day,” hotel employees brought Atour’s signature “tea service” into a rehabilitation center, offering patient companionship and encouragement to the children. The team engaged with local organizations to understand their specific needs, collecting and donating supplies for rehabilitation and daily care. By combining material support with emotional care, the initiative addressed the genuine needs of children with autism. For the Atour employees, it fostered a deeper understanding of vulnerable communities and helped promote values of diversity and inclusion within Atour and across the broader community.



## Warm Corners

Atour’s warmth extends beyond customers. It reaches the outdoor workers who keep our cities running, offering them a place to pause and recharge.

At Atour Group’s headquarters, a dedicated “supply area” on the ground floor offers free tea, cookies, and seating for delivery drivers and sanitation workers, giving them a moment of rest on busy days. Atour hotels also welcome these workers to step inside and take a break, providing easily accessible spaces where a small but meaningful comfort is always close at hand.



# ESG Reporting Guidance Index

GRI Standards	Disclosure	Location
<b>GRI 2: General Disclosures 2021</b>		
2-1	Organizational details	The Origins of 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
2-7	Employees	Human Resource KPIs
2-9	Governance structure and composition	Effective Corporate Governance
2-12	Role of the highest governance body in overseeing the management of impacts	Effective Corporate Governance Improving ESG Management
2-13	Delegation of responsibility for managing impacts	Effective Corporate Governance
2-14	Role of the highest governance body in sustainability reporting	Improving ESG Management
2-16	Communication of critical concerns	Improving ESG Management
2-22	Statement on sustainable development strategy	A Message from the CEO Improving ESG Management
2-23	Policy commitments	Diverse and Equitable Workplace
2-24	Embedding policy commitments	Adhering to Business Ethics
2-25	Processes to remediate negative impacts	Adhering to Business Ethics Diverse and Equitable Workplace
2-26	Mechanisms for seeking advice and raising concerns	Adhering to Business Ethics Diverse and Equitable Workplace
2-28	Membership associations	Industry Synergy Development

GRI Standards	Disclosure	Location
2-29	Approach to stakeholder engagement	Improving ESG Management
<b>GRI 5: Material Topics 2021</b>		
3-1	Process to determine material topics	Improving ESG Management
3-2	List of material topics	Improving ESG Management
3-3	Management of material topics	Improving ESG Management
<b>Economy</b>		
<b>GRI201: Economic Performance 2016</b>		
201-2	Financial implications and other risks and opportunities due to climate change	Responding to Climate Change
<b>GR:205: Indirect Economic Impacts 2016</b>		
203-1	Infrastructure investments and services supported	Guarding the Origins of Atour Sowing Happiness
203-2	Significant indirect economic impacts	Guarding the Origins of Atour Sowing Happiness
<b>GRI205: Anti-corruption 2016</b>		
205-2	Communication and training about anti-corruption policies and procedures	Adhering to Business Ethics
<b>Environmental</b>		
<b>GRI502: Energy 2016</b>		
302-1	Energy consumption within the organization	Environmental KPIs and Objectives


GRI Standards	Disclosure	Location
302-3	Energy intensity	Environmental KPIs and Objectives
302-4	Reduction of energy consumption	Adhering to Eco-friendly Operation
302-5	Reductions in energy requirements of products and services	Adhering to Eco-friendly Operation
<b>GRI305: Water and Effluents 2018</b>		
303-3	Water withdrawal	Environmental KPIs and Objectives
<b>GRI305: Emissions 2016</b>		
305-1	Direct (Scope 1) GHG emissions	Environmental KPIs and Objectives
305-2	Energy indirect (Scope 2) GHG emissions	Environmental KPIs and Objectives
305-4	GHG emissions intensity	Environmental KPIs and Objectives
<b>GRI308: Supplier Environmental Assessment 2016</b>		
308-1	New suppliers that were screened using environmental criteria	Sustainable Supply Chain
<b>Social</b>		
<b>GRI401: Employment 2016</b>		
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Diverse Benefits

GRI Standards	Disclosure	Location
401-3	Parental leave	Human Resource KPIs
<b>GRI405: Occupational Health and Safety 2018</b>		
403-3	Occupational health services	Diverse Benefits
403-6	Promotion of worker health	Diverse Benefits
403-8	Workers covered by an occupational health and safety management system	Diverse Benefits
<b>GRI404: Training and Education 2016</b>		
404-2	Programs for upgrading employee skills and transition assistance programs	Advancing Together with Employees
404-3	Percentage of employees receiving regular performance and career development reviews	Advancing Together with Employees
<b>GRI405: Diversity and Equal Opportunity 2016</b>		
405-1	Diversity of governance bodies and employees	Diverse and Equitable Workplace Human Resource KPIs
<b>GRI 415: Local Communities 2016</b>		
413-1	Operations with local community engagement, impact assessments, and development programs	Guarding the Origins of Atour
<b>GRI414: Supplier Social Assessment 2016</b>		
414-1	New suppliers that were screened using social criteria	Sustainable Supply Chain


Creating an intimate ambiance where people can warmly connect

 A.T. HOUSE 嘉邸

S A V H E 萨和

 亚朵酒店

亚朵见野

 亚朵酒店

亚朵X酒店

ATOUR 轻居  
LIGHT 酒店

atourplanet  
亚朵星球