



Atour Lifestyle Holdings Limited  
**2024 Environment, Social  
and Governance Report**

NASDAQ: ATAT

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# About the Report

This report is Atour Lifestyle Holdings Limited’s (“Atour Group,” “Atour,” “the Group”, or “the company”) (NASDAQ: ATAT) Environment, Social and Governance (“ESG”) report (the “Report”) for 2024. The Report was prepared to present Atour’s management philosophy and achievements in Environmental, Social, and Governance (“ESG”) across its accommodation and retail businesses to a broad range of stakeholders.

## Time Frame of the Report

This is an annual report that covers the period from 1 January 2024 to 31 December 2024 (hereinafter referred to as the “Reporting Period”). The Report contains some information which dates back to 2023 and prior years, as indicated.

## Range of Report Data

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

## Basis for Preparation

This report was prepared using reference materials prepared by 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 (hereinafter referred to as the “RDI”).

## Language of the Report

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

## How the Report is Obtained

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

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## The Origins of Atour

Atour traces its origins to *Yaduo* Village, a small village along the Nujiang River in Yunnan Province, just upstream from the Myanmar-China border. In the Lisu language, “*Yaduo*” means “the place where the moon rises.” The idea for Atour was born when its founders accidentally stumbled upon *Yaduo* Village during a trip along the Nujiang Grand Canyon. People here embrace kindness, cherish lasting happiness, and connect through honesty and trust. Inspired by this, the founder hoped to establish a brand that conveys the serene strength of warmth and tranquility.

This inspiration gave rise to Atour Group, officially established in 2013 and successfully listed on NASDAQ in 2022. Atour Group goes beyond simply “managing spaces” for accommodation, it focuses on “serving people” by creating lifestyle scenarios. Atour befriends users with sincerity, conveying a product philosophy that is humane, warm and inspiring. By continuously optimizing its products and services, Atour delivers superior quality and better experience to its customers.

### Mission

Creating an intimate ambiance where people can warmly connect

### Vision

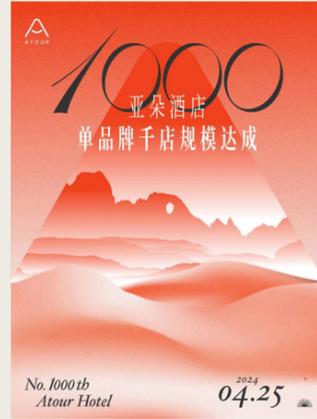
To be a leader in quality living and become a leading lifestyle group

### Value

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

Life  
ISATOUR  
中国  
体验  
一朵  
见

# 2024 MILESTONES



Hotels in operation under the "Atour Hotel" brand surpassed 1000.



First Atour 4.0 hotel officially opened in Nanmen, Xi'an.



Launched the Charitable Project "Yuan Meng Project", embarking on a new journey of biodiversity conservation.

## April

## June



Atour Light 3.0 achieved the milestone of 100 hotels in operation.



Officially launched the SAVHE Hotel, a new upscale lifestyle brand which further enriches Atour's brand portfolio.



Hotels and Atour Planet have integrated membership identities and benefits across multiple platforms, enhancing interoperability and deepening the synergies between its Accommodation and Retail businesses.



Hosted the "Atour Deep Sleep Conference" to launch its Deep Sleep products and promote the concept of Deep Sleep.

## December

## October



## A Lodging-centric Lifestyle Group

2024 marked a pivotal breakthrough in Atour's three-year "Chinese Experience, 2,000 Premier Hotels" strategic plan. During this pivotal year, Atour continued to strengthen its brand momentum, achieving notable improvements in both business scale and operational quality through the dual engines of its accommodation and retail businesses.

In the accommodation business, Atour's portfolio of hotel brands has experienced substantial growth and new vitality. By the end of 2024, Atour had 1,619 hotels in operation with a total of 183,184 rooms, as well as 741 hotels in the pipeline. Atour hotel continues to lead the development of the upper midscale hotel segment, highlighted by the launch of its first Atour 4.0 hotel opened in Nanmen, Xi'an in June 2024. Atour Light 3.0, the Company's youth-centric brand, introduces a fresh sense of vitality and innovation by creating social spaces that redefine personalized accommodation experiences for younger travelers. This brand reached a key milestone in December 2024 with 100 hotels in operation. Furthermore, the launch of SAVHE Hotel, a new upscale lifestyle brand, has further enriched Atour Group's hotel brand portfolio. SAVHE hotel offer unique Eastern aesthetic concepts and an excellent service standard, attracting considerable attention from across the industry.

In the retail business, Atour achieved remarkable progress in both scale and brand momentum. Atour Planet, with its deep understanding of the deep sleep experience, continues to innovate to meet the evolving sleep needs of consumers in the digital age. The brand has excelled in the pillow category with the innovative and upgraded Deep Sleep Memory Foam Pillow PRO 2.0 product. At the same time, in response to seasonal demand, the Atour's comforter category introduced new Deep Sleep Lightweight Comforter and Deep Sleep Thermo-regulating Comforter PRO series, both of which have been widely praised by consumers. In 2024, annual sales of the Deep Sleep Memory Foam Pillow PRO series exceeded 3.8 million units, while the Deep Sleep Lightweight Comforter and Deep Sleep Thermo-regulating Comforter PRO series achieved annual sales of over 770,000 units. To promote its "Natural Deep Sleep" concept, Atour hosted its first Deep Sleep Conference in Yunnan in October 2024, to convey Atour Planet's "Natural Deep Sleep" concept to consumers. Additionally, Atour expanded its "Deep Sleep Experience in Hotels" initiative by equipping select hotel rooms with Atour Planet Deep Sleep products, ensuring the consumer sleep experience in accommodation scenarios.

In terms of membership and channels, Atour Group continued to enrich offline experience scenarios to promote deeper integration of its Accommodation and Retail businesses. In 2024, the Company completed the integration of membership identities and benefits across hotels and Atour Planet. This initiative deepened coordination between the accommodation and retail businesses. Furthermore, Atour leveraged rich offline events and upgraded member benefits and experiences to foster greater recognition and loyalty among members. By the end of 2024, registered members exceeded 89 million. In 2024, 63% of overnight reservations were sold through the CRS (Central Reservation System) channel.

# LIFESTYLE BRANDS

## Lifestyle Hotel Brands

Luxury

A.T. HOUSE 嘉邸

Upscale

SΛVHΞ 萨和酒店

Upper Midscale

A 亚朵酒店

Midscale

ATOUR 轻居 LIGHT 酒店

A<sup>®</sup> 亚朵 S 酒店

亚朵 X 酒店

## ATOUR Retail Brands

atourplanet  
亚朵星球

SΛVHΞ

# A Message from the CEO

Over the past ten years, Atour Group has evolved significantly from our beginnings on the border of Yunnan Province. We have remained steadfast in our commitment to a product philosophy centered on humane, warm and inspiring. Our mission is to create and showcase Atour’s distinct “Chinese Experience,” providing our customers with not only comfort but also a profound connection to the rich humanistic heritage and our relentless pursuit of a high-quality life behind the Atour brands.



## Maintaining a Warm Customer Experience with a Sincere Heart

Atour positions “Customer first” as the core value. We sincerely listen to our customer’s feedback, continuously explore their needs, and strive to create a safe and comfortable accommodation environment for all our guests. From offering a cup of hot tea upon arrival to providing a thoughtful bottle of water upon departure and delivering a deep sleep experience with Atour’s retail products, we focus on the details that enhance every moment of our customers’ journey. Whether it’s offering pet-friendly services or organizing fun activities, our goal is to turn fleeting moments into lasting memories.

## Energizing Employees and Helping Them Grow

Atour views its employees as key partners in our progress. We are committed to a culture of “Respect, Openness, and Equality” for all our staff, providing love and support every step of the way. Beyond safeguarding their basic rights, we invest in their professional development and well-being through training programs, incentives, and comprehensive welfare initiatives. This ensures that Atour people and the Company grow together.

## Developing Ecosystems and Promoting Common Prosperity for the Industry

Atour believes in fostering long-term value by working closely with our franchisees, suppliers, and industry partners. We empower our franchisees to grow alongside us, while also building a responsible, sustainable supply chain driven by firm commitments and concrete actions. Our “Six Commitments to Franchisees” and upgraded “Eight Supply Chain Procurement Commitments” are central to our approach. We also evaluate and support our suppliers through a multi-dimensional approach, enhancing both their business and service capabilities within Atour supply chain system.

## Embracing Green Development, Preserving the Wilderness

Driven by our respect for nature, Atour integrates the simplicity and tranquility of the natural world into the vibrancy of modern city life. From the ingenuity of product design to the exquisite selection of building materials, we are committed to sustainable development at every stage. Whether in equipment procurement or the development of eco-friendly consumables, we strive to meet green commitments across all aspects of our operations. For example, Atour uses bamboo fiber wall materials, sisal carpets, human-sensing air conditioning, and Natural Cotton Linens, among other environmental-friendly materials, to reduce carbon emissions while preserving the natural environment.

## Caring for Society and Shouldering Responsibility

For the past ten years, Atour has worked closely with the cultural and geographic features of *Yaduo Village* to support rural revitalization and community development projects to guard the purity and beauty of the Village. During the Reporting Period, we established our fourth Atour Tea production base in Nujiang Prefecture, where *Yaduo Village* is located. Furthermore, in 2024, we launched the “Yuan Meng Project” to protect the endangered Sky Walking Gibbon, calling upon all stakeholders to participate in biodiversity conservation through the influence of our brand.

**Atour is deeply grateful to every customer, employee, franchisee, supplier, and the broader community for their company and support. Looking back, we have explored the possibilities of environmental protection and social responsibility in our daily operations and received positive responses from the society. Looking ahead, we will continue to solidify our foundation in sustainability, and contribute to ecological development and a more caring society with our concrete efforts through our actions.**

# ESG Highlights for 2024

## As of the end of the Reporting Period

Atour obtained ISO/IEC 27001: 2022 Information Security Management System Certificate and ISO/IEC 27701: 2019 Privacy Information Management System Certificate, the Certificate of Record for Classified Protection of Cyber Security (Level 3), and other external certifications.

**1,483** registered trademarks, **41** copyrights, and **20** patents.

**156** of **237** material suppliers had obtained ISO 9001 quality management system certification. **110** of them had obtained ISO 14001 environmental management system certification, **107** had obtained ISO 45001 occupational health and safety management system certification.

**100%** of the hotels opened in 2023 and 2024 adopted the terminal return water design, significantly reducing hot water delivery time.

Atour operated **22** pet-friendly hotels.

Atour established **4** Atour Tea production bases, and the total area of tea plantations reached **15,000** mu. Atour has cumulatively purchased nearly **228** tons of finished tea leaves, valued more than RMB **55 million**.

## In 2024

The participation rate of directors for business ethics' training was **100%**.

Atour Charity Fund dispensed RMB **820,000** in expenditures, helping **126** Atour employees and their families.

Atour launched **3** "Love Fitting Room" donation activities which received and donated more than **4,600** pieces of clothing.

Atour "Support Fund" donated more than RMB **500,000** for more than **500** people.

Atour joined hands with a public welfare organization to start the "Yuan Meng Project", a biodiversity conservation project, a total of RMB **302,234** was donated.

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

## Protecting Atour's Origin

- Upgrading and adding "Atour Tea" production bases to contribute to rural revitalization.
- Establishing the *Yaduo* Village's "Support Fund" to provide care and assistance for elderly residents and children left behind in the village.



## Diversity, Equity and Inclusion

- Female employees comprise 57% of Atour Group's employee base. The Company also employs 206 individuals from 22 different ethnic minority groups.



## Savoring Atour Tea

- Popularizing tea planting and production technologies to improve the agricultural production capacity and increase income of villagers in *Yaduo* Village and surrounding areas.



## Efficient Use of Resources

- Continuing to promote the terminal return water design, combined with water-saving foaming faucets, to reduce hot water discharge time and conserve water resources.



## Occupational Health and Safety

- Offering supplementary medical insurance, annual physical examinations, and various health services to ensure occupational health and safety of the Company's employees.



## Efficient Use of Resources

- Continuing to promote the use of air energy heat pumps, solar water heaters, and other water and energy-saving equipment and technologies to enhance the use of clean energy.



## Talent Training System | "Bambook Library"

- Developing exceptional talent through professional skills training, talent tiering programs, and internal trainer certification initiatives.
- Establishing "Bambook Library" as a community library offering a 24/7 reading space for free.



## Remuneration Performance Evaluations | Recognition and Incentives

- Implementing a competitive remuneration system, a robust welfare security mechanism, and tailored, differentiated and targeted remuneration strategies.
- Recognizing high-performing employees with professional skill awards, featured incentives, public commendations, and other accolades.



### Diversity, Equity and Inclusion

#### Caring for Female Employees | “Love Fitting Room”

- Fostering a diverse, inclusive and equitable work environment by implementing the “Nickname System” to promote open and equal communication among employees.
- Providing maternity rooms, hosting Women’s Day activities every year, and caring for female employees.
- Building the “Love Fitting Room” to provide villagers in remote mountain areas with seasonal clothes, bringing warmth and a sense of a new life.



#### The Yuan Meng Project

- Collaborating to protect endangered animals and the ecosystems that they rely on, while preserving the biodiversity of Gaoligong Mountain.



### Fostering Happiness

- Leveraging hotels to provide safe, inclusive, and barrier-free spaces to residents in the surrounding communities.



#### Establishing Good Governance as the Cornerstone of Responsibility

- Establishing a robust and comprehensive governance structure to ensure full compliance across all enterprise business operations.
- Forming an ethics committee and implementing various initiatives to promote integrity and honesty transparency within the organization and throughout the supply chain.
- Advancing ESG management to promote the sustainable development of Atour.



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

- Committed to developing modularized products and green operational consumables, while incorporating energy and water-saving equipment to promote sustainable management and the efficient use of natural resources.
- Enhancing the share of sustainable materials used and prioritizing green, and low-carbon performance in production and manufacturing processes.



#### Developing Ecosystems and Promoting the Co-prosperity of the Industry

- Providing franchisees with construction, operations, financial, and other support services to ensure they can operate hotels with confidence and ease.
- Promoting sustainable development practices within the supply chain to empower suppliers and drive high-quality growth.
- Actively engaging in industry exchange activities and leveraging Atour’s experience to guide the development of the industry.



### Responding to Climate Change

- Actively pursuing the implementation of low-carbon initiatives such as clean energy adoption and energy-saving renovations in hotels to contribute to mitigating global climate change.
- Formulating emergency response plans for extreme weather events, enhancing staff education and awareness, and ensuring the safety and property of both guests and the Company.





# Good Governance – Building a Cornerstone for Responsibility

Good corporate governance is the cornerstone for the sound and efficient operation of any enterprise. Atour has established a professional governance framework designed to ensure compliant and effective business operations. The Company upholds high standards in business ethics and information security, recognizing their critical importance. Furthermore, Atour is committed to sustainable development and integrates ESG principles into its strategic planning and direction. The Company maintains open and continuous communication with stakeholders, acting responsibly to meet their expectations.

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# LIFE IS ATOUR

# Efficient Corporate Governance

In strict compliance with the *Company Law of the People's Republic of China* and other applicable laws and regulations of the jurisdiction in which it operates, Atour is dedicated to strengthening its governance structures, enhancing risk management, and ensuring the Company follows a path of sound and sustainable development. This is achieved through informed decision-making and effective risk control, enabling the successful realization of the Company's strategic objectives.

## Governance Structure

The Board of Directors, as the highest decision-making body of Atour Group, is responsible for setting the Company's strategic direction and approving and supervising its activities and decisions. To ensure comprehensive and effective oversight of its corporate affairs, the Board is supported by the Audit Committee, the Compensation Committee, and the Nominating and Corporate Governance Committee. These committees constitute the governance structure of Atour Group, each with specific powers and responsibilities. Operating in accordance with the Company's articles of association, these committees provide counsel to the Board, assist in executing its functions, and enhance the efficiency and expertise of its decision-making processes.



Board diversity is essential for maintaining a company's competitive advantage. The Nominating and Corporate Governance Committee regularly evaluates the diversity of the Board and, whenever necessary, selects and nominates new Board candidates to ensure the Board's composition brings a broad and varied perspective to corporate decision-making. In making these nominations, the Nominating and Corporate Governance Committee considers factors such as gender, age, culture, educational background, professional experience, and skills relevant to the Board's needs.

Board members have educational backgrounds in the areas of tourism management, business administration, economics and others. They also have extensive industry experience including hotel operations management, risk management, financial management, internal audits, legal affairs, and corporate finance. Such board composition helps ensure sound decision-making and promotes the quality and sustainable development of the Atour Group.



## Risk Management

Atour has established a comprehensive risk management system that operates in a systematic and regulated manner. First, the Compliance Center-Integrity Department functions as the Company's internal audit body. The Integrity Department prepares an annual audit plan that incorporates the Company's strategy, business priorities, and regulatory requirements such as the Sarbanes-Oxley Act ("SOX"). The Integrity Department also submits the annual audit plan to the Audit Committee for approval. In addition to the review and approval of the plan, the Audit Committee is responsible for reviewing the Company's policies and practices in respect to risk assessment and management. It must also report all relevant information to the Board of Directors at regular intervals.

In order to identify, manage and control the various potential risks on a timely basis, the Atour Group has established sound policies and systems such as the *Internal Control Manual* and the *Internal Audit Framework*. Through a four-step process: (1) risk identification; (2) risk assessment; (3) risk reporting; and (4) risk response, the Company continues to regulate and implement relevant work assignments. This process is continually refined and enforced through regular inspections, including walk-through and effectiveness testing, culminating in the preparation of an Internal Control Assessment Report. In response to the identified risk areas, corrective measures are enforced by the relevant departments to ensure that the risks will be properly controlled and strictly prevent future occurrences of similar problems.

In 2024, Atour's external audit focused on US-SOX and finance, while its internal audit covered 34 specialized areas such as project quality, economic responsibility and information technology. Based on the audit, the Integrity Department required that the department in charge make rectifications for the defects found in the audit. Moreover, it required continuous supervision until the defects were properly resolved, to fully ensure the effective operation of the Company's risk management and control system.

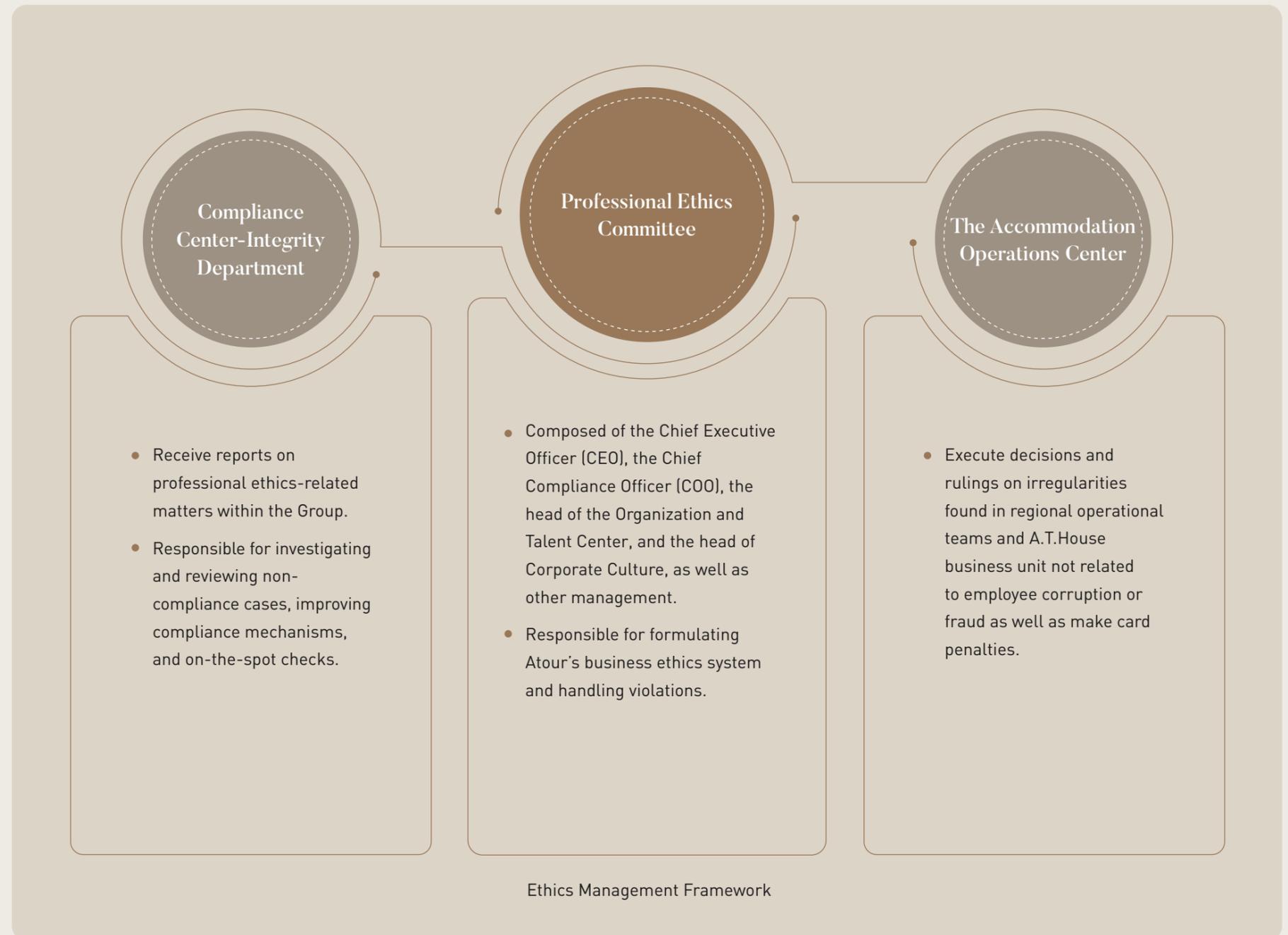
# Abiding by Business Ethics

Atour has always considered upholding high business ethics standards as a cornerstone of its development. The Company strictly complies with 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*, the *Anti-Monopoly Law of the People’s Republic of China*, and other relevant laws and regulations in the jurisdiction in which the Company operates in. To support these principles, Atour has implemented a range of internal management systems such as the *Code of Business Conduct and Ethics*, the *Provisions on the Protection of Trade Secrets*, and the *Provisions on Recusal in Appointments*. These measures are designed to foster a transparent, ethical, and accountable business environment.

## Professional Ethics Management

Atour Group has adopted “Maintain a righteous mind, follow the right path” as the corporate value, while consistently placing professional ethics management at the core of corporate governance. The Company has established a Professional Ethics Committee under the supervision of the Chief Executive Officer (CEO), the Chief Compliance Officer (CCO), and other senior management. This committee serves as the highest governing body and specialized committee responsible for managing professional ethics across the Atour Group.

In its *Employee Handbook*, the Company clearly outlines the “Three Major Disciplines and Eight Points of Attention” that all employees must follow. Any behaviour that violates professional ethics such as taking bribes, concealing or lying, forming a faction, and bullying are strictly prohibited. We also have *Atour Sunshine Code of Conduct* which applies to all employees. It classifies four levels of penalties according to severity, including red cards, yellow cards, warnings, and admonitions. Employees receiving an admonition or yellow card may face demotion and/or a salary reduction. For violations of professional ethics such as bribery, solicitation of bribes, or financial fraud which warrant red cards, the Group reserves the right to terminate the employment contract with the involved employees and pursue corresponding legal and economic liabilities.



## Building a Culture of Integrity

To continuously strengthen an atmosphere of integrity and self-discipline within the Company, Atour has formulated the *Anti-Bribery and Anti-Corruption Policy* and actively implements various training programs and conducts activities focused on business ethics, anti-corruption, and compliance with anti-corruption policies. These initiatives include clear communication of the Company's ethical requirements to all employees, including part-time staff and interns, through the compliance support platform. During the Reporting Period, special training sessions were organized for the Board of Directors, covering critical topics such as anti-corruption, anti-insider trading, business conduct, and the code of ethics. These efforts aim to continuously strengthen the awareness of the Board members on integrity issues.



During the Reporting Period, all directors participated in business ethics training, achieving a

**100%** attendance rate

To fully integrate business ethics into daily operations and business activities, and to ensure that the behaviour and attitudes of all employees are consistent with the Company's values, Atour has formulated and implemented the Atour Values Assessment Program. This program regularly assesses employees' adherence to the Company's values, supporting and promoting the realization of Atour's mission and vision.

Building a fair, equitable, and integrity-driven supply chain with operational efficiency is also one of the key objectives of Atour Group. The Company requests all partner suppliers to sign *Anti-Corruption and Anti-Commercial Bribery Clause* and to join in resisting commercial bribery and corruption. Any suspicious activity is encouraged to be reported immediately, protecting the legitimate interests of all parties. Atour extends the ethical standards for suppliers to their production activities. The use of child labor, forced labor, and other illegal activities are strictly prohibited. Additionally, Atour requires suppliers to create a safe and healthy working environment for their employees and minimize the environmental impacts of their operational activities by strengthening emission management, using green materials, and other measures. As of the end of the Reporting Period, 100% of Atour's suppliers have signed the above-mentioned documents.



## Standardized Handling of Whistleblowing

Atour continues to improve its whistleblowing handling mechanism. Through internal regulations, such as the *Charter of the Atour Ethics Committee*, the Company clarifies its investigation mechanism, auditing and handling timeframes for whistleblowing. The Integrity Department has been designated as the specialized unit responsible for receiving whistleblowing reports. It works independently and objectively and is authorized to coordinate relevant departments across the Group to assist in any investigation and make direct reports to the Professional Ethics Committee.

In order to encourage stakeholders to provide feedback on any violation of business ethics, Atour has formed and implemented the *Whistleblower Protection Policy* and *Rules on Rewards for Reporting*. The mechanism is open to the public. Whistleblowers may report under their own names through the Whistleblower Mailbox, CEO Mailbox.



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



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

In addition, Atour requires that investigation departments and personnel maintain strict confidentiality regarding the identity of whistleblowers and any materials they provide. Any breach of confidentiality will be dealt with by the Professional Ethics Committee. The Company strictly prohibits any attacks or retaliations against whistleblowers. If such an act is discovered, the Company will terminate employment relations or take other measures as appropriate and take strict measures to effectively protect various legitimate rights and interests of whistleblowers. These measures are in place to collectively foster a clean and transparent business environment.

# Building Information Security

Atour places great importance on information security and data privacy protection. The Company strictly complies with the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China*, the *E-commerce Law of the People's Republic of China*, and other relevant laws and regulations in the jurisdictions where it operates. With a comprehensive management system, diverse security measures, and effective awareness-building initiatives, Atour continuously safeguards information and data security, providing strong support for business operations.

As of the end of the Reporting Period, Atour has obtained multiple external certifications related to information security and privacy protection. These certifications included the ISO/IEC 27001: 2022 Information Security Management System Certificate, the ISO/IEC 27701: 2019 Privacy Information Management System Certificate, and the Certificate of Record for Classified Protection of Cyber Security [Level 3].



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

# Information Management System

Atour is committed to constantly improving its information security management system. To ensure robust protection, the Company has developed several internal rules and regulations applicable 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*. These documents are constantly reviewed and updated to ensure that they comply with external laws and regulations, as well as the actual needs of the Company.

During the Reporting Period, Atour Group optimized and adjusted the information security management structure to further strengthen information security. The Board of Directors, as the highest governing body, was specifically delegated the responsibility of overseeing the implementation of cybersecurity risk management plans and policies. The Board of Directors also assumes comprehensive oversight responsibility for cybersecurity risks of the Company. A three-tiered governance structure has been established under the Board, i.e., Cybersecurity Committee, Information and Data Security Committee, and information security working groups. Each tier undertakes relevant functions and regularly reports back to the Board, ensuring effective communication and oversight.



**Functions:** Responsible for the overall supervision of mitigating cybersecurity risks and implementation of cybersecurity risk management plans and rules.

**Chairman of the Committee:** Chief Executive Officer (CEO)

**Members:** Co-Chief Financial Officer (Co-CFO) and Chief Compliance Officer (CCO)

**Functions:** Identification and evaluation of any cybersecurity risks, supervision of cybersecurity risk management plans, implementation and management of processes and plans to mitigate cybersecurity risks, and regularly reporting updates to the Board of Directors with updates on the progress of all the work.

**Chairman of the Committee:** Chief Executive Officer (CEO)

**Members:** Co-Chief Financial Officer (Co-CFO), Chief Compliance Officer (CCO), Head of Data Security, etc.

**Functions:** Formulation of information security development strategies, examination and approval of information security strategy documents, coordination and promotion of information security work, ensuring resource availability, and regularly reporting updates to the Cybersecurity Committee on the progress of the work.

**Team Leader:** Head of Data Security

**Deputy Team Leader:** Information Security Director

**Working Groups:** Data Security Protection Working Group, Personal Privacy Protection Working Group, Compliance Working Group, Technological Security Working Group and Emergency Response Security Working Group

**Functions:** Formulation of information security management strategies, promotion and implementation of information security work, supervision and evaluation of the performance of information security, and regularly reporting updates to the Information and Data Security Committee on the progress of the work.

Information and Data Security Management Organizational Structure of the Atour Group

# Security Awareness Promotion

To enhance employee awareness of information and data security protection, Atour regularly conducts training sessions for all staff, including outsourced employees and interns. During the Reporting Period, the Group published and promoted information security-themed short videos on the Group’s training platform, “Jimu Online Learning Platform” every month. Additionally, two dedicated information security training sessions were held, combining training videos with assessment tests. Employees who scored below 90 were required to retake the training until they successfully passed the tests.

In addition to regular trainings, occasional drills and tests play a key role in fostering an information and data security culture within the Company. During the Reporting Period, the Company carried out a cybersecurity attack and defense drill to identify potential cybersecurity risks from the perspective of an attacker. This initiative strengthened the Company’s information security capabilities while effectively raising employee awareness.

## ● Atour 2024 Cybersecurity Attack and Defense Drill

In October 2024, Atour Group engaged a professional third-party to conduct simulated attacks on Atour’s business systems and networks, using real-world hacking techniques such as network intrusion, proximity-based attacks, and email phishing. The scope of these simulated attacks included Atour Group’s top-level domain name and all sub-domains, while the email phishing attack targeted all Atour employees. In response to the risks found within the Company’s network systems and the identified weaknesses in employees’ information security awareness, the Company carried out targeted rectification and optimization initiatives to more effectively address and prevent external related threats that may arrive arise in the future.

Additionally, Atour has continuously worked to strengthen suppliers’ awareness of information and data security. For security and system suppliers, Atour conducts thorough reviews and competency assessments during the onboarding phase to ensure they have obtained the National Information Security Multi-Level Protection Scheme certification and ISO/IEC 27001 certification. Once a partnership is established, the Company enforces strict data security management measures, including signing confidentiality agreements and data processing agreements with suppliers, supplemented by organizing relevant specialized training sessions as needed.

## ● Cybersecurity Training for a Warehouse Supplier

During the Reporting Period, to further strengthen information and data security management for suppliers, Atour Group carried out a specialized cybersecurity training program for an external storage supplier with identified weak cybersecurity awareness. Atour Group assisted the vendor to optimize access control, monitoring, and other measures, aimed at creating a more efficient and collaborative information and data security value chain.



# Diversified Security Measures

Building upon its efforts to continually strengthen the awareness of all employees and relevant suppliers, the Atour Group consistently reinforces the Group’s information security and data privacy protection work. The Group establishes a robust defense line for users’ information and data security through a wide range of practical measures across six key areas: asset management, personnel management, access control and encryption technology, third party management, information security response process, and information security audits.

## Atour Group Information and Data Security Measures

### Asset Management

Standardize management processes for hardware, software, and services to achieve full lifecycle security management of information assets, covering procurement, usage, modification, and disposal.

### Personnel Management

Implement security controls at the time of recruitment, on and off the job, and require personnel to sign confidentiality agreements.  
  
Raise information security awareness with regular education and training for all employees.

### Access Control and Encryption Technology

Isolate external networks and strictly review and approve qualifications for external network access.  
  
Implement network access control over important internal information systems and data.  
  
Effectively implement cryptographic technologies and devices to strictly manage the generation, distribution, and storage of keys.  
  
Adopt cryptographic keys for data encryption and digital signatures.

### Third Party Management

Implement access control and monitoring for third-parties, clearly define information security requirements by requiring confidentiality agreements and service agreements, regularly monitor compliance, and receive security and compliance assessment reports on a regular basis.  
  
Never lease, sell, or provide user information to third-parties for purposes other than completing the transaction or service. When sharing user information with third-parties, assess the legality, legitimacy and necessity of the information to be collected only with the consent of the user. This should be obtained through a confirmation agreement, a pop-up notification, or confirmation that the third-parties have obtained the users’ consent.

### Information Security Response Process

Implement hierarchical and classified management initiatives based on the nature of information security incidents.  
  
Formulate information security responses and procedures, such as the *Cybersecurity Incident Management Strategy* and the *Cybersecurity Incident Reporting Strategy*, with detailed steps of the processes. These processes include incident detection, severity classification, coordinating teams, resource management, solution formulation, incident handling and resolution reports.  
  
Conduct phishing tests and holding emergency safety drills on a regular basis.

### Information Security Audits

Conduct an annual internal and independent external audit on information security while implementing corresponding corrective and preventive initiatives.

The Atour Group has published its *Privacy Policy*, which applies to all the Company’s business lines and subsidiaries, on its official website, Atour APP, and Atour mini program. The policy outlines principles designed to minimize information collection, defines data retention periods, and sets clear standards for third-party data transfers. It also provides users with the means to understand and exercise their rights to access, rectify, and delete their personal data.

# ESG Management Enhancement

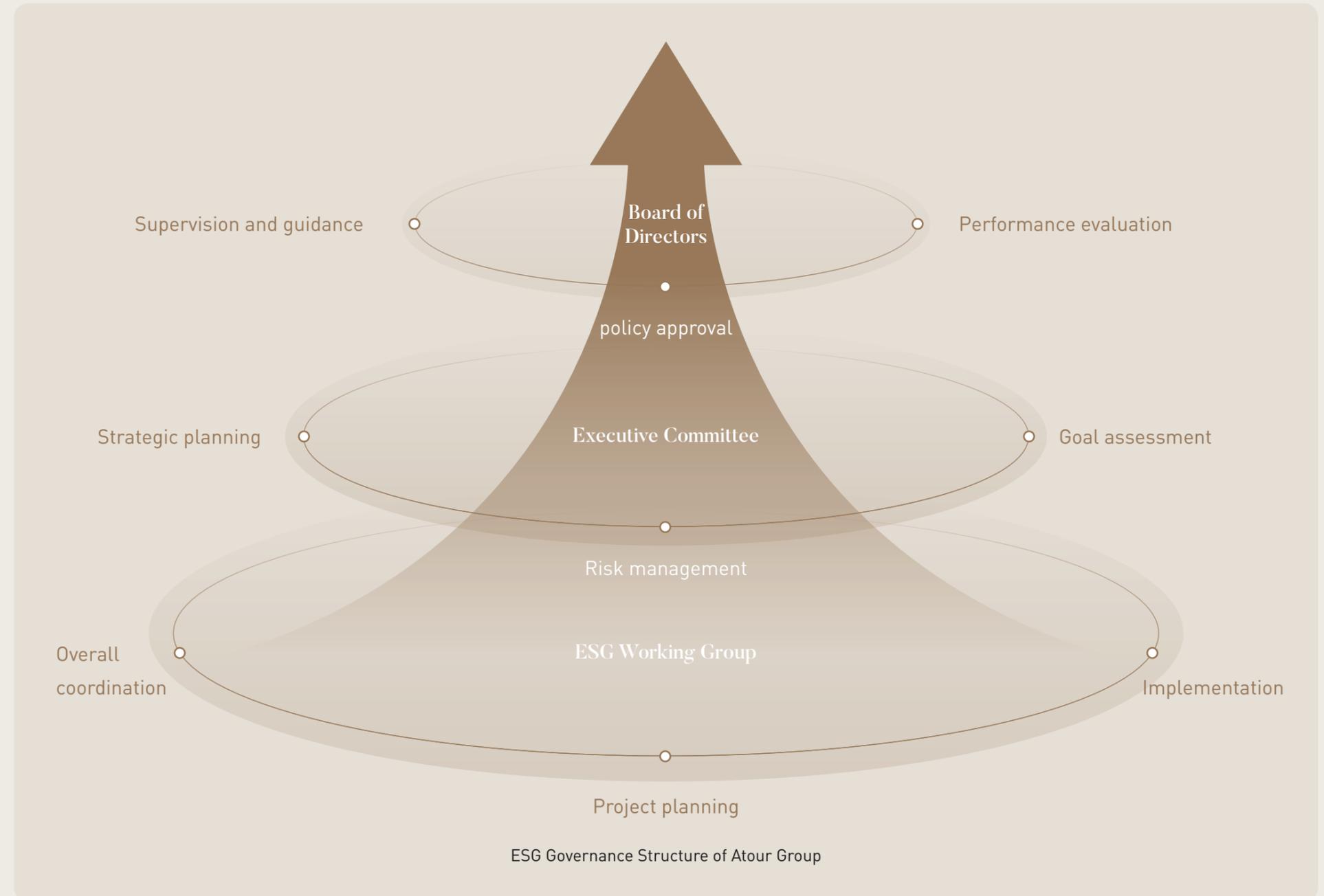
The Atour Group places significant emphasis on sustainable development, incorporating the principles of ESG into its corporate mission of “creating an intimate ambiance where people can warmly connect”. Throughout strategic planning, brand building and operation practice, the Company has fully incorporated this philosophy into its decision-making processes. This approach aims to comprehensively promote ESG management and continuously optimize its performance in the areas of environmental protection, social responsibility and corporate governance.

To better understand and address the concerns of various stakeholders regarding Atour’s ESG management, the Company proactively engages with both internal and external parties. Initiatives such as ESG materiality assessments are conducted to harness the collective strengths of all involved, ensuring the development of a sustainable business model that generates long-term positive value for society.

## ESG Governance Structure

To support the Company’s sustainable development, the Atour Group has established a three-tier ESG governance structure, consisting of the Board of Directors, the Executive Committee, and an ESG Working Group. The Board of Directors serves as the highest supervisory body for Atour Group’s ESG governance, overseeing all ESG-related matters. The Executive Committee is directly accountable for the Group’s ESG initiatives, including water and energy management strategies and performance. The ESG Working Group coordinates ESG-related works across departments and business units.

In order to minimize the environmental impact of its operations and actively fulfill its environmental protection responsibilities, Atour Group also implemented an *Environmental Policy* as the guiding framework for its environmental initiatives.



# Stakeholder Engagement

The sustainable development of an enterprise requires active stakeholder communication, participation, and cooperation. The Atour Group places great importance on meeting shareholders' expectations and requirements, committing to the establishment of robust information disclosure channels and a timely, transparent, and efficient stakeholder communication mechanism. The Company engages in dialogue with stakeholders through various channels, addressing their concerns and working to earn their trust and support. This approach helps to continuously enhance the Atour Group's ESG management practices.

Stakeholders	Government and Regulatory Agencies	Shareholders and Investors	Customers or Consumers	Franchisees	Suppliers	Employees	Community and Media
<b>Expectations and Concerns</b>	<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>
<b>Means of Communication</b>	<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 Survey</li> <li>"User Experience Officer" Projects</li> <li>Official Channel Comments, One-click Complaints, "Handy Shots"</li> <li>OTA Comments</li> <li>CEO Mailbox</li> </ul>	<ul style="list-style-type: none"> <li>"Jimuli APP" for Franchisees</li> <li>Official Website, Public Accounts, and Social Media Platforms</li> <li>Executive Visits</li> <li>Franchisee Networking Events</li> </ul>	<ul style="list-style-type: none"> <li>Official Website, Public Accounts and Social Meida 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, Public Accounts</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 better understand stakeholders' expectations and concerns regarding Atour Group's ESG management, and to evaluate the priority of ESG issues impacting the Company's development, Atour conducted an ESG materiality assessment in 2023 through four steps: (1) ESG topic identification; (2) stakeholder survey; (3) substantive assessment; and (4) internal confirmation. During the Reporting Period, the Company reviewed the results of the ESG materiality assessment, and determined that the identified issues remain relevant to the Company's current development. As a result, the Company continues to utilize the existing materiality matrix.

## ESG Topic Identification

Identified 23 ESG-related topics by referencing *GRI standards*, *NASDAQ ESG Reporting Guide*, *UN SDGs*, industry attributes and peer benchmarking

## Stakeholder Survey

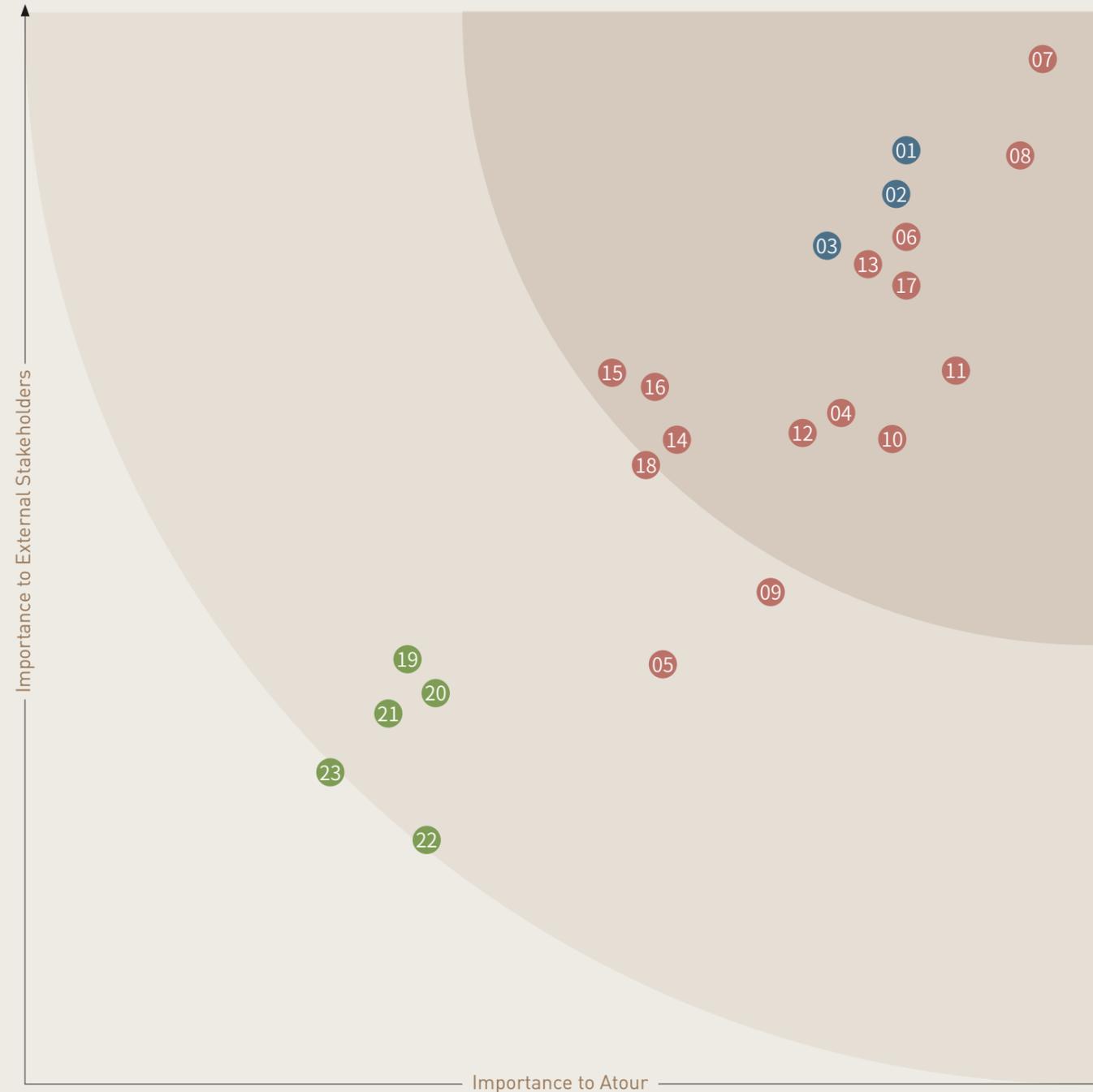
Engaged with representatives of internal and external stakeholders with materiality assessment questionnaires to evaluate two perspectives: "importance to Atour Group" and "importance to stakeholders"

## Substantive Assessment

Analyzed the results of the materiality assessment questionnaires completed by internal and external stakeholders to determine the priority of ESG issues, and created 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



## Maintaining a Warm Customer Experience with a Sincere Heart

Atour crafts safe-haven hospitality spaces where warmth permeates every service detail, curate stress-free experiences that elevate daily living through joyful lifestyle advocacy. With authentic care manifested in eye contact and gentle greetings, Atour actively listens to guest needs and fulfill their expectations.

Reassuring Hotel Space	21
Cozy and Comfortable Experience	26
Pleasant Lifestyle	33
Sincere Communication with Customers	37

# Reassuring Hotel Space

Guided by its core value of “Customers First,” Atour Group is dedicated to establishing a comprehensive safety responsibility management system aimed at creating a secure and comfortable accommodation environment. The Company has implemented a system of “Four Major Safety Ledgers”, encompassing *Basic Hotel Information*, *Hotel Management Information*, *Safety Rules and Regulations*, and *Hotel Fire Safety Files*. These ledgers fully address multiple dimensions of safety, including structural safety, fire safety, and occupant safety. They also define clear internal management responsibilities and document essential elements such as equipment records, safety self-inspection procedures, and staff training logs, ensuring that safety management is systematic, accountable, and traceable.

## Safety Responsibility Management

Atour Group is committed to providing a solid foundation of safety and assurance for its customers through its comprehensive safety management practices. The Group strictly adheres to applicable laws and regulations, including the *Fire Control Law of the People’s Republic of China*, the *Security Management Measures for Hotel Industry*, the *Regulations on Hygiene Management of Public Places*, and other relevant laws and regulations in the jurisdiction where it operates. The Atour Group has formulated and implemented the *Group Safety Management Policy* which defines a clear safety responsibility framework and division of duties.

The Company has established a three-tier safety responsibility structure, at the group, regional, and hotel levels, with clearly defined roles and responsibilities. In addition to employee- and hotel-led self-inspections, comprehensive safety checks are conducted through spot checks and overall inspections at regional and group levels, with an emphasis on identifying and eliminating potential hazards. At the regional and hotel level, quarterly inspections cover 100% of hotels, while the group level conducts spot checks on 10% of hotels. This three-tier safety supervision mechanism ensures rigorous safety standards across the board. During the Reporting Period, the Company focused on four key safety-related inspection points across seven zero-tolerance items and set up a post-clearance rectification and review process. As part of its zero-tolerance items toward guestroom intrusion, the Company refined the detailed rules of “three knocks and three announcements” and “three non-openings” protocols to further safeguard customers’ privacy and accommodation safety.

### The Atour Group’s Safety Responsibility Framework

**Group Level**  
Accommodation Operations Center  
Acting as the safety accountability holder

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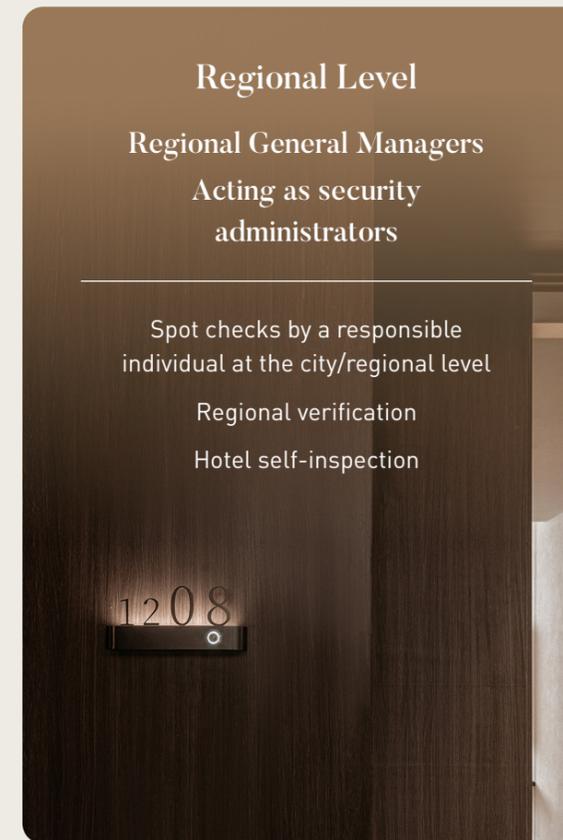
Optimization of Group standards  
Regional spot checks  
Hotel spot checks



**Regional Level**  
Regional General Managers  
Acting as security administrators

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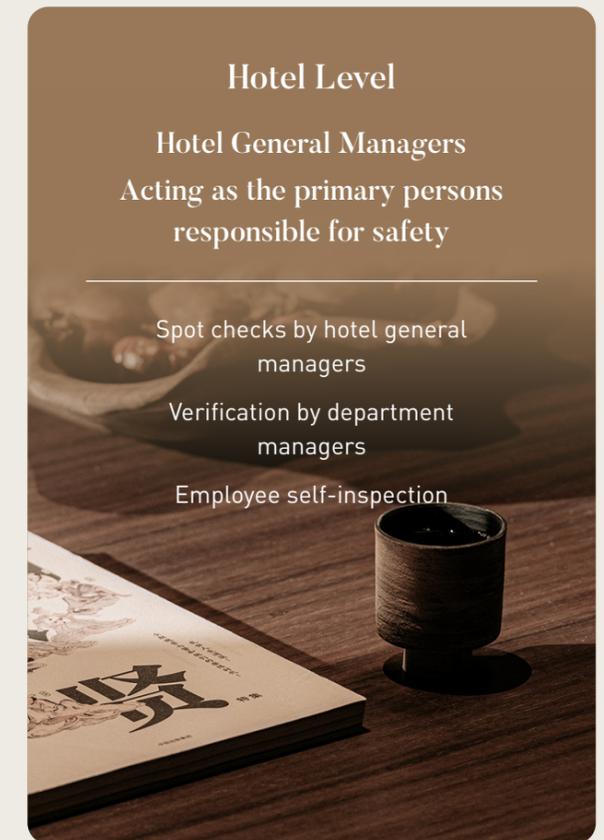
Spot checks by a responsible individual at the city/regional level  
Regional verification  
Hotel self-inspection



**Hotel Level**  
Hotel General Managers  
Acting as the primary persons responsible for safety

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Spot checks by hotel general managers  
Verification by department managers  
Employee self-inspection



# Ensuring Project Quality

Atour Group recognizes that safe, environmentally friendly, and comfortable guest room design is fundamental to delivering a worry-free accommodation experience, while also supporting efforts to reduce resource waste, carbon emissions, and environmental pollution. These objectives are core to the Group’s long-term commitment to responsible development. To support this commitment, Atour has established a strict construction management system and a certification framework for construction platform partners to ensure project quality from inception and safeguard guest safety throughout each stage. The Group has developed the *Building Construction Handbook*, which outlines quality standards for key milestones, including design validation, construction, and final acceptance. During the Reporting Period, Atour introduced the *Management System for Important Safety Risks*, which incorporates on-site pre-construction inspections and standardizes reporting procedures for safety risks, accidents, and related matters during the construction and operational phases. This system ensures that all national and local construction permits are secured prior to project commencement and that the Group’s risk management requirements have been satisfied. At the same time, it also provides clear guidance for risk prevention and incident response during the construction phase.

Atour places strong emphasis on safety and quality assurance of every stage of construction. Random inspections are regularly conducted to monitor both quality and progress. For completion acceptance, the Company has established strict acceptance standards based on four levels: “One Vote Veto,” “Essential Items,” “Important Items,” and “Regular Items.” Projects that fail to meet the standards during final acceptance must be rectified and undergo a second acceptance review before advancing to the pre-opening stage.

## ● Project assessment adopts “One Vote Veto” system

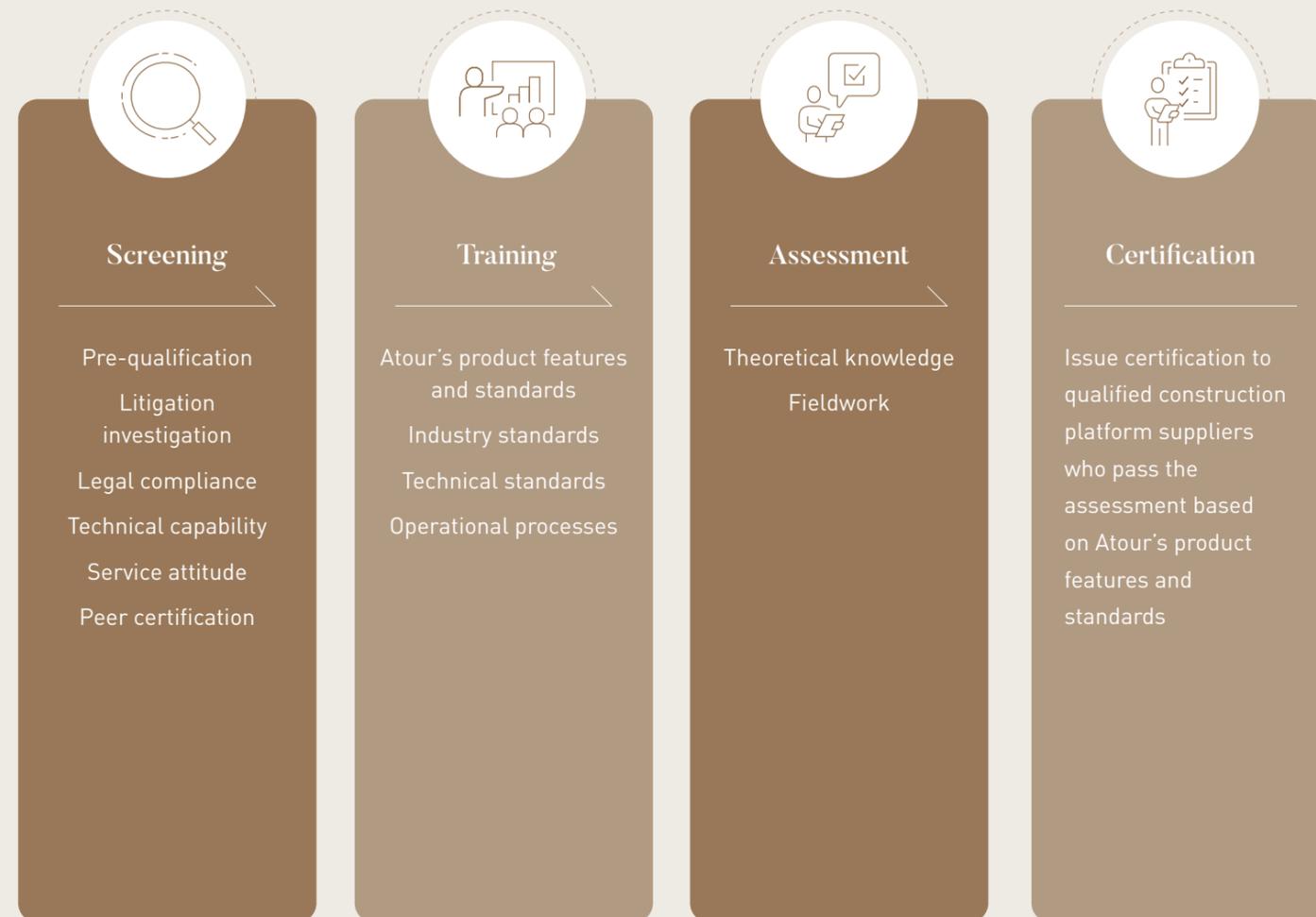
Atour Group places great importance on fire prevention, elevator, gas systems and air quality, which are critical to guest safety and health. For any serious non-compliance that is found during inspections, Atour Group will adopt the “One Vote Veto” for the whole project in order to spare no effort in protecting customer safety.

In addition, issues involving odor, noise, ventilation, air-conditioning and hot water that impact the customer experience are included in the “Essential Items” of the project assessment to ensure a quiet, warm and odor-free experience.



Atour Group is committed to providing customers with high-quality, environmental-friendly hardware facilities. To ensure both safety and environmental protection throughout the construction process, the Group has implemented a rigorous certification program for construction platform suppliers. This program includes screening, training, assessment, and certification procedures, ensuring that certified partners possess the professional capabilities to meet the Group’s stringent requirements. By the end of the Reporting Period, the Company successfully certified 62 suppliers. These suppliers span a wide range of products and geographic locations, which not only guarantees the quality of projects but also optimizes resource allocation and enhances management efficiency.

### Certification Procedure for Construction Platform Suppliers



To enhance the professionalism of its construction personnel, the Company has developed a systematic “New Hire Mentoring” program for newly onboarded construction staff. This program combines foundational knowledge and skills training with specialized, role-specific instruction, along with a six-month mentoring period to support professional growth and development. The training curriculum includes three modules: Delivery, Product Design, and Supply Chain, covering a wide range of knowledge and practical skills such as project management, process standards, equipment maintenance, partner management, product standards, supply chain and system operation.

### “New Hire Mentoring” Program for Construction-related Roles





## Operational Safety

Atour Group regards operational safety as its top priority and continuously works to strengthen safety management across key areas including risk identification, prevention, hazard mitigation, and emergency response, with the goal of safeguarding customer well-being. During the Reporting Period, the Group established systems such as *Atour Hotel Safety Risk Identification Guidelines*, *Atour Hotel Safety Inspection System*, and *Atour Hotel Major Hazard Reporting and Handling Procedures*, comprehensively strengthening its risk prevention and control capabilities.

### Risk Identification

To ensure comprehensive identification of safety risks, Atour Group categorizes potential hazards into eight key types: public security, fire safety, physical security, electrical safety, fall hazards, special equipment, dangerous operations, and food poisoning. For risks that are closely tied to customer safety, the Group has developed detailed management protocols and response measures for frontline staff to follow, ensuring that preventive actions are effectively implemented at the operational level.

### Safety Patrols

To ensure hotel safety and promptly identify and eliminate any potential safety hazards related to public security and fire control, each hotel in the Atour Group must designate personnel responsible for safety patrols. These individuals are tasked with conducting around-the-clock safety inspections in the hotels based on safety patrol routes and checklists, with special emphasis on night-time patrols. At the same time, the Company requires that employees actively monitor and inquire about suspicious individuals and incidents, enabling effective prevention, detection and intervention to curb potential illegal activities.

### Handling of Hidden Dangers

Based on the responsibilities and decision-making authority across the hotel, regional, and group levels, Atour has standardized the procedures for employees reporting and handling safety issues, ensuring the rapid and efficient elimination of major safety hazards. With clearly outlined reporting categories, timelines, procedures, responsibilities, and penalties, the Company is fully committed to preventing major safety incidents to the greatest extent possible. Hotel employees must promptly report any major safety hazards to the hotel general manager. The hotel general manager must simultaneously report to the regional safety officer and develop a corrective action plan at the hotel level. The regional safety officer is responsible for tracking the progress of the rectification within a designated timeframe, and the group Accommodation Operation Center oversees ongoing follow-up. If third-party equipment is involved and rectification is not completed within the time limit, the group Legal Department will intervene and pursue contractual liability for breach, if necessary.

### Emergency Response

In the event of an accident, a swift and effective emergency response is crucial. Accordingly, accident response drills are just as essential as prevention measures. As the primary person responsible for safety, each hotel general manager is responsible for refining the hotel's emergency response plan and organizing annual drills for all staff to simulate responses to unexpected incidents. At the group level, Atour provides systematic safety training to all front-line staff, with the goal of equipping them with the knowledge and practical skills needed to respond in emergencies. Employees are trained to use fire extinguishers, fire blankets, and gas masks, ensuring they can take correct and prompt response measures in emergencies, and possess the skills required for safe evacuation and protection.



## Hotel Stays with Peace of Mind

Safety is the Company's fundamental bottom line, while customer's peace of mind is its higher aspiration. Atour Group continues to improve the quality of service to provide users with a peace of mind and worry-free stay experience. To this end, the Company developed and implemented the *Peace of Mind Hotel Certification System* across all its hotels, ensuring systematic enforcement of its standards. To maintain rigorous compliance, regular audits are conducted through multi-faceted verification methods, including information verification, document verification, and on-site spot checks. Hotels that perform well in these audits are awarded the "Peace of Mind Certification," setting a benchmark for others and encouraging their continuous improvement.



### Safe Travel Cups

Atour's biodegradable "Atour's Safe Travel Cups" are paper lined with imported Polylactic Acid (PLA) film.



### Worry-free Clean

Atour uses disposable biodegradable cleaning wipes, which are thrown away after use, avoiding cross-contamination.



### Well-protected Privacy

Atour mandates the use of anti-spying detectors with full-frequency artificial intelligence algorithms in all of its hotels, and ensures customers' privacy and security.

### Conscientiousness Ambassadors

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



### Worry-free Laundry

Atour conducts regular third-party inspections to ensure linens are clean and tidy.



### Worry-free Bathing

"Jimu" rooms provides sealed bathrobes in disposable dust-proof bags, preventing reuse.





## Cozy and Comfortable Experience

Atour continues to deepen its understanding of guest preferences and is committed to creating a welcoming experience throughout every stage of the customer journey—before, during, and after their stay. The Company has also created a retail brand Atour Planet allowing customers to bring the Atour experience into their everyday lives, whether on the road or at home.

To further improve customer experience across key touchpoints, the Company developed the Atour APP and mini program as its official service channels, integrating functions such as hotel reservations, in-stay services, retail, membership benefits, and order management. During the Reporting Period, the Company launched the personalized APLUS Services in Atour APP and mini program, with new features such as historical order inquiries and invoice management. These upgrades aim to provide customers with a more convenient, efficient and personalized service experience, addressing the diverse customer needs across different scenarios and further enhancing customer satisfaction.

# Pre-stay

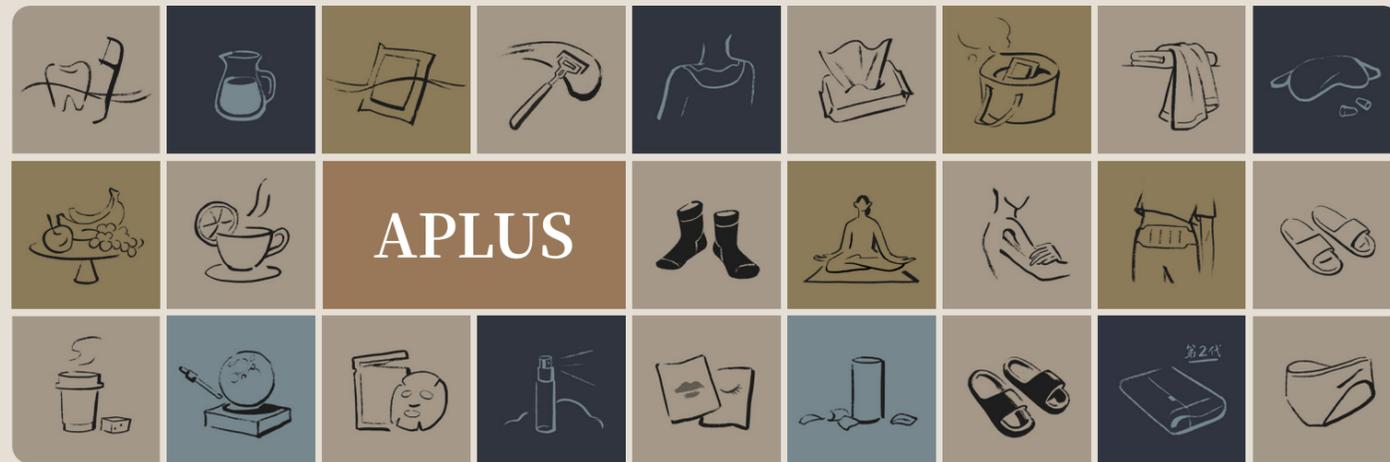
From the moment customers choose Atour, the journey of thoughtful service and warm hospitality begins. The Company offers a rich selection of “APLUS Services” benefits allowing guests to customize their experience and build anticipation for their upcoming stay. From pre-arrival SMS greetings to a warm welcome tea upon check-in, every detail is a manifestation of Atour’s sincere care for its customers.

## APLUS Services

Atour APLUS Services has been thoughtfully curated to offer more than 20 personalized options across: Deep Sleep Formula, Peace of Mind Package, Energy Package, and Atmosphere Package, each designed to meet the differentiated needs of its customer base. When Atour members book rooms, they can choose services according to their own needs and enjoy a unique pre-stay experience, adding a sense of anticipation to every stay. In 2024, the use of APLUS Services increased more than two times than that of 2023, reflecting the high recognition and satisfaction of APLUS Services by customers. APLUS Services now fully covers all guests, ensuring that anyone booking a stay at Atour Hotels—regardless of the booking channel—can benefit from these thoughtful, value-added services.

## 100% Tea Service

The “100% Tea Service” is one of Atour’s signature offerings and its first iconic hospitality service. Upon arrival, guests are welcomed with a warm cup of tea as a gesture of courtesy, respect, as well as refreshment. For guests checking in after 6 PM, the tea is replaced with honey water to ensure that customers will sleep well. During the Reporting Period, the Company launched the “Intelligent Tea Serving Equipment Gift Program” in nearly 1,500 hotels introducing smart teapots capable of precise temperature and volume control. For Platinum members, Atour Group carefully selects local seasonal fruits and prepares welcome cards to be placed in the room providing users with a surprising check-in experience.



# During the Stay

The Company has always attached great importance to its customer experience throughout their stay. Since the beginning of 2024, it launched the "Atour Group Experience Upgrade Initiative", focusing on making improvements across sleep, catering, service facilities, and other areas.

## Natural Deep Sleep Experience

"Let users have a good sleep" has always been the top priority of Atour. Through the APLUS Services, Atour hotel members can experience the Atour Planet Deep Sleep Memory Foam Pillow PRO, designed to help customers sleep soundly both on the road and at home. The Group has innovatively developed the Deep Sleep Floor for Atour 4.0 version "With Nature" and equipped the newly branded SAVHE Hotel with Deep Sleep configurations. SAVHE hotel rooms are equipped with "Atour Planet Deep Sleep" series bedding items, intelligent one-click sensor lighting systems, and advanced sound insulation, to provide guests with an immersive and restful sleep environment. During the Reporting Period, the Company launched the "Deep Sleep Experience into Hotels" initiative, which involved iterative upgrades to sleep-related products and materials across Atour hotels, further promoting the widespread realization of a high-quality deep sleep experience for its customers.



During the Reporting Period, through the "Deep Sleep Experience into Hotels" initiative

**1,562** hotels upgraded the sleep-related products

including Atour Planet Deep Sleep Mattresses

**17,565** units

Atour Planet Deep Sleep Memory Foam Pillow PRO

**135,553** units

## Specialty Wellness Dining

In 2023, Atour Group introduced the Atour Wellness Breakfast, using flavor as a guide to select a variety of traditional Chinese health-enhancing ingredients. This offering included nutritious and delicious options such as soy milk, tofu pudding, millet porridge, okra burritos, and other breakfast options. Atour also created “Local Breakfast,” “Seasonal Menu,” and other delicious dishes featuring culturally distinctive dishes that reflect the unique flavors of each location.

### ● Atour Wellness Breakfast: Quality Ingredients from Premium Sources

Based on a deep understanding of hotel guests, the Atour Wellness Breakfast was launched in 2023, offering soy milk, tofu pudding, millet porridge, and okra burritos catering to northern and southern Chinese diets and addressing guests’ demand for a low-carbon, low-fat, and high-protein diet. Atour sources ingredients from across the nation - from the fertile black soil of Northeast China to the Loess Plateau in Northern Shaanxi. By carefully selecting green and healthy ingredients from regions that produce high-quality soybeans and wheat, Atour offers customers a more suitable and healthy breakfast for the Chinese diet.

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

Atour Wellness Breakfast provided in

**1,539** hotels

coverage exceeded

**95%**

### ● Creating the Unique Atour Flavor: Local Breakfast Skills Competition

In March 2024, the Company held the Atour Local Breakfast Skills Competition at various locations, aiming to identify outstanding culinary talent and create high-quality, authentic local breakfast recipes. More than 500 hotels in over 10 cities participated in the event. The Atour Local Breakfast ensures that guests, no matter where they are, can enjoy local breakfasts that are rich in cultural characteristics and regional flavors, such as Hangzhou-style sliced noodles, Zhengzhou-style stewed noodles, Xi’an-style minced meat noodles, Qingdao-style prawn noodles, and many other indigenous styles created from the heart to serve customers.



### ● Atour Seasonal Menu

“Eating in harmony with the seasons and abstaining from out-of-season foods” is part of traditional food culture. By integrating the 24 solar terms with seasonal ingredients, Atour designs curated seasonal dishes. In 2024, the Company launched five series of seasonal dishes aligned with solar terms, including Limit of Heat, Start of Autumn, Autumn Equinox, Minor Snow, and Winter Solstice. Atour aims to promote traditional Chinese culture through these unique cultural and culinary specialties and create a sense of seasonal ritual for travelers away from home.



Recognizing Generation Z's increasing focus on health and wellness, and their preference for nutritious, high-quality food and beverage options, Atour Light tailored its offerings to meet the evolving dietary habits of young business travelers. As part of the Atour Light 3.0, the Company introduced a thoughtfully designed breakfast menu that includes a wellness drink made from fresh, vitamin C-rich fruits, a low-calorie, high-satiety yogurt bowl, and a DIY waffle experience.

To better address the needs and pain points of young customers, Atour Light also launched a "Sleep-in" service so that customers who wake up late can still enjoy breakfast. Customers can pre-select both the time and type of their breakfast, which is delivered directly to their room by a service robot between 10:00 and 11:00 a.m. in the form of a curated "mystery box" breakfast set.



*"sleep-in" mystery box breakfast set*



## Quiet Reading Space

The “Bambook Library” is a 24/7 mobile library designed as a spiritual retreat for urban residents. Our “Bambook Library” lending service is free of charge, collateral-free, and supports remote returns. Atour seeks to create accessible spaces through its “Bambook Library” that can bring users a calm and focused reading experience.

During the Reporting Period, Atour set up a “Bambook Library Working Group,” responsible for conducting inventory checks and replenishing “Bambook Library” books quarterly to maintain their quantity and quality. In addition, the Company held a “Bambook Library” themed event every quarter to provide a space for customers to exchange ideas and share experiences.

As of the end of the Reporting Period

Atour had established more than

**1,600** “Bambook Libraries”

in approximately

**200** cities nationwide,

with a total of about one million books.



## Convenience Services and Facilities

Atour integrates a refined lifestyle into its services through offerings like the “Out of the Dust” service, a complimentary laundry service designed to ease the challenge of changing clothes while traveling. All hotels are equipped with washing and drying machines, and during the Reporting Period, the self-laundry experience was optimized by launching of the “Smart Laundry” feature. Guests can check the availability of washing machines through Atour APP or in-room TV, with reminders for idle machines to ensure a more efficient and convenient laundry process. Atour also provides the “Sweat Out” 24-hour gym service to cater to guests’ fitness needs at any time. In addition, Atour also offers guests the unique late-night snack service “Late Night Congee” to provide warmth and comfort during the late hours of travel. Meanwhile, Atour continues to improve the intelligence level of its equipment and facilities to make every stay more convenient and efficient.

# Post-stay

Partings are often hasty, but Atour’s care is never lax. Atour’s special takeaway breakfast service “Lv Meng’s Hazy Road Breakfast” offers nourishing packed breakfasts for guests who have to leave early, extending Atour’s thoughtfulness to their journey after check-out. Atour also provides Atour members with late check-out rights by using late check-out vouchers, with the latest check-out time extending to 18: 00.

During the Reporting Period, Atour synchronized orders between external business travel platforms and the Atour platform, enabling fully online invoicing. Customers can enter their invoice information when making a reservation to obtain an electronic invoice immediately upon departure. Customers can also easily manage invoices through Atour APP and the Wechat mini program, further improving the efficiency and convenience of the invoicing process.

# Continuing Warmth with Atour Planet

Helping more people get a good night’s sleep is Atour’s unwavering commitment and steadfast principle. Atour Planet focuses on addressing customers’ sleep needs, aiming to help customers return to the natural rhythm of their bodies with Atour’s extended warmth. Based on tens of millions of customers’ stay experiences and product use feedback, Atour Planet has created Atour’s deep sleep formula. Every design element is crafted with humanistic care and thoughtful interaction to provide customers with a natural, relaxing sleep experience.

## ● Atour Planet Deep Sleep Memory Foam Pillow PRO Series

Atour Planet pioneered the “Zero-Latency” dynamic tracking neck guard system with three layers of different foam. When customers turn over in bed, it can quickly fill the gaps around the neck providing support and adapting to any sleeping posture.



## ● Atour Planet Deep Sleep Thermo-regulating Comforter PRO Series

Atour Planet simplifies design by eliminating lace, embroidery and even the tedious process of putting on the quilt cover. The entire comforter can be washed and dried, making it more convenient for customers.



# Delightful Lifestyle

Atour aims to extend a delightful lifestyle to customers' daily lives, leading them to discover the joys of life and enjoy restful moments through interesting brand activities. The Company has also expanded the pet-friendly areas to provide convenience for travelers with pets. Through thoughtful and meticulous service, along with fun and interactive activities, Atour hopes to establish a warm connection with its customers.

## Pet-friendly

With the increasing demand for traveling with pets, staying at a pet-friendly hotel has become a desirable experience for many customers. In 2023, Atour opened its first pet-friendly hotel to cater to guests who travel with pets. The Company provided customers with "Pet Shuttle Service," "Pet Snack Gift Packs," "Smart Pet Housing" and "Purry Fitting Rooms" along with other services. To promote and encourage the industry to become more pet-friendly, Atour hosted the "World Puppy Day" event, set up a "Pet Office," and participated in the 26th Pet Fair Asia. (hereinafter referred to as "Pet Fair Asia"). Atour has always interpreted pet friendliness through the philosophy of "mutual friendliness between humans and pets", and constantly provides warm and interesting experiences for both pet and customers.

By the end of the Reporting Period

we had

**22** pet-friendly hotels in **18** cities

### Atour Exclusive Pet Gifts for World Puppy Day

March 23, 2024 was World Puppy Day. Atour offered exclusive pet gifts at six pet-friendly hotels, including cat litter, hand-painted pet rooms, pet magazines, furry badges, and other items. In addition, the Company released the first joint publication *Cat House Diary* in conjunction with the cat litter brand "Blue Diamond" and the pet products brand "BPETS."



● Atour Pet Office

On June 8, 2024, Atour established a "Pet Office" on Yuyuan Road in Shanghai and invited pets to check in and enjoy a joyful time, spreading happiness to every corner. Each pet received a special identity card to participate, with Atour also handing out furry-themed gifts to customers who participated in the event.



● Atour participates in Pet Fair Asia to explore human-pet friendly spaces

In August 2024, the 26th Pet Fair Asia, an annual event for the pet world, was held in Shanghai. Atour made its debut at Pet Fair Asia by showcasing its "Pet-friendly Accommodation" solutions, creating a new two-way friendly accommodation experience. Atour cooperated with several well-known pet brands, including "Pidan," to create a super fun booth. Visitors received pet gifts simply by signing in. Together with the pet community CPPET, Atour jointly hosted the first stop of its public welfare programme, "Love for New Life," in Shanghai. The Company collected and disinfected used pet toys and clothes and donated them to shelters for stray pets.



# Fun Brand Activities

Atour is not only dedicated to creating surprises and enjoyment for its customers but also encourages them to explore the world in a sustainable manner. The Company organized the “Lying-Down Festival” to share relaxing moments with customers. Additionally, Atour developed exclusive travel guides and sustainable travel maps for customers to borrow, offering them a fresh perspective on travel and becoming the ideal partner for customers journeys.

Atour “Lying-Down Festival”



Atour launched the “Lying-Down Festival” for customers to temporarily escape the stress of work, forget their worries, and enjoy a good rest. In April 2024, as the May Day holiday approached, the Company took the Atour lifestyle outdoors. Customers were invited to lay on the grass, watch the sunset, feel the river breeze, listen to music, and stay overnight at Atour hotels, fully enjoying the relaxation and joy of the moment.

Atour Light × “Pi Travel” Guide



Atour Light collaborated with travel planning expert “Pi Travel” to develop the “12 City Travel Routes,” providing customers with a one-stop recommendation for dining, entertainment, and leisure activities. This initiative aims to help customers to explore the sites and fun of the city they are in. Customers can scan the QR code to get exclusive local travel guides and embark on a spontaneous exploration of the city.

Shenzhen Sustainable Map Borrowing Service



In collaboration with the creative content platform “TOPYS” and sustainable innovation platform “R.I.S.E.,” Atour Light selected sites in Shenzhen that embody a sustainable lifestyle to create the *Tomorrow: Shenzhen Sustainable Living Map*. This map helps visitors explore Shenzhen with a sustainability-focused perspective.

# Atour ACARD Membership Benefits

To enhance a seamless membership experience across hotel and retail customers, and further develop the Atour ACARD membership ecosystem, Atour implemented targeted digital initiatives during the Reporting Period. These initiatives enabled the integration of the membership and loyalty point systems of Atour Planet flagship stores on various third-party platforms, Atour Planet mini program, and Atour Hotels. Members can now upgrade their status across these platforms, accumulate loyalty points by spending on the above channels, and enjoy a more convenient membership growth system.

To further enhance the value proposition for our members, during the Reporting Period, qualified tiered Atour members were granted complimentary trial access to the Atour Planet Deep Sleep Memory Foam Pillow PRO 2.0. New benefits like laundry pick-up and delivery, and free shipping for Platinum members on retail self-operated channels have also been added, offering members a more enriched benefits experience. In addition, Atour engaged customers through various activities such as concerts, music seasons, marathons, and more.

## During the Reporting Period



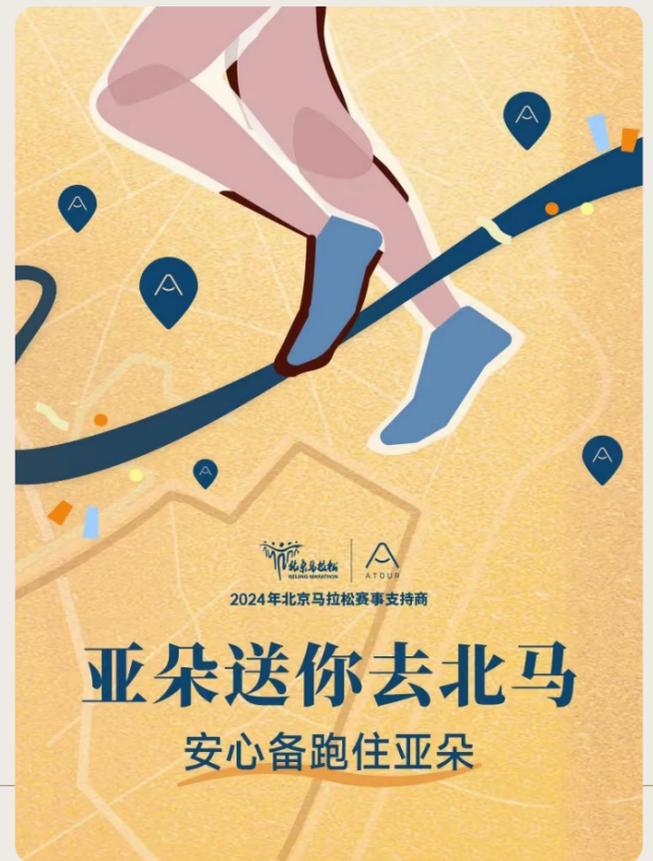
Atour organized

**26** interactive activities for members, including tickets to concert and music festivals.



Atour secured scarce entries for members in

**3** marathon events (Beijing, Tianjin, and Xiamen) and provided customized services and exclusive gift packages for runners staying at the designated Atour hotels.



# Sincere Communication with Customers

Atour remains committed to the value of “Customer First” in its advertising and marketing activities. The Company actively collects customer feedback, gains insights into customers’ thoughts through multiple channels, and responds to and resolves customers’ feedback in a timely and efficient manner by empowering its employees and implementing multi-level supervision.

## Responsible Marketing

Atour strictly abides by the *Advertising Law of the People’s Republic of China* and other laws and regulations, ensuring that all product promotion and marketing activities are conducted in an objective and truthful manner. The Company has developed and regularly updates the *Group Public Opinion Management Manual*. During the Reporting Period, Atour further refined the Group’s external publication review procedures and related regulations, explicitly prohibiting exaggerated claims, false information, or any infringement upon the rights of others. All promotional materials undergo rigorous examination and approval prior to release. In addition, to ensure that employees fully understand and accurately implement marketing compliance requirements, Atour conducts at least one responsible marketing training for Retail BU staff each quarter. A total of five advertising and marketing compliance trainings were held during the Reporting Period to help employees improve their acuity to marketing contents and compliance awareness through in-depth explanations of relevant laws and regulations, group discussions and practical exercises.

## Intellectual Property Protection

Atour attaches great importance to the protection of intangible assets, such as trademark rights, patents, and copyrights. The Company continues to enhance its intellectual property management practices and strictly adheres to applicable local laws and regulations, including the *Patent Law of the People’s Republic of China*, the *Copyright Law of the People’s Republic of China*, the *Trademark Law of the People’s Republic of China*, and others. During the Reporting Period, Atour formulated the *General Provisions: Administrative Measures on Intellectual Property Rights of the Atour Group*, which specifies the ownership and management responsibilities of intellectual property rights as well as the provisions on confidentiality and protection of intellectual property rights. This General Provisions document is further divided into the *Specific Provision: Patent Administration System*; the *Specific Provision: Copyright Administration System*; and the *Specific Provision: Trademark Administration System*. The registration, use, administration and protection of patents, copyrights and trademarks are each detailed.

Meanwhile, in order to raise awareness of intellectual property protection among employees in relevant departments, Atour conducted training sessions during the Reporting Period on patent search and analysis via the CNIPA (China National Intellectual Property Administration) database, as well as on self-inspection of intellectual property compliance. These sessions aimed to equip employees with the knowledge and skills necessary to protect intellectual property. In addition, Atour requires its partners to sign *Confidentiality Agreements* to ensure that the intellectual property rights of both parties are properly protected and to prevent infringements.



# Customer Satisfaction

Atour has always been committed to providing “Warm and Friendly Companionship” to every customer. The Group proactively gathers authentic customer feedback, conducts customer satisfaction surveys, and engages loyal members as “Customer Experience Officers.” At the same time, multiple channels have been established to collect and respond to customer input, with complaints and concerns addressed at their root through a prioritized oversight mechanism. This approach strengthens the warm and meaningful connection between Atour Group’s team and its customers.

## Customer Satisfaction Survey

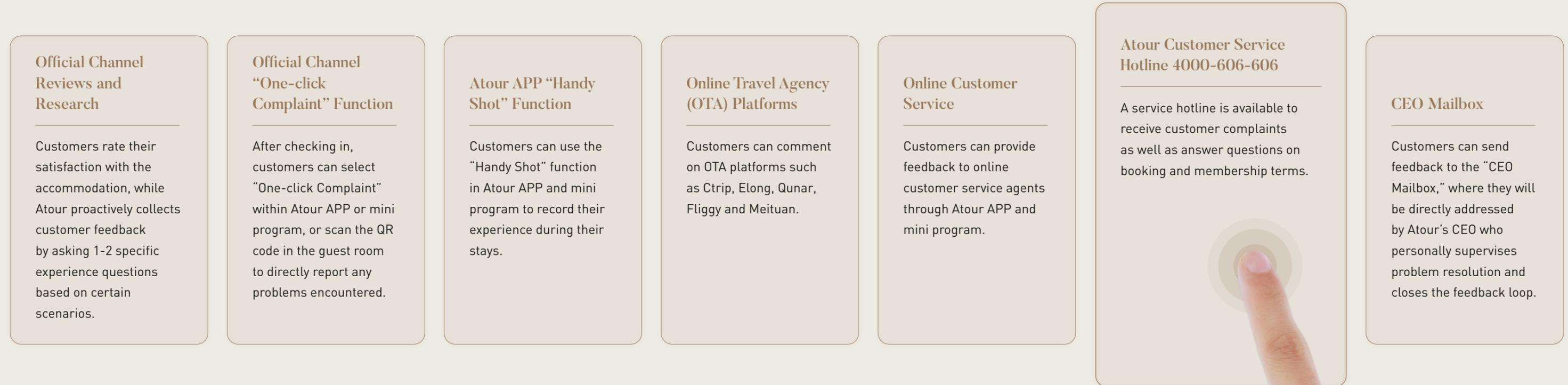
Atour proactively conducts customer experience surveys to gain deeper insights into customer perceptions and expectations. A customer satisfaction survey is conducted every six months, supplemented by feedback collection through the Atour mini program, which randomly prompts users to rate their experience. Additional methods include customer interviews and quantitative questionnaires. During the Reporting Period, the Group conducted thematic surveys on the attractiveness of Atour’s membership benefits system and user satisfaction with its online platforms (Atour APP and mini program). Based on the survey results, Atour developed targeted improvement plans and KPI targets. In response, Atour completed a comprehensive upgrade of its membership system and introduced optimizations to Atour APP and mini program, addressing key customer concerns related to the homepage, itinerary assistant, and booking process.

In addition, Atour recruited nearly 100 “Customer Experience Officers” from its customer base. We regularly receive feedback reports from them after they visit our hotels, as well as their overall suggestions for Atour. These officers provide regular feedback reports following their hotel stays, along with broader suggestions for the Group. Feedback from the “Customer Experience Officers” is compiled, analyzed, and reported monthly, with relevant departments evaluating and acting upon the suggestions to drive continuous improvement. In alignment with the “Atour Service Methodology” and insights gathered from these surveys, the Group has consistently refined and enhanced key customer service touchpoints.



## Customer Communication Channels

Atour Group actively collects customer opinions and suggestions through a variety of feedback channels. In order to more effectively respond to customer needs and address their pain points and difficulties, hotels review customer feedback and evaluations on a daily basis, proactively communicate with customers to identify problems, resolve them promptly, and implement a review and rectification process. In parallel, Atour’s headquarters and relevant regional managers conduct in-depth analyses of customer feedback data, identify recurring issues, and drive the implementation of targeted service improvement measures.



During the Reporting Period, we launched online human customer service in Atour APP and mini program (9: 00-12: 00, 13: 00-18: 00), which supports the "1-to-many" service mode. After the launch, the connection rate of online sessions reached 99%, effectively improving the efficiency of dealing with customers' problems and opinions.

For the retail business, Atour has established a comprehensive service experience system for the Atour Planet, tailored to the characteristics of e-commerce. This system monitors customer experience related to goods, logistics and services throughout the shopping journey via 66 key touchpoints. In response to negative customer feedback, the Company contacts them within 24 hours to provide satisfactory solutions. All customer feedback received through various channels, including the hotline, the dedicated complaint channel on the mini program, and customer evaluations, is systematically analyzed and classified. These issues are then assigned as work orders to the respective business modules for specialized handling. During the Reporting Period, Atour completed 223 specialized work items, effectively addressing user experience pain points.

## Customer Feedback Processing and Improvement

To accelerate response times to customer feedback, Atour Group prioritizes the prompt resolution of negative reviews and complaints received through various channels, aiming to address customer concerns and de-escalate dissatisfaction at the earliest opportunity. For complaints that cannot be resolved promptly and properly, a hierarchical escalation process involving the hotel general manager and regional supervisors is activated, and reports them to the group level. The Accommodation Operation Center then takes over the overall management of such issues, using measures such as “Daily Blacklist Enforcement” to urge hotels to make quick corrections. In addition, to continuously improve service performance, the Accommodation Operation Center and the Customer Experience Center regularly analyze negative evaluation and complaint data and push relevant departments to make improvements.

In order to more quickly and effectively solve issues related to customer feedback on hotel operations, Atour has implemented a company-wide “Authorization for All” system. This system grants each hotel staff member a pre-approved customer service budget of a one-night stay or RMB500, enabling frontline staff to immediately address customer concerns on site.

Atour has established detailed standards and intensified quality inspections for eight key hardware and service touchpoints that significantly impact the guest experience. These include soundproofing, air-conditioning, shower, hardware facilities, breakfast, late-night snacks, bedding, and odor. These measures are aimed at safeguarding the consistency and quality of customer experiences while elevating the Group’s overall service management.

### “Experience Terminator” Management Mechanism

During the Reporting Period, Atour launched the “Experience Terminator” management mechanism. This mechanism reviews and identifies hotels with low repurchase rates and high customer complaint rates across eight key metrics, requiring hotels to rectify issues within a specified timeframe. If a hotel fails to complete the rectification process within one month, it is labelled as “Under Quality Rectification” on the Atour APP until the process has been completed. Customers can filter their hotel searches for this and reduce the risk of booking a hotel with low service quality. Customer booking preferences will also incentivize labelled hotels to actively rectify and improve service standards.

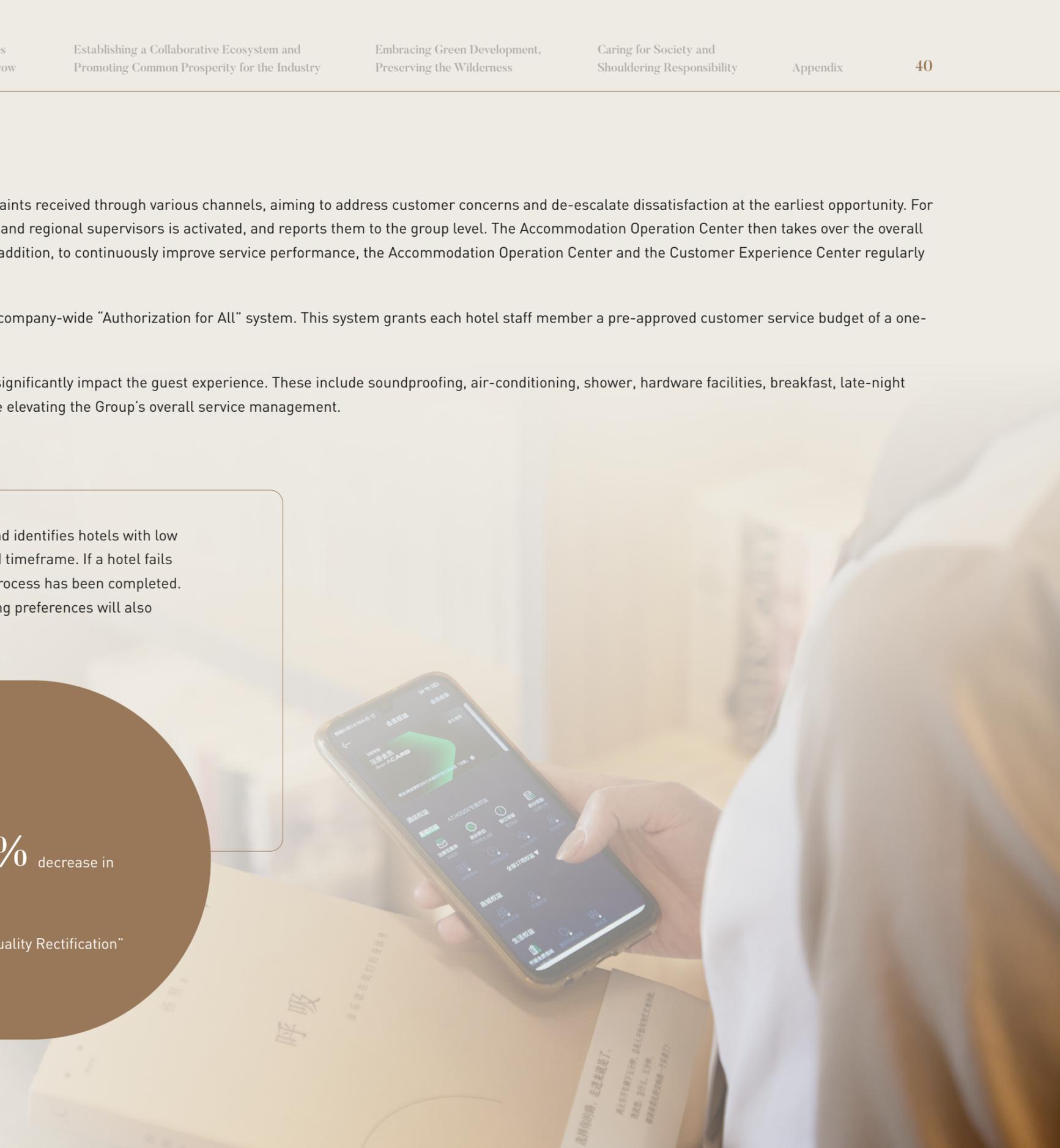


#### During the Reporting Period

a total of **30** hotels were labelled for rectification.

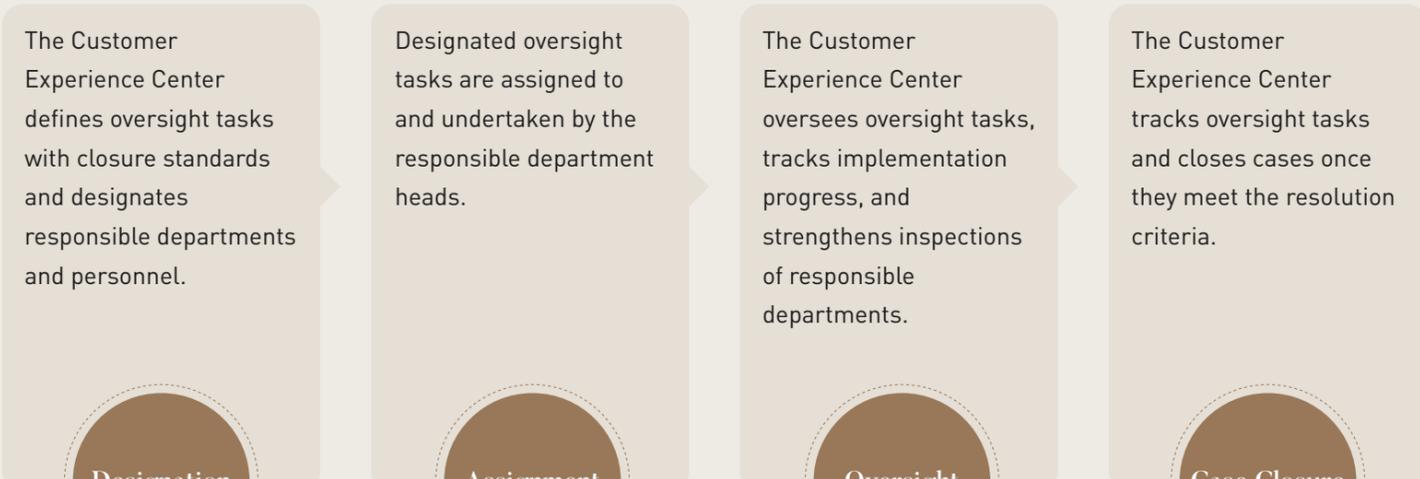
Of these, **22** hotels had completed the rectification process, resulting in a **15%** decrease in customer complaint rates across the eight key metrics mentioned above.

Of the remaining **8** hotels, **2** were terminated and **6** were labelled as “Under Quality Rectification” on the Atour APP.



To more accurately and efficiently respond to customer feedback related to safety and experience, Atour has established a special “Customer Experience Work Order Oversight System” for safety and experience-related customer feedback. Key issues uncovered through this mechanism are translated into actionable solutions and integrated into Atour’s ongoing strategy for enhancing service touchpoints. Insights gained from this process are also applied to future supervision and feedback processes to ensure that the Company can consistently identify and address deficiencies in its services and continuously improve customer satisfaction.

Prioritized Oversight Mechanism



● Hair Dryer Upgrade

During the Reporting Period, Atour identified the issue of aging and ineffective hair dryers based on customer feedback. The issue was given oversight by the Customer Experience Center which selected a new hair dryer brand to be tested for a period before replacing the previous brand. This successfully reduced hair dryer complaints by 40% per 10,000 room nights.

● Refresh and Upgrade of Bathroom Amenities

Atour closely tracked comments about “hotel bath amenities” on social media platforms. To provide guests with a higher quality experience, the Company partnered with internationally renowned bath brands such as “ESPA”, “Thankyou”, and “JO LOVES” to upgrade the shampoo, conditioner, and body wash products in its rooms. In addition, Atour continues to use safety pump heads that cannot be opened by external force after assembly and securely fixed them to walls to prevent any contact with the liquid inside. This ensures that guests can use them easily and safely.





LIFE IS ATOUR



# Energizing Employees and Helping Them Grow

Atour views its employees as partners who walk alongside the Company, moving forward together. The Company is committed to treating them with respect, care, and support. While ensuring the protection of their basic rights and interests, Atour places strong emphasis on employee career development and well-being. Through various initiatives, such as training, honor-based incentives, and welfare benefits, the Company strives to foster the mutual growth of both its employees and the organization, promoting Atour’s culture of care and warmth.

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# Diverse and Equal Workplace

Atour upholds the values of “Respect, Openness, and Equality” and committed to providing every candidate with a fair opportunity. The Company respects and safeguards the lawful rights and interests of all employees, actively listens to their feedback, and strives to create a happy and supportive work environment.

## Diversity, Equality and Inclusion

Atour has consistently complied with the *Labor Law of the People’s Republic of China*, the *Labor Contract Law of the People’s Republic of China*, the *Provisions on Prohibition of Using Child Labor* and other relevant laws and regulations in the regions where it operates. At the same time, the Company continues to refine and implement policies including the *Atour Employee Handbook*, *Atour Group Hotels Employee Handbook*, and the *Hotel Personnel Operation Manual*, covering recruitment, employment, compensation, benefits, training, and development to safeguard the legitimate rights of all Atour employees.

A diverse, equal, and inclusive workplace is essential for empowering every employee to reach their full potential. Atour is committed to this goal and ensures that every employee and candidate is treated fairly and impartially, regardless of ethnicity, age, gender, marital status, nationality or religious beliefs, while strictly prohibiting both child labor and forced labor. In addition, the Company actively promotes its “Three Disciplines, Eight Points for Attention”, which requires all employees to act with honesty and integrity, maintaining a zero-tolerance policy toward any form of discrimination or harassment. In the event of such misconduct, Atour reserves the right to terminate the employment relationship immediately to ensure a healthy and professional work environment.

The Nickname System is another key initiative that reinforces Atour’s culture of respect and equality. Upon joining, each employee chooses a unique nickname that reflects their personality. Regardless of title or position, employees address one another by their nicknames rather than titles such as “boss” or “leader”.

This practice is designed to cultivate a culture of mutual respect and open communication, improving work efficiency and collaboration.

During the Reporting Period, Atour updated and refined the *Atour Group Hotels Employee Handbook* and reinforced its “Four Dos and Four Don’ts” approach to employee management. These efforts aim to cultivate an equal and inclusive work environment where employees can grow together with the Company in a supportive and well-functioning organizational environment.



As of the end of the Reporting Period,

We have established a diverse talent group.

Atour Group had **5,488** full-time employees

of which **57%** were female

**18** employees with disabilities

and **206** employees

from **22** different ethnic minority groups



# Talent Attraction

Atour has developed and implemented policies such as the *Recruitment Management Rules* and *Atour Group Journey Rules*, which outline detailed procedures for recruitment and internal transfers. These policies are designed to ensure that hiring and mobility processes are fair, open, and transparent, while attracting top-tier talent through diverse recruitment channels to strengthen the team.

Campus recruitment is one of Atour’s key external hiring channels. In 2024, the Company cooperated with several universities to offer targeted training programs for students majoring in hotel management, tourism management, and other related fields. The Company also received approval to establish an Internship Base in Shanghai’s Pudong New Area, offering a variety of internship opportunities to students from 57 universities in Shanghai across majors such as financial management, human resources, and marketing.

## ● Signing Partnership with Universities for Management Trainee Programs

During the Reporting Period, Atour entered into formal partnerships with six universities, including the Beijing Hospitality Institute at Beijing International Studies University, to jointly launch a management trainee program. The program is expected to engage more than 1,000 students from business-related majors such as hotel management and tourism management, offering over 300 management trainee positions in hotel operations. The program includes multiple cooperative sub-projects, such as “Atour Order Class,” “Dual-qualification” Teacher Training Base, and Joint Curriculum Development, to help Atour and partner universities build a flexible and complementary model of cooperation.

In addition, Atour places great importance on identifying and nurturing internal talent. According to the *Recruitment Management Rules*, internal candidates who meet job requirements and demonstrate strong performance are given priority before positions are opened to external applicants. The Company has also established the “Atour Journey” internal transfer program to promote internal mobility, encourage employees to explore new roles, and unlock their full potential.

## ● “Atour Journey”: Internal Transfer Program

Atour Journey is a program that facilitates cross-departmental/cross-regional transfers for Atour employees. Any eligible employee can apply based on the internal job postings shared by the Company. Upon approval by the hiring department, the employee can formally start the transfer, obtaining growth opportunities and broadening their horizons.

During the Reporting Period, the Company expanded the application channels for front line employees by introducing a new “micro-community thread” application method and increasing system-level support. At the same time, it updated and optimized the application rules, and clarified response timelines to ensure that employees could get timely updates on application progress. For employees relocating to new regions, the Company implemented a policy of “no salary reduction for transfers” to further encourage employee participation.

During the Reporting Period, a total of 317 employees successfully transitioned to new roles through the “Atour Journey”, strengthening the Company’s talent pipeline and promoting structured, efficient internal mobility.



Atour Journey



# Employee Communication

At Atour, employee voices are a driving force behind the Company’s progress. Establishing smooth and effective communication channels is essential to both efficient management and employee well-being. The Company actively listens to employees through a variety of communication channels, gaining a deep understanding of their ideas, needs, and feedback, ultimately enhancing their sense of participation and promoting organizational vitality.

## Daily Communication Channels

### Atour Micro-Community

Atour Micro-Community is the Company’s internal communication and exchange platform which includes a “like” and “complaint” function. Each employee can provide feedback on issues that need improvement using a real name or pseudonym. They can also recognize colleagues with “like” for their outstanding performance. Any department that receives negative feedback is required to respond and propose a solution within 48 hours. Employees who receive a “like” from their colleagues are awarded “like coins” which can be redeemed for gifts.

During the Reporting Period, the Company added a new “feedback and suggestion” feature to the Atour Micro-Community. This feature comprehensively collects feedback and suggestions and serves as a platform to solve issues. Employees can ask questions about daily work processes and systems or provide suggestions on how to improve them by submitting tickets in real time through this feature. Their feedback will be reviewed and followed up on by relevant departments.



### Employee Happiness Survey

In order to gain an understanding of the employee, Atour conducts a quarterly employee happiness survey. Using the results of this survey, the Company identifies areas to improve daily operations, ensuring they are addressed promptly. During the Reporting Period, the Company made several improvements including enhancing the quality of employee meals and accommodation and promoting digitalization at the operational level, achieving positive results.

### Zero Distance with Employees

The Company launched a “Zero Distance with Employees” communication mechanism, encouraging hotel general managers to use informal occasions such as dinners and exchange forums to conduct one-to-one or group discussions with employees. This provides a channel for hotel general managers to listen, receive feedback, and improve various aspects of employee daily life such as uniforms, meals, accommodation and transportation. This mechanism fosters stronger engagement and enhances communication between managers and employees.

### Executive Roast Session: Using Humor to Express Opinions

Comedic roast sessions and talk shows are popular cultural format among younger generations. Atour has embraced this trend, creating a platform for employees to express their opinions on the workplace. On April 26, 2024, Atour hosted the Atour Roast Conference, where executives and front-line employees shared their thoughts and opinions. More than 260 employees attended the conference which was filled with laughter and positive energy. Through this popular entertainment format, Atour encourages employees to speak out and express their opinions, further strengthening its culture of respect and equal communication across the organization.



# Advancing Together with Employees

## Career Development Pathway

Atour has always placed great importance on the development and growth of its employees and is committed to providing clear promotion opportunities and ample room for advancement. The Company has established a fair and just promotion system tailored to the nature and characteristics of different positions, aiming to motivate employees while ensuring that capable and results-driven individuals are recognized and promoted.

For management-level positions, we implement a three-mechanism personnel system comprising Competitive Selection, Strategic Rotation, and Term-Limited Appointments. This approach introduces the concepts of position competition and term limits, while emphasizing the critical importance of cross-team and cross-functional experience. The system helps the management-level accumulate diverse skills and practical knowledge, enabling them to continuously strengthen their problem-solving capabilities through multi-dimensional exposure.

### Competitive Selection

- Introduced a competitive recruitment system to select middle managers
- Provides equal opportunity for all and helps the identification of outstanding talent

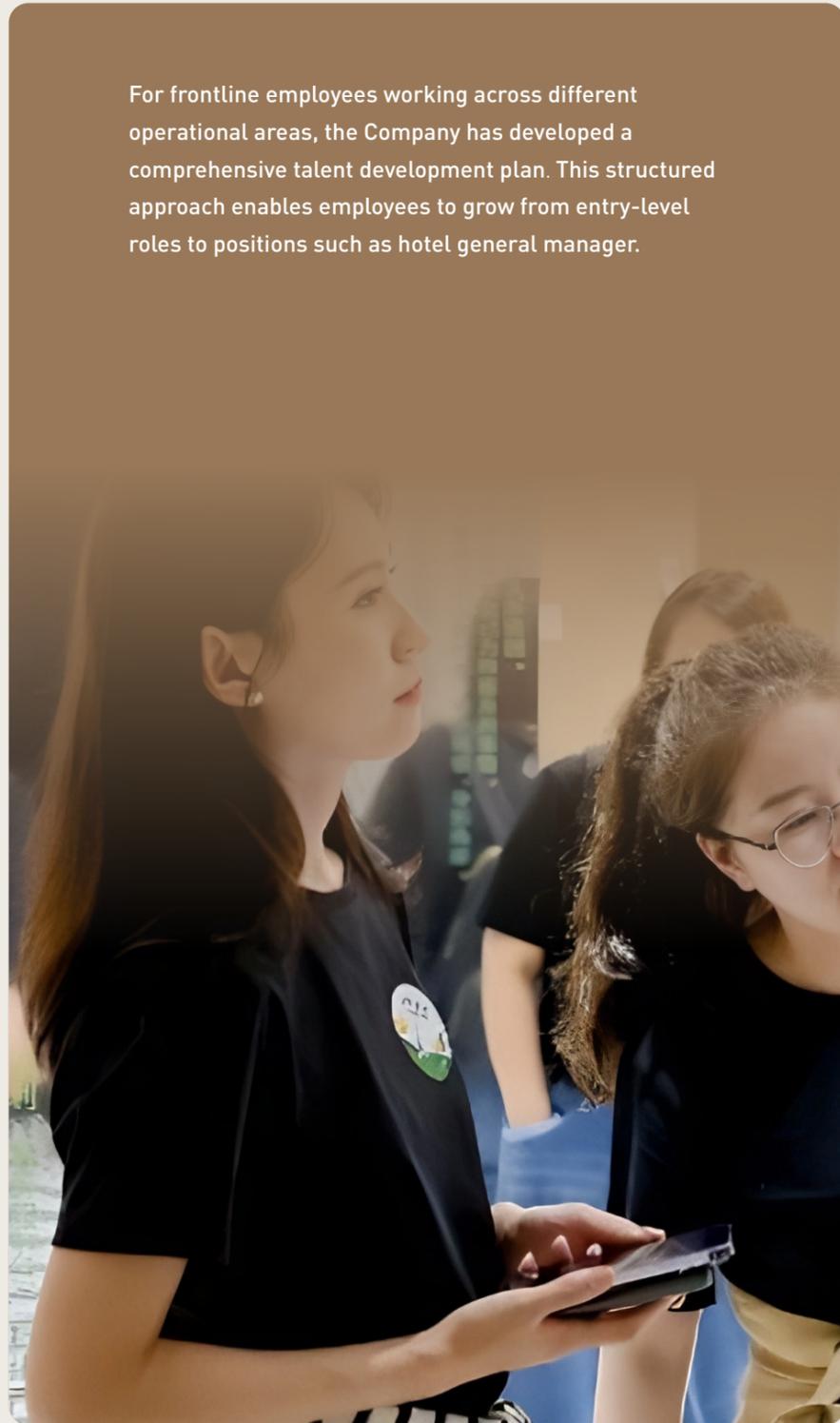
### Strategic Rotation

- Facilitated cross-team and cross-functional training for potential and capable managers
- Rotation is now required for manager promotion

### Term-Limited Appointments

- Term limits have been instituted, creating an employment mechanism that facilitates flexible mobility both in terms of positions and remuneration





For frontline employees working across different operational areas, the Company has developed a comprehensive talent development plan. This structured approach enables employees to grow from entry-level roles to positions such as hotel general manager.



# Talent Development System

Atour has established and continually improves a talent development system with its own unique characteristics. The system provides targeted training programs for employees across different functions and ranks, with a variety of courses and projects aimed at enhancing their overall capabilities. This ensures business stability through professional skill training and talent pipeline building.

In 2024, the Company set up the Jimu Academy, a new department responsible for overseeing all talent development initiatives and integrating internal educational resources. Through tools such as course development workshops and the Jimu Online Learning Platform, the Company enhanced employees' learning experiences and outcomes. Additionally, Atour continued to identify and cultivate internal trainers, organizing the "Spark Plan" for internal trainer certification, which enhances employees' professional value while ensuring the continuity and transmission of internal knowledge.



During the Reporting Period  
Atour achieved  
**100%** employee training coverage

## ● "Spark Plan" Internal Trainer Certification Class

"Spark Plan" internal trainer certification class is a crucial component of Atour's talent development system. Through this program, we continue to develop new lecturers and improve their teaching and research capabilities.

To express appreciation for the dedicated efforts of internal trainers, Atour hosted the Little Red Flower special event on September 10, 2024. Jimu Academy prepared an exclusive gift for each internal trainer and connected them nationwide through a combination of live streams, honor roll announcements, and regional offline events. These activities further enhanced their sense of honor and value.

During the Reporting Period,

We held **2** batches of Spark Plan Internal Trainer Certification Classes, with **335** Atour internal trainers participating, and total class time exceeding **6,000** hours. **65** participants received the certification, while **8** courses were developed or iterated.



Spark Plan internal trainer certification classes



Little Red Flower Special Event





## Professional Skills Training

Atour is committed to enhancing the professionalism of each employee by offering a blend of online and offline professional skills training courses. These courses cover the latest industry developments, integrating real-world scenarios with a focus on the specific requirements of employees' positions to improve their on-the-job skills.

For example, for front-line hotel employees, the Company has established a dedicated training system with targeted learning pathways for key positions. These pathways are regularly updated to ensure that employees can offer warmer, more attentive service to guests. For headquarters staff, the Company provides a wide range of training resources to help different departments build their talent pool.

### ● Front-Line Employee Training System: Continuous Optimization

During the Reporting Period, the Jimu Academy comprehensively optimized and enhanced the Atour Group's front-line employee training system across the three dimensions: learning materials, content, and learning model.

#### Learning Materials

The Jimu Academy developed a *Customer Service Teaching Manual* and *Housekeeping Teaching Manual*, which included materials about essential job knowledge, operational skills and professional development. These aim to help new employees create a systematic knowledge and skill framework from the start of their employment.

#### Course Content

The Jimu Academy maintains a strong sense of responsiveness and responsibility towards its course contents, updating any outdated content in a timely manner. From July to December 2024, over 30 courses were optimized to improve the quality of the courses and the accompanying learning experience.

#### Learning Model

To enhance training across key roles, including housekeeping, restaurant service, and engineering, the Jimu Academy added learning paths during the Reporting Period, which connect various stages of learning and assist employees systematically acquire job knowledge and improve their professional skills.

Atour implemented various professional training programs and organized skill competitions, offering employees engaging and challenging experiences that inspire their enthusiasm for learning. These efforts not only help enhance overall skill levels but also reinforce the corporate ethos of Compete, Learn, Improve, and Surpass.

● One Toss Will Tell: Bed-Making Skills Competition

During the Reporting Period, Atour held a professional skills competition titled "One Toss Will Tell". Executive Committee members, regional heads of operating teams, and heads of regional development teams were invited to participate. The competition required teams to make a 2m x 2m bed within a prescribed time limit. The competition aimed to reinforce employees' commitment to service excellence, and deepen their "Customer First" philosophy, elevating hospitality standards to provide a higher quality and more personalized experience to guests.



One Toss Will Tell Competition

The Company set up a special program titled Hotel General Manager Certification Class to help newly appointed and promoted general managers improve their operational expertise and strategic thinking skills. This program combines online self-study with offline teaching, offering systematic training in areas such as hotel operations, practical skills, and key challenges in hotel development. The training assesses participants' understanding of operating standards while strengthening their overall management capabilities. Only those who successfully pass the assessment are retained in the General Manager role.

During the Reporting Period

the Hotel General Manager Certification Class held **17** sessions with a total of **773** participants.



## Talent Team Cultivation

Atour has established four talent team cultivation plans tailored to employees at different stages of their development. These programs aim to nurture exceptional talent that will support the Company’s growth, including:

### Laomudeng Training Camp



- Core management leadership training initiated by Atour founder Haijun Wang.
- Enhances strategic vision and problem-solving skills and identifies and trains future Atour leaders from a CEO-level perspective.

In 2024, Atour conducted the second phase of the Laomudeng Training Camp in Shanghai, Yan’an, and Yunnan, with 23 managers and key staff in attendance.

### Individual Development Plan (IDP)



- Addresses headquarters’ leaders and core backbone personnel.
- Approximately six months of targeted training promotes talent development and growth, highlighting internal business dynamics to enhance the Company’s core management team’s competitiveness and revitalize talent capital.

In 2024, 60 module leader and key personnel participated, of which 14 were selected for the second phase of Laomudeng Training Camp. An additional 11 will participate in the camp’s third phase in 2025.

### Leadership Development Plan



- For mid-level backbone.
- Strengthens management capabilities through practical case studies combined with the perspectives of both headquarters and regional operations, to enhance their comprehensive capabilities.

A newly launched program during the Reporting Period, featuring a blended model of online testing, training modules and offline themed workshops and graduation presentations. Module 1 of the first phase attracted 30 participants.

### New Spring Bud Management Training Program



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

During the Reporting Period, the Company optimized and upgraded the online learning and promotion pathways of the New Spring Bud program, adding a new “Operational Gardener” role for regional teams. By the second half of 2024, the talent pool for this program exceeded 1,600 participants.

# Remuneration and Performance Appraisal

Atour is dedicated to providing a competitive compensation system and benefits program designed to inspire employees and retain talent. To support this, the Company has developed 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*, to regulate compensation, benefits, and performance management.

For employees at different levels and in various functional roles, the Company adopts differentiated and targeted remuneration strategies. Remuneration adjustments are mainly based on the Company's performance, market dynamics, changes in individual positions, and their performance. Performance is a key factor in determining the scale of remuneration adjustments. All the employees at Atour who have served for more than three months must undergo a performance appraisal.

During the Reporting Period, the Company upgraded and optimized the *Atour Performance Management System* and the *Hotel Employee Compensation and Performance Appraisal Program*. These improvements include updates to the extended vacation performance rules and added new explanations for semi-annual comprehensive score calculations, semi-annual rating processes, performance calibration, and rating standards. These improvements further clarify individual performance expectations and strengthen progress monitoring.

To further motivate employees and improve organizational effectiveness, the Company launched an Share Incentive Plan in 2021. This plan targets senior executives, division leaders, and top-performing employees across the Company's headquarters and regional teams.

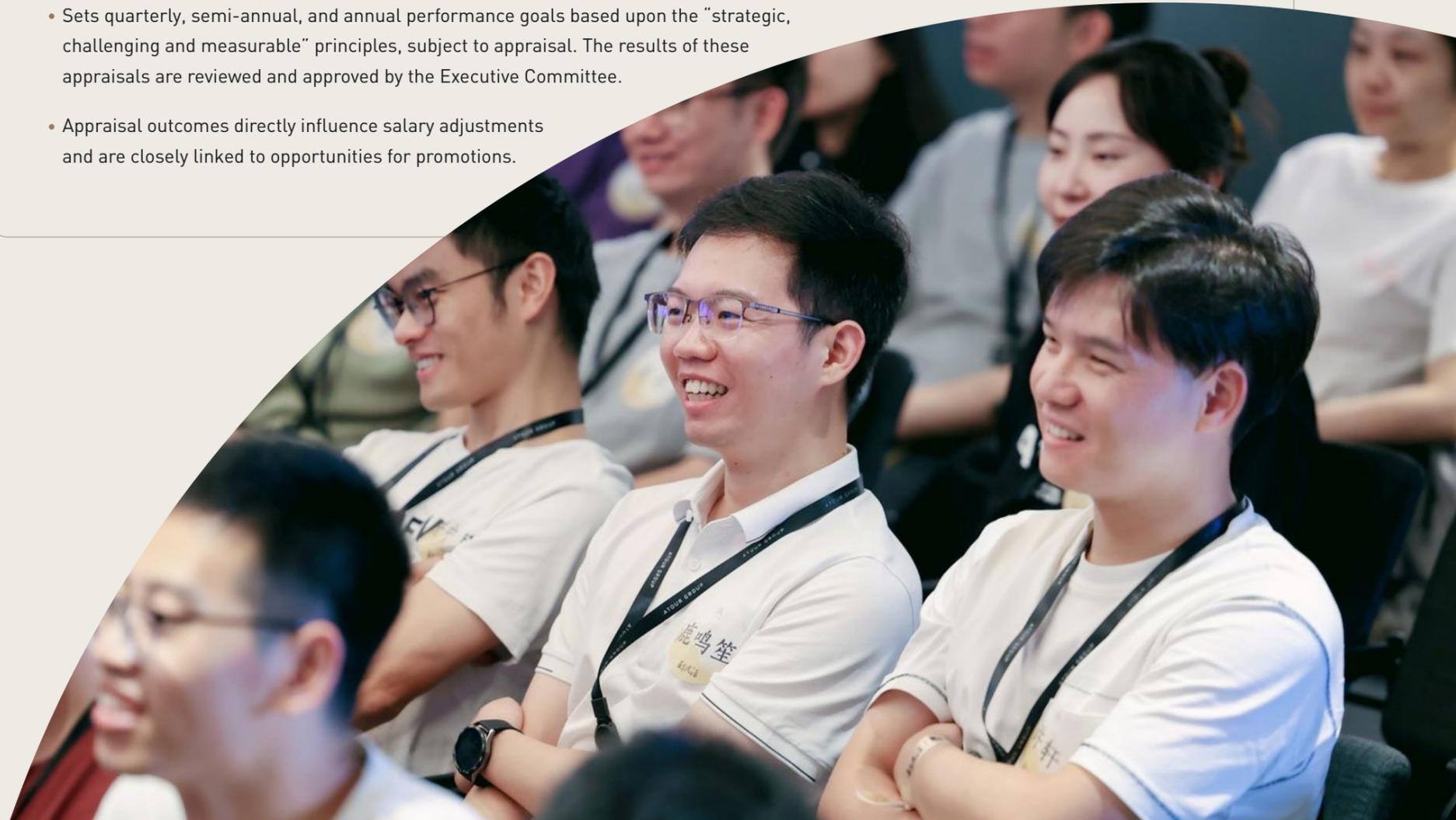
In terms of employee benefits, Atour ensures that salaries are paid on time and complies with legal requirements by contributing to the full amount for pension, medical care, unemployment and other social insurance programs. Employees are granted basic paid annual leave, marriage leave, parental leave, maternity and paternity leave, work-related injury leave, and other legal holidays. At the same time, employees receive additional annual leave and full paid sick leave according to the length of service.

## Frontline Staff

- Atour implements 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 incentives, including start-up awards, service awards, and annual bonuses, are provided to staff who make outstanding contributions.

## Headquarters Staff

- Sets quarterly, semi-annual, and annual performance goals based upon the "strategic, challenging and measurable" principles, subject to appraisal. 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 promotions.



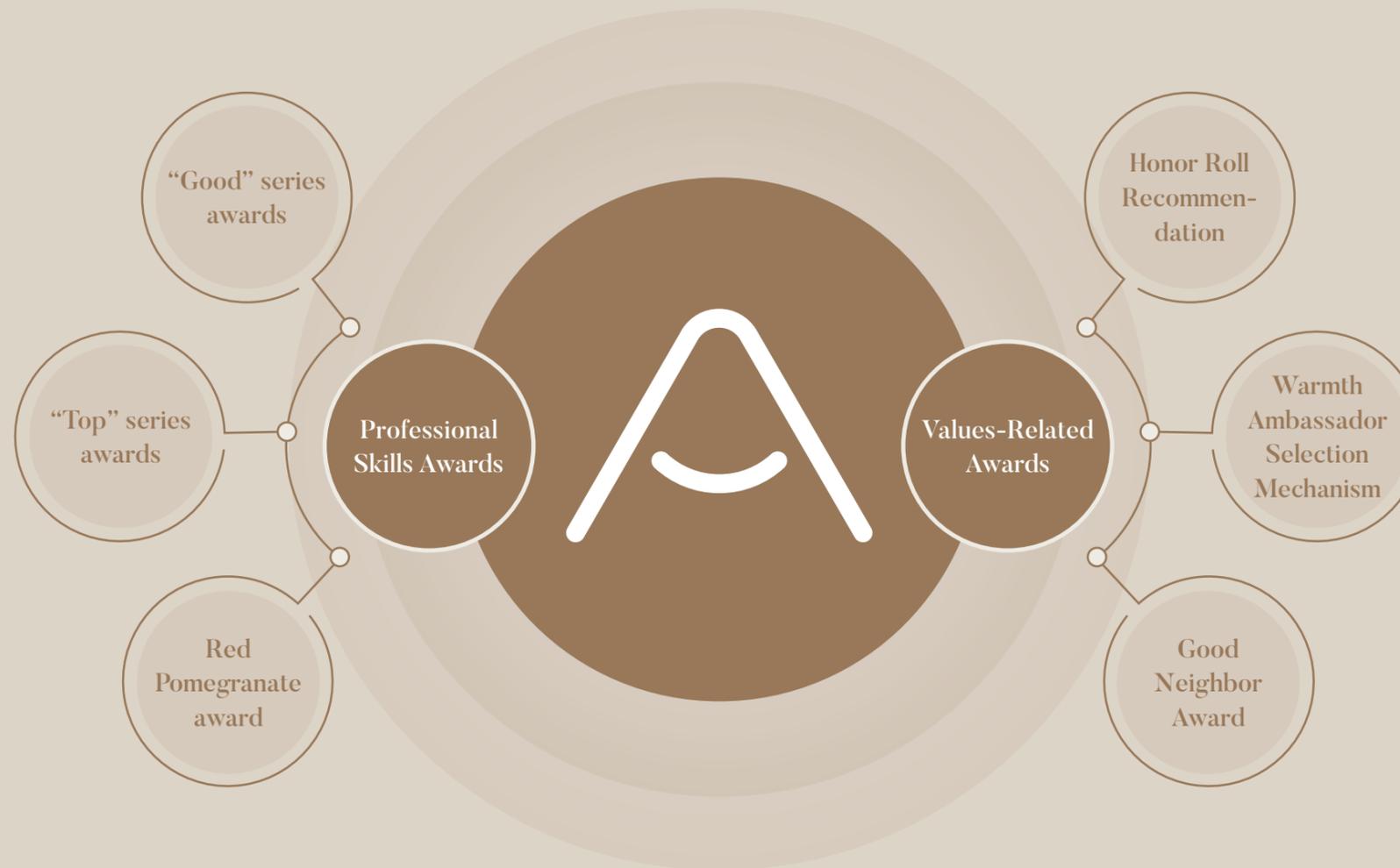
# Honors and Award Incentives

Atour has established a comprehensive reward system to recognize outstanding employees and stimulate the enthusiasm and creativity of the entire workforce. The honor incentives not only consider performance but also recognize acts of kindness and contributions to guests and the broader community.

Include “Good Regional Manager,” “Good Deputy Regional Manager,” and “Good City Manager” awards. They recognize the top 20% of employees in each category on a quarterly basis, based on comprehensive performance, organizational skills, and cultural contributions.

Primarily Include the “Top Development Award” and “Top Hotel Award.” Winners are determined annually based on comprehensive data metrics. During the Reporting Period, 3 development employees won the “Top Development Award” and 22 hotels received the “Top Hotel Award.”

Honors employees who strengthen connections between Atour and its franchisees, reflecting Atour’s “Customer First” core values in franchisees relations. During the Reporting Period, 2 employees received the Red Pomegranate Award.



General managers from Atour hotels across the country collected and identified exceptional service cases on a daily basis. The top 3 to 5 stories are shared with all frontline employees, reinforcing Atour’s “Customer First” core values and fostering a positive workplace atmosphere.

Hotels and regional teams submit exemplary acts of kindness, which are evaluated by regional and cultural teams. Outstanding actions that demonstrate social responsibility and compassion are publicly recognized and recipients receive cash bonuses.

Selected quarterly from Warmth Ambassadors based on social impact and representativeness of their actions. This award recognizes employees who have made conscientious contributions to society. During the Reporting Period, everyone at Atour participated and 9 employees were honored as Atour Good Neighbors.

# Diverse Benefits

Atour is committed to fostering a caring and supportive work environment. The Company strives to demonstrate its deep concern for all employees through a wide range of unique and thoughtful benefits.

## Atour Daily Benefits

Atour provides distinctive benefits to all its employees. To ensure its front-line staff can enjoy a high standard of food and accommodation, the Company has developed an *Employee Happiness Handbook* and a weekly “Employee Happiness Menu”. Hotel general managers and deputy managers are required to dine in the restaurant at least three times a week to oversee the quality of staff meals. The Group Headquarters also conducts a monthly spot check on the implementation of the food and accommodation standards at hotels, publicizing any violations and mandating rectification within a set time limit.

For the staff at the Head Office, the Company provides snack boxes, healthy tea, as well as other facilities such as book corners, gyms, and meditation rooms to create a comfortable work environment. During the Reporting Period, the Company also added sparkling water and ice cream machines at the Head Office. Furthermore, free car wash and hairdressing coupons are periodically distributed, along with private movie screenings, providing employees with small joys outside of work and promoting a better work-life balance.

Atour launched the “Bloom Travel” special benefit program for all employees. This program provides employees with room rate discounts and facilitates a role-reversal immersion, allowing them to experience Atour’s high-quality services firsthand as customers.

To alleviate homesickness for front-line employees, the Company introduced a long-distance family visit subsidy for hotel general managers and deputy managers who have completed a certain period of service. Eligible employees can apply for the subsidy three times a year, with different amounts based on the distance between their home and their workplace. Additionally, a clothing allowance is provided to hotel general managers and deputy managers with at least one year of service, helping them present a professional and confident appearance.

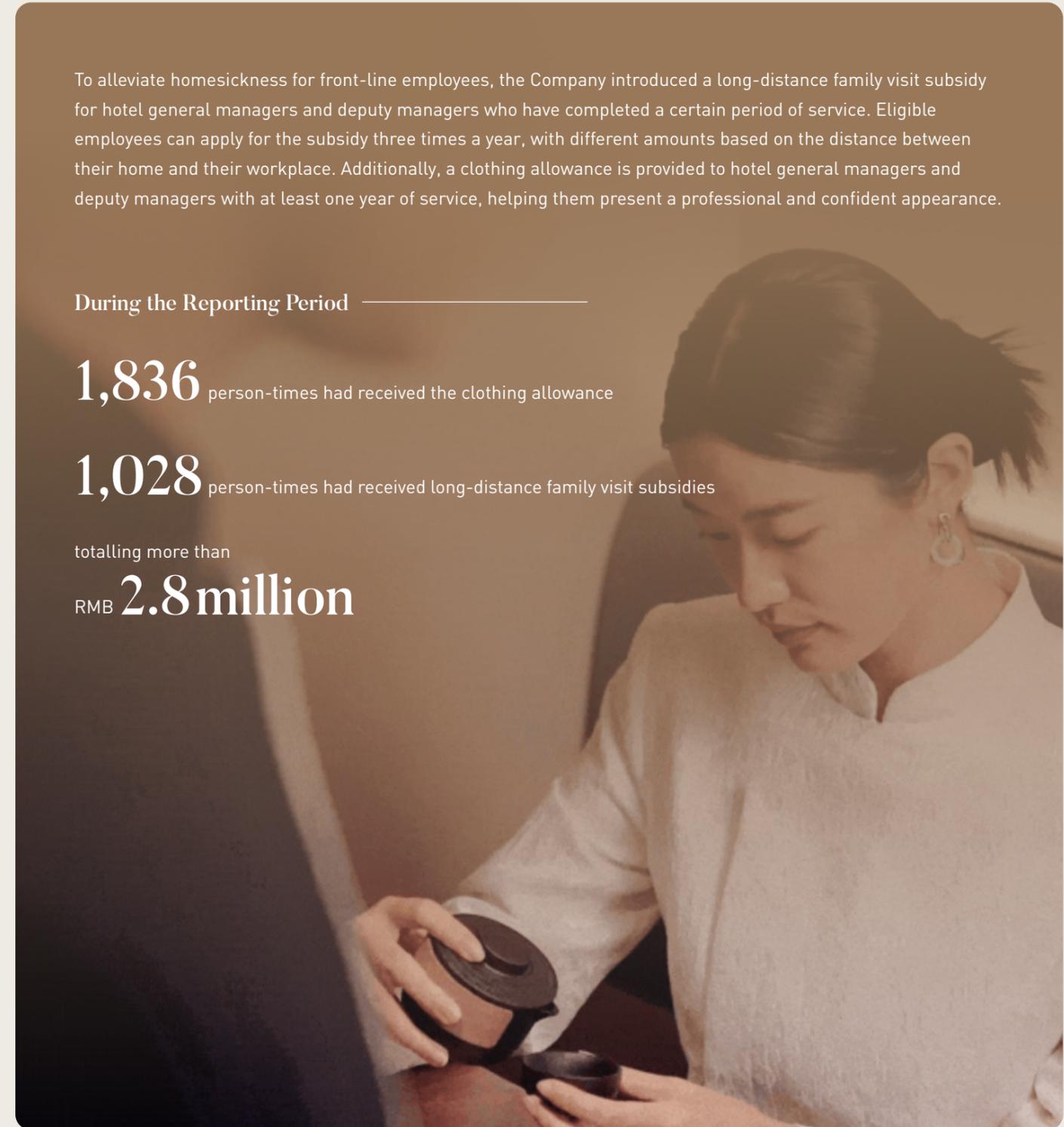
During the Reporting Period

**1,836** person-times had received the clothing allowance

**1,028** person-times had received long-distance family visit subsidies

totalling more than

RMB **2.8million**



# Exciting Staff Activities

Beyond the benefits, the Company also fosters a positive and energetic work environment through a variety of activities, including online and offline annual celebration, and the “Hello Atour People” anniversary celebration. Each year, the Company allocates funds to encourage employee activities at the hotel level, such as the “Atouriversary” to celebrate the anniversary of joining the Company, the “Read to Lead” book club, and birthday parties, all aimed at enhancing employees’ sense of belonging and strengthening team cohesion.

## ● Atour Annual Celebration

In February 2024, Atour held an offline annual meeting with the theme of Han Style COS. Featuring various activities, including departmental market competitions, a COS fashion show, a traditional game team tournament, and fun competitions such as Bo Bing, and the Guandan card game, the event represented an unforgettable experience for employees. Additionally, an online annual meeting was held on New Year’s Eve (February 9). The event was open to over 10,000 employees from within and outside the Company.

## ● “Hello Atour People” Anniversary Celebration

In 2024, Atour organized five themed activities around its “Hello Atour People” anniversary celebration. A key highlight was the nationwide employees “Stand-Up Comedy Contest,” which encouraged employees from headquarters and front-line positions to share their fun workplace experiences. Top performers in this contest received awards. In addition, the anniversary also included exhibitions, charity sales, birthday celebrations, customized gift giveaways and other activities, all showcasing Atour’s unique culture — humane, warm and inspiring.



2024 Atour Group Offline Annual Celebration Site



The “Hello Atour People” Anniversary Celebration Stand-Up Comedy Contest

# Caring for Female Employees

Atour recognizes the immense strength of women and is dedicated to protecting the rights and interests of its female employees. The Company has signed the *Special Collective Contract for the Special Interests of Female Employees* to address any challenges they may face at work, safeguard their health, and foster their mutual growth with the Company. The labor union also requires the inclusion of female representatives to ensure that their voices are represented and heard.

The Company provides additional care and protection for female employees by offering facilities such as nursing rooms in the headquarters building. Each year, Atour celebrates Women’s Day by giving all female employees the day off. On March 7, 2024, Atour’s department heads personally delivered flowers to female employees to extend holiday greetings and blessings, and prepared a special afternoon tea break.



2024 Atour’s Women’s Day activity

# Addressing Urgent Problems and Worries

The “Atour Charity Fund” was established by Atour employees to provide support to colleagues facing difficult situations. The fund is mainly funded through employee donations and public welfare activities. Atour employees who meet the criteria for assistance can apply through the internal platform to solve their urgent needs.

The Company has developed and implemented the Atour Charity Fund System, which serves as the foundation for managing the fund in an orderly manner. To ensure openness and transparency, the Company publicizes the fund’s allocation and usage every quarter, ensuring that all employees are kept informed about its operations.

### During the Reporting Period

More than **1,140** employees participated in the “Atour Charity Fund”.

They donated RMB **737,566**

Atour allocated an additional RMB **337,875**

Total expenditures were RMB **820,000**

Helping **126** employees and their families



# Occupational Health and Safety

Atour places a high priority on the occupational health and safety of its employees, implementing measures to strengthen health management and build a strong safety net for every employee. The Company strictly adheres to the national laws and regulations to ensure the health protection for its employees. Additionally, it also fosters a positive sports culture to continuously improve the well-being of all the staff members.

## Creating a Sports Culture

Atour has four sports clubs — badminton, yoga, basketball, and running. Each club organizes weekly activities, offering employees a variety of exercise options while reinforcing the sports culture within the Company. By the end of the Reporting Period, there were more than 100 participants in each of the clubs.



Atour Sports Club Activities

## Caring Employee Health

During the Reporting Period, Atour installed new AEDs (Automated External Defibrillators) in its headquarters and organized CCR (Critical Condition Response) first aid training to enhance the emergency response capabilities of all the Company’s employees. Additionally, Atour organized two shoulder and neck therapy sessions, inviting professional therapists to provide massage and relaxation services to team members. These sessions aim to help those who sit for long periods during office work relieve physical fatigue.



CCR First Aid Training

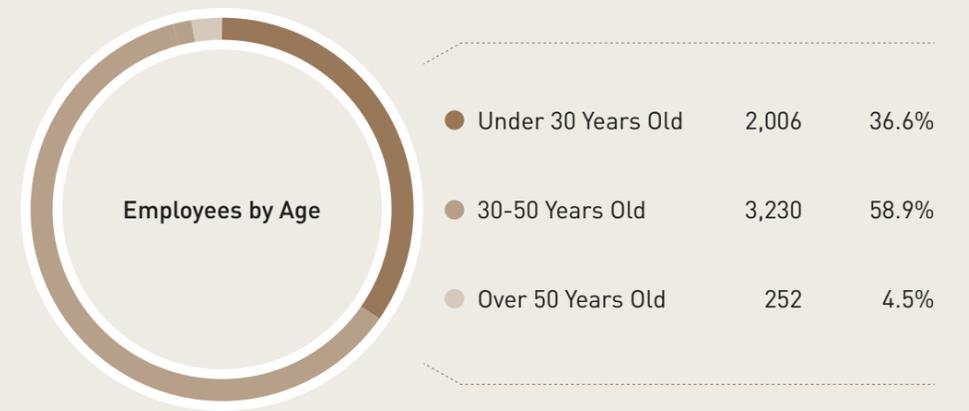
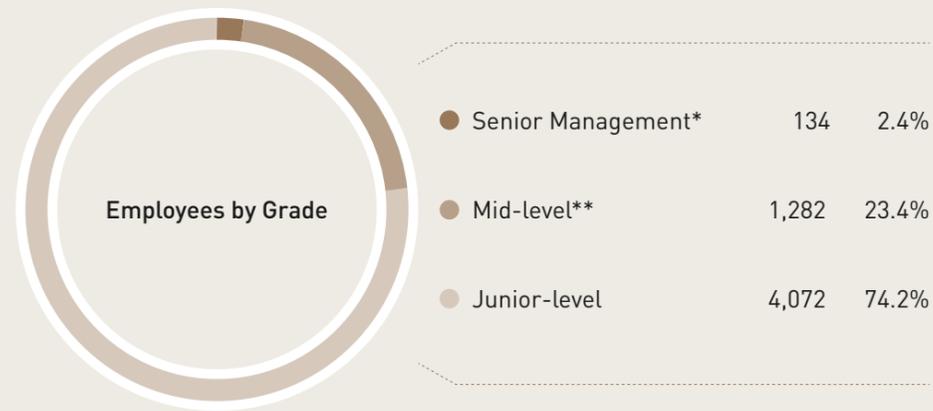
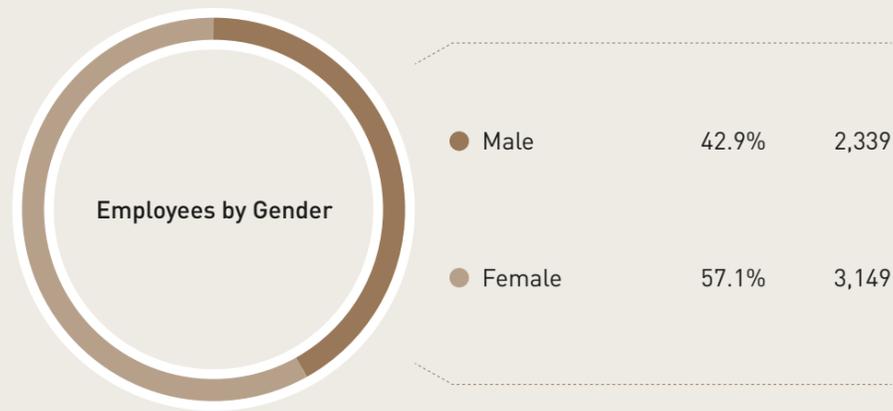


Poster for “Keep Sports Online Competition”

To encourage more Atour employees to participate in sports activities, improve their health, enrich their daily lives, and reduce workplace stress, the Company organized the “keep Sports Online Competition” for all Atour staff during the Reporting Period. Held quarterly, the competition features various challenges, including calorie burn contests, score-based rankings, and achievement-based milestones. By the end of 2024, more than 2,100 people participated.

# Human Resource KPIs

## Employee Composition Data



\* Refers to employees at Group Director level or above

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

## Other Employee Related Data

Index	2024	Unit
Rate of Return from Parental Leave	100	%
Recordable Occupational Accident Rates	0	Pieces per Million Working Hours



# Establishing a Collaborative Ecosystem and Promoting Common Prosperity for the Industry

Atour collaborates with franchisees, suppliers, and industry partners to create long-term value. By empowering our franchisees to grow and building a responsible and sustainable supply chain, we continuously optimize the Atour ecosystem. We aim to foster a transparent, efficient, and trusting business environment that promotes coordinated industry development and drives shared prosperity with our industry partners.

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# Growing with Franchisees

We affectionately refer to our franchisees as “partners” and consider them integral members of our community. We are committed to developing a comprehensive support system to help our franchisees achieve sustained growth throughout the lifecycle of the hospitality industry. Atour provides franchisees with one-stop services that range from site selection to pre-opening support, construction, procurement, and ongoing operations. We then provide professional and efficient support to franchisees based on our insight into their needs through several communication channels and activities.

To better serve our franchisees and address their needs more effectively, Atour has established the *Atour Service Commitment Program*, which features Six Commitments to Franchisees. These commitments cover the following key areas: worry-free pre-opening service, financial support, supply chain assurance, instalment payments for procurement, ensure tenure stability and quick response.

During the Reporting Period, Atour developed the *Regulations on Enhancing Awareness and Capability in Serving Franchisees*, aiming to strengthen teamwork and service capability and to create incremental value for our franchisees.

## Atour’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 RMB10,000 per day, with a maximum cap of RMB500,000.

### 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” to guarantee stability in pricing, logistics, quality and others.

### Instalment Payments for Procurement



Franchisees have the option to apply for instalment-based procurement of hotel operational suppliers. Credit evaluations and approvals can be completed within 7 business days.

### Ensure Tenure Stability



For Atour S Hotel and Atour X Hotel, the Group assigns experienced, group-certified “senior” hotel managers during the pre-opening phase and guarantees no proactive replacements within the first year of operation.

### Quick Response



Atour ensures that initial responses are provided within 24 hours of receiving feedback, and a solution is delivered within 48 hours. A “first-contact responsibility mechanism” is in place to guarantee both unified and consistent follow-up.

# Franchisee Support

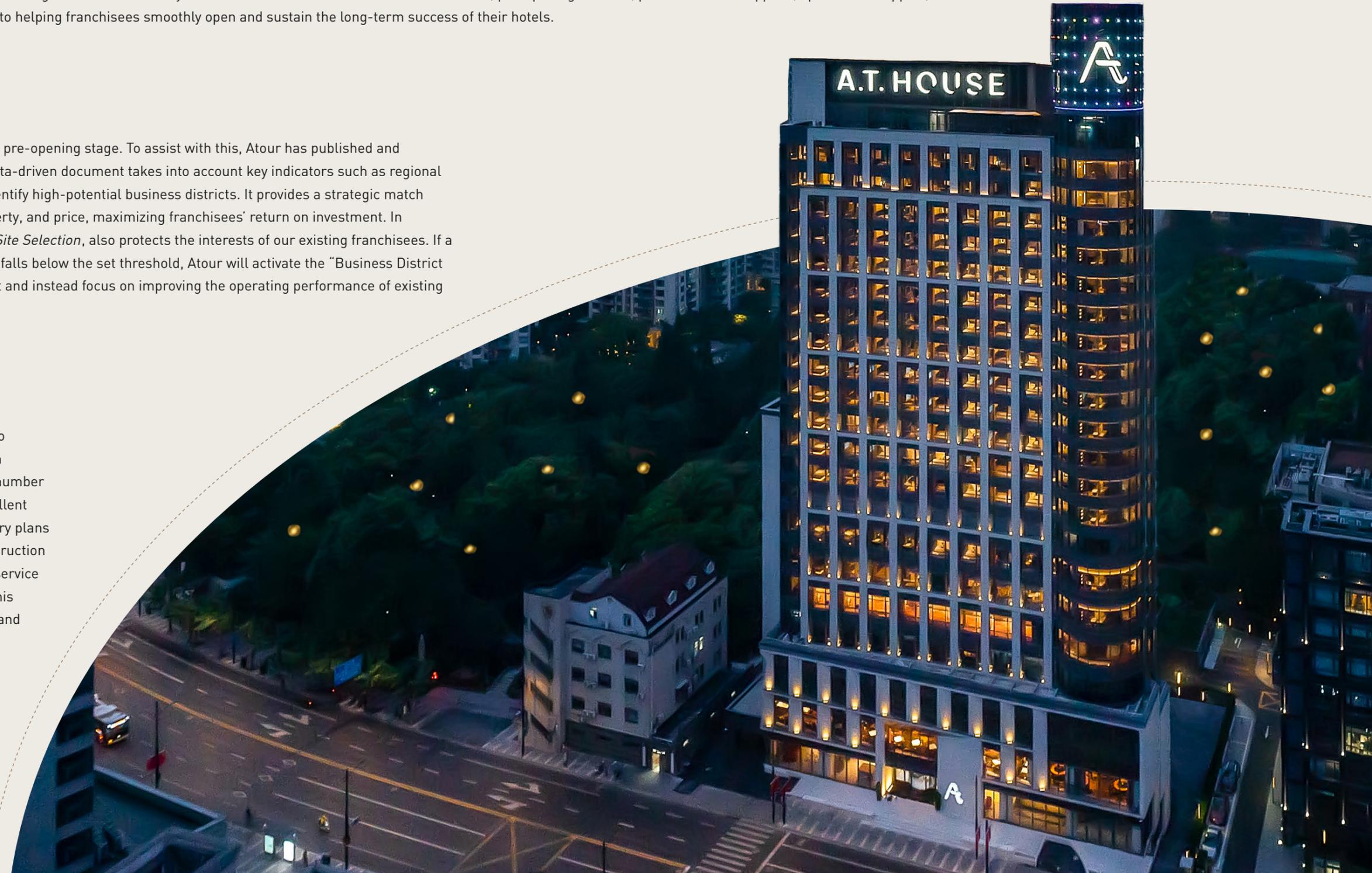
Atour is committed to providing franchisees with comprehensive support throughout the entire life cycle of the hotel. This includes hotel site selection, pre-opening services, procurement of supplies, operational support, financial management support, and financial support. The Company is dedicated to helping franchisees smoothly open and sustain the long-term success of their hotels.

## Hotel Site Selection

Hotel site selection is the primary challenge franchisees face during the pre-opening stage. To assist with this, Atour has published and regularly updates the *Atour White Paper on Hotel Site Selection*. This data-driven document takes into account key indicators such as regional GDP, industrial layout, and traffic flow to help franchisees accurately identify high-potential business districts. It provides a strategic match between customer demand and the optimal combination of brand, property, and price, maximizing franchisees' return on investment. In addition, the site selection logic outlined in *Atour White Paper on Hotel Site Selection*, also protects the interests of our existing franchisees. If a business district reaches its planned hotel limit or if the occupancy rate falls below the set threshold, Atour will activate the "Business District Breaker Mechanism" to suspend new hotel developments in that district and instead focus on improving the operating performance of existing hotels until it returns to a reasonable level.

## Hotel Pre-opening

Atour's "Worry-free Pre-opening" one-stop construction solution aims to provide franchisees with a worry-free pre-opening experience. Based on rigorous supplier selection standards, we have selected and certified a number of high-quality design and construction service providers to ensure excellent services to our franchisees. Franchisees benefit from customized delivery plans tailored to their specific needs, covering key areas such as quality, construction timelines, and cost. If the construction process exceeds the committed service period, franchisees are eligible to receive compensation for the delay. This compensation mechanism helps ensure franchisees feel more assured and supported throughout the hotel pre-opening process.



## Procurement of Supplies

Atour continuously optimizes the supply chain procurement process to provide franchisees with quality products at competitive prices, ensuring a “Care-free Procurement and Worry-free Use” experience for hotel supplies. Atour has established a market price benchmarking mechanism to effectively control procurement costs for franchisees. For each product category, we have selected three or more high-quality suppliers to provide franchisees with more choices.

We continue to implement the “Eight Supply Chain Procurement Commitments,” which cover key areas such as price guarantees, quality assurance, and service support. During the Reporting Period, we launched a dual-channel feedback mechanism through QR code and email for the “Eight Supply Chain Procurement Commitments” to ensure timely responses and resolution of franchisee inquiries. This initiative aims to eliminate procurement related concerns from all aspects. In 2025, to provide a better service experience for our franchisee, we revised two rules in our 8 commitments: “Price Protection” and “Shipping Explanation.” For operational supplies purchased through the “Atour E-market” that meet the price difference refund requirements within the 30-day price protection period, Atour will proactively initiate a refund for the price difference without requiring a manual refund application. For restocking items after hotel opening, if returns or replacements are needed because of non-man-made factors and within the after-sales rules, Atour will bear the round-trip shipping costs.

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

#### Refund of Price Difference in Case of Price Drops

If franchisee purchases operational supplies on the “Atour E-market” and the price of the items decreases within the 30-day price protection period, Atour will automatically refund the price difference without requiring a manual refund application.

#### 7-day Refund

If any quality issue is noted within 7 days of product acceptance, a refund of the purchase price is guaranteed. Atour will cover the round-trip shipping costs for the products.

#### 30-day Replacement

If any quality issue is noted within 30 days of product acceptance, product replacement is guaranteed. Atour will cover the round-trip shipping costs for the products.

#### Doorstep Delivery

For orders reaching a specified volume, free to-door delivery is guaranteed.

#### Compensation in Case of Lower Market Prices

If a franchisee purchases supplies from “Atour E-market” and then finds a lower market price for the same product brand, model and quality, Atour will compensate the franchisee for the price difference after verification.

#### Replacement of Damaged Goods

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

#### Quality Guarantee

If franchisees purchase standard products on “Atour E-market” and receive products that do not conform to the standards, they can file a complaint and obtain appropriate compensation.

#### Delivery-time Guarantee

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



## Operational Support

Atour’s support for franchisees extends beyond site selection, pre-opening, and procurement, encompassing the entire hotel operation and management process. The Company has introduced a series of digital tools designed to enhance hotel operations through intelligent systems, and improve management efficiency.

During the Reporting Period, we optimized and upgraded the hotel general manager report review function in our PMS (Property Management System). Leveraging business scenario analysis and patterns of non-compliant data, the new version automates the daily identification and warning of risks, simplifying data reminders and the inquiry process. This upgrade significantly enhances frontline operational efficiency. After the new function went live, we conducted training sessions for hotel general managers and collected over 1,300 pieces of feedback through questionnaires, remote interviews, and on-site visits, which helped us refine the reporting features further.

We also introduced Atour’s “One-stop Renovation Solution” to benefit our franchisees during the Reporting Period. The solution covers the replacement of furniture, equipment, and soft furnishings in hotel rooms, along with the renewal of public area designs. It aims to improve the operational capacity of hotels and extend their lifecycle. Franchisees can select personalized renovation plans based on actual conditions of the hotel, and Atour also provides dedicated installment support for renovation initiatives.

We have always fulfilled our commitment to providing all-round support, not just in the daily operations, but also during special circumstances such as natural disasters. For example, on January 2, 2025, a magnitude 4.8 earthquake occurred in Yinchuan, Ningxia, followed by a magnitude 6.8 earthquake in Tingri County, Xigaze, Xizang on January 7. In response, we immediately developed a support policy for the hotels that were operating in those areas and waived their CRS channel fees for the month of January.



**Central Reservation System**

CRS helps hotel managers integrate all the booking information, including room availability, room rates and promotional information, etc.

**Property Management System**

PMS realised the lifecycle management of hotel orders, including reservation, check-in, in-stay services, check-out, and financial management, etc.

**Operations Management System**

OMS digitises traditional hotel operational processes, records process data and tracks hotels’ operational statuses in real-time

**“Jimuli ” APP**

The mobile digital tool provides employees with a convenient way to view tasks and respond in a timely manner

## Financial Management Support

We actively leverage digital tools to improve the efficiency of hotel operations and management, while integrating operational and financial data to continuously refine the General Manager Review Report. These reports help general managers monitor overall hotel operations and ensure healthy and stable financial conditions. In parallel, we offer targeting financial training to further improve the financial management capabilities at the hotel level. In addition, Atour set up a *Franchisee Financial Issue Feedback Mechanism*, which requires that proposed solutions to reported financial issues are provided within 48 hours.

### ● Essential Financial Knowledge Training

This training initiative is designed to enhance the financial management capabilities of hotel general managers, enabling them to effectively manage common financial risks encountered during operations. The program aims to ensure robust financial health and regulatory compliance at the hotel level.

During the Reporting Period, **6** training sessions were held across seven regions, covering 576 hotels with **855** participants.



### ● Financial Certification Classes

These certification classes provide hotel financial personnel with essential skills necessary for their roles, significantly reducing the onboarding time and improving overall competency.

During the Reporting Period, a total of **7** training sessions were conducted, covering 1,198 hotels with **2,240** participants.



Leveraging front-line operational data from hotels nationwide, Atour has built a risk warning data platform that assists regional teams and hotels to perform timely financial self-checks and financial audits. The platform monitors abnormal transactions, such as those with high amounts, proportions, or frequencies in areas such as revenue completeness and the authenticity of settlement and operational records. Abnormal data can also be regularly filtered and reported to the person in charge of the region. In addition, we conduct financial audits to assess hotel financial health, mitigate potential risks, and continuously identify and establish policies and standardized procedures for high-risk modules.

### By the end of the Reporting Period

The financial audits cover eight major areas: settlement review, accounts receivable, revenue, assets, cost, tax, human resources, and system accounts.

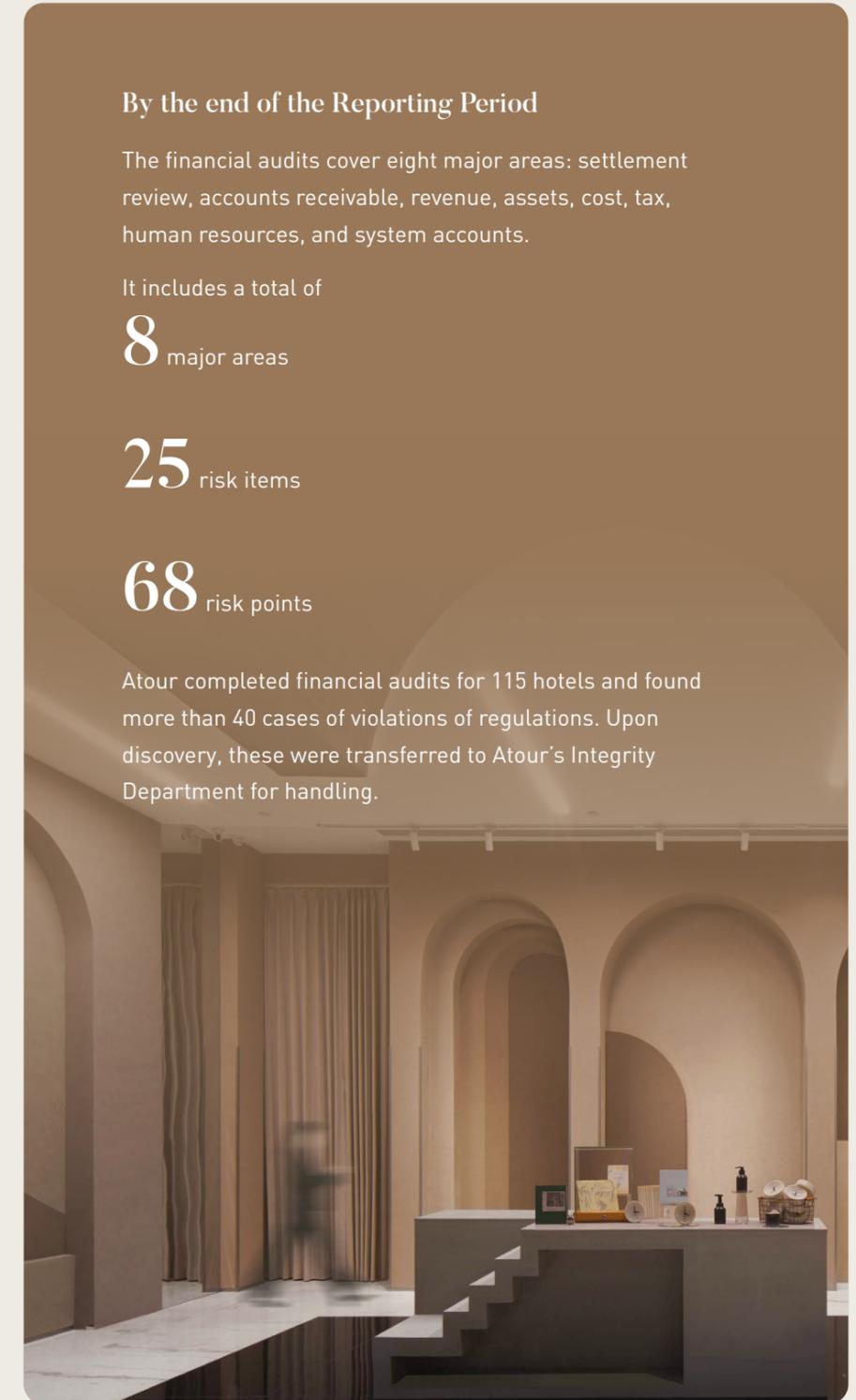
It includes a total of

**8** major areas

**25** risk items

**68** risk points

Atour completed financial audits for 115 hotels and found more than 40 cases of violations of regulations. Upon discovery, these were transferred to Atour's Integrity Department for handling.



## Financial Support

Atour actively collaborates closely with banks, financial leasing companies, and third-party financial institutions to provide flexible capital solutions for franchisees. By focusing on the critical phases of hotel development—including pre-opening, renovation and upgrades, and rapid launch—Atour aims to alleviate financial pressure through tailored programs such as “Atour Easy Investment”, “Atour Upgrade” and “Installment payments for procurement”.

During the Reporting Period, Atour introduced the “Atour Easy Investment” financial support service, specifically targeting the pre-opening stage. This initiative helped lower the entry barriers for small and medium franchisees, eased their pressure during the pre-opening stage, and provided strong support for the successful launch of new hotels.

### Highlights of Atour Easy Investment



For existing hotels undergoing renovation, Atour jointly launched “Atour Upgrade” which is a special financial service jointly created with third-party institutions. It covers up to 50% of the renovation and decoration budget. Atour also provides customized financial solutions according to actual needs of projects which makes the renovation and upgrading steps more stress free.

In addition, our “Six Commitments to Franchisees” includes a preferential policy on installment payments for procurement at the to-be-opened hotels, whereby franchisees may reduce their payment pressure for each installment by making installment payments for procurement.

## Franchisees Communication

Along Atour’s path of growth, we have always entertained in-depth communications with our franchisees and looked for growth opportunities together. We have established a diversified communication mechanism to listen to our franchisees’ feedback in a timely manner. In addition, by implementing the *Franchisee Complaint Quick Response Mechanism*, we undertake to respond to all complaints, suggestions, and inquiries within 24 hours, and provide solutions within 48 hours, ensuring timely issue resolution for franchisees.

After hotel openings, we conduct a satisfaction survey about the pre-opening phase to better understand the satisfaction level of our franchisees regarding the performance of our construction team. The results of such survey are linked to the performance bonuses of the construction team to incentivize them to fully understand and meet franchisee expectations during the pre-opening stage. In addition, we conduct a regular satisfaction survey twice a year and collect feedback from franchisees through “Jimuli Franchisees” APP.

### During the Reporting Period

We invited external third parties to carry out franchisee satisfaction surveys and made improvements to relevant processes based on the results.



# Franchisee Engagement Activities

In addition to regular communication channels, Atour strengthens its connection with franchisees through a range of offline engagement activities, such as “Atour’s Night” and the “Jimu Lecture Series”. These initiatives not only enhance mutual trust and cooperation but also offer franchisees more thoughtful, warm, and precise support from the Atour team.

## ● Open Dialogue at “Atour’s Night”, Listen to Genuine Voices



Committed to the “Customer first” value, Atour proactively organizes offline activities designed to gain deeper insights into franchisee needs and address the specific operational challenges they face. During the first half of 2024, we invited customer experience officers to participate in “Atour’s Night”, creating additional opportunities for franchisees to engage with users. Throughout the event, franchisees shared valuable suggestions and expressed clear expectations regarding construction, opening, and operational matters. Business leaders actively responded to these insights, engaging in meaningful discussions and collaboratively identifying practical solutions. This direct communication facilitated greater understanding, strengthened relationships, and promoted collective agreement on shared goals.

## ● The “Jimu Lecture Series” to Cultivate Shared Cultural Resonance



Launched in 2017, the “Jimu Lecture Series” is a nationwide cultural initiative by Atour, designed to deeply embed corporate culture within frontline hotel teams. Since its inception as a platform for communicating corporate strategy, the series has evolved into a comprehensive event integrating culture, strategy, and interactive experiences. In 2024, Atour once again extended invites to franchisees for participation in the event. In addition to sharing Atour’s cultural strategies and outstanding case studies, new components such as “Round-table Discussion” and “Immersive Perception” were introduced. These sessions provided engaging and experiential ways for franchisees to gain a deeper understanding and appreciation of Atour’s values, thus advancing the corporate mission of “creating an intimate ambiance where people can warmly connect.”

## ● A Journey to Our Origins: Exploring the Roots of the “Chinese Experience”



In March 2024, Atour invited several franchisees to join Atour employees on a visit to *Yaduo Village*. Participants experienced firsthand the profound vitality of nature and explored the roots of the “Chinese experience.” Together with local villagers, franchisees toured a tea factory, participated in tea picking, and attended the spring tea harvest ceremony, steeped in ethnic traditions. The day concluded with a joyous bonfire party filled with singing and dancing. In addition, franchisees demonstrated their compassion and support by actively participating in the “Support Fund” launch ceremony and engaging in personalized “One-on-One Assistance” activities. This meaningful exchange fostered sincere and heartfelt connections between franchisees, Atour staff, and local villagers, highlighting the cultural foundation integral to Atour’s continued growth and development.

In 2024, the “Jimu Lecture Series” was \_\_\_\_\_

conducted over **36** days across **15** cities with over **4,800** participants including **425** franchisees

# Sustainable Supply Chain

Atour not only enforces stringent quality control and audits in supply chain management but also prioritizes its social and environmental impacts. By leveraging its influence, Atour drives suppliers toward sustainable development practices. Atour firmly believe that only through collaborative growth and mutual success with suppliers can we build a more resilient and sustainable supply chain ecosystem.

## Supply Chain Management

Atour has established a comprehensive supply chain management system, applying strict standards throughout the supplier onboarding, management, and review processes, with the goal of building a responsible and sustainable supply chain.

During the supplier admission stage, Atour adheres to the *New Supplier Quality Management Guidelines*. We conduct on-site evaluations of potential suppliers using the *Distributor Audit Form*, *General Factory Audit Form*, *Electrical Factory Audit Form*, or *Food Factory Audit Form*, to evaluate suppliers' quality management systems and operational capabilities. Upon completion of the evaluation, the audit team conducts a joint review and delivers one of the following results: "Pass," "Needs Rectification," or "Fail." In addition, Atour takes into consideration the environmental and social performance of the potential suppliers during the admission process. the Company prioritizes cooperation with companies that have obtained certifications such as ISO 14001 Environmental Management System Certification, ISO 45001 Occupational Health and Safety Management System Certification, and Hazard Analysis and Critical Control Point (HACCP) Food Safety Management System Certification, in our continuous effort to promote a sustainable supply chain.

As of the end of the Reporting Period, among our 237 material suppliers



Atour has established a series of policies, including the *Atour Supplier Evaluation Method* and the *Red and Yellow Card Rules for Supplier Quality Issues of the Supply Chain BU*, to manage suppliers using a combination of "evaluation mechanisms" and a "red-yellow card system". At the beginning of each year, Atour assigns an initial credit score to each supplier based on their performance over the past year and a five-dimensional admission evaluation. If quality issues or violations occur during cooperation, Atour issues a "yellow card" or "red card" depending on the severity of the incident, and deducts the corresponding credit score. Atour regularly review suppliers' periodic evaluation results and card records, and apply differentiated management strategies in accordance with the *Supplier Tiered Performance Management Policy of the Supply Chain BU*. By implementing tiered management methods based on different score ranges, the Company can optimize resource allocation and continuously improve overall supply chain efficiency.

As of the end of the Reporting Period

the red-yellow card mechanism has been applied to

**210** suppliers

with a coverage rate of approximately

**91%**

# Supplier ESG Management

In alignment with our value of “maintain a righteous mind, follow the right path,” Atour is committed to promoting integrity across the supply chain and building a sound commercial partnership framework with suppliers. Atour plans to gradually enhance the ESG requirements for its suppliers. During the Reporting Period, we updated the requirements for on-site supplier audits and required suppliers to establish product safety management systems. These systems include policies such as employee health management, product safety self-inspection, non-conforming product handling, product recall, product safety incident response, and customer complaint management, etc.

# Supplier Empowerment

Atour has always been committed to empowering its suppliers, helping its partners enhance their professional capabilities and market competitiveness through diversified training and support. We conducted several targeted training sessions for suppliers in different areas such as design, engineering, and operations. These sessions focused on key topics such as quality management, process standards, daily assessments, and service procedures, with the goal of deepening suppliers’ understand Atour’s quality philosophy. After each training session, we provided targeted review counseling to reinforce the training’s effectiveness.

At the same time, Atour established a regular communication mechanism and a resource-sharing platform. The Company holds supplier exchange meetings on a regular basis to share industry trends and innovative practices. Furthermore, Atour leverages digital tools and intelligent systems to help suppliers improve operational efficiency and management capabilities, contributing to a more refined and efficient supply chain operation.



Supplier Training Sessions

## ● From 2 to 0.3 cm, Achieved a Precision Breakthrough with Suppliers in Zipper

During the development of Atour Planet Deep Sleep Thermo-regulating Comforter PRO, the initial assembly deviation of the long zipper was found to be as high as 2cm. When leading zipper suppliers indicated they could not meet the product requirements, the Atour Planet team proactively sourced alternative suppliers, conducted multiple on-site visits, and thoroughly investigated the root causes of deviation. The team summarized critical procedures, provided targeted guidance, and conducted comprehensive training for on-site workers while rigorously overseeing quality control processes. Through the joint efforts of Atour staff and our supplier, we successfully reduced the deviation on the 900-centimeter-long zipper to just 0.3 centimeters, achieving precise alignment. This not only met user expectations but also enhanced the supplier’s competitiveness through technical improvement. In addition, Atour encouraged suppliers to share skills and resources, and to work together to improve product quality and production efficiency, thereby fostering innovation and development across the industry.

Looking ahead, Atour will continue to enhance its efforts in supplier empowerment, exploring more innovative collaboration models and support initiatives. Atour is committed to working closely with each partner, delivering exceptional quality and thoughtful service, to create even more remarkable experiences for consumers and pave the way for a new chapter in mutually beneficial cooperation.

### During the report period

Training for engineering suppliers With a total of **5** sessions **106** participants

Training for operations suppliers With a total of **14** sessions **367** participants

The initial pass rate among participating suppliers was approximately

**97%**

The final pass rate after training reached

**100%**



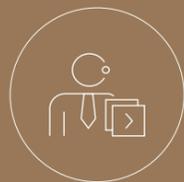
# Industry Synergy Development

Atour continues to reinforce the concept of the “Chinese Experience,” and drives industry growth through cultural innovation. The Company actively engages with industry organizations such as the China Hotel Association and participates in exchange programs, By sharing innovative practices and ESG management insights, Atour have earned widespread recognition from society and received multiple awards. Moving forward, Atour remains committed to promoting an open, collaborative spirit and creating win-win scenarios that contribute to the high-quality development of the industry.

## Industry Association Participation



- China Hotel Association Council Member
- China Tourist Hotels Association Council Member
- Shanghai Federation of Enterprises Council Member



- Shanghai Service and Consumption Promotion Association Vice President

## Industry Engagement Activities



Atour Group founder and CEO Haijun Wang attended the *Everyone Speaks* branding event organized by the China Tourism Association. In his speech, Haijun Wang spoke about “Hotel Product Innovation Thinking and Practice”, sharing Atour’s recent initiatives and successful experiences in the field of product innovation.



Atour Group founder and CEO Haijun Wang was invited to speak at the 21st China Hotel Collectivization Development Conference held by China Tourist Hotels Association. As a guest speaker, he shared insights and outcomes from Atour Group’s innovation practices within the hotel industry.



Atour Group Executive Vice President Jianfeng Wu attended the 15th Caixin Summit ESG Special Conference and the China ESG 30 Forum. There, he delivered a speech exploring Atour’s innovative ESG practices, discussing how brands can identify and maintain their core values and remain resilient in a rapidly changing market.



Atour Group’s head of corporate culture Jinxi Lu attended the 2024 Hotel Review Talent Development Forum held by the Sino Swiss School of Hotel Management. His keynote address, *Landing Roots – How Atour Builds Organizational Strength*, explored Atour’s approach to cultivating a supportive organizational culture that resonates deeply with Generation Z employees, to foster a warm and connected environment.

Award	Awarding Organization
Outstanding High Growth Company in the Pudong New Area for 2023	Shanghai Pudong New Area Government
Shanghai Top 100 Growth Enterprises for 2024 (No. 7)	Shanghai Enterprise Confederation, Shanghai Association of Entrepreneurs, Jiefang Daily
Top 100 Enterprises in Service Industry of Shanghai Municipality (No. 74) for 2024	Shanghai Enterprise Confederation, Shanghai Association of Entrepreneurs, Shanghai Federation of Economic Organizations, Jiefang Daily
Advanced Enterprises of Private Enterprises Investigation Point Work for 2023	Shanghai-Pudong Federation of Industry and Commerce, Shanghai-Pudong General Chamber of Commerce
Top 60 China Hotel Groups of 2023	China Tourist Hotels Association
Top 50 Hotel Groups in China by Size	China Hotels Association
Headquarters Corporate Social Responsibility Award	Lujiazui Financial City
Award for Outstanding Case of Sustainable Development of Chinese and Foreign Enterprises in the Pudong New Area	Pudong New Area Sustainable Development (ESG) Alliance
Top 30 Best CSR in Happy Enterprises Award for 2024	The Economic Observer and Beijing Foreign Enterprise Human Resource Service Co. (FESCO)
Best Strategic Partner	Ctrip
Meituan Hotels Influential Hotel Group of the Year 2023	Meituan
Most Influential Partner of 2023	Fliggy
Quality Award for 2023	Qunar
“Golden Awards” Brand Value Award of the Year 2023	Gelonghui



# Embracing Green Development, Preserving the Wilderness

Atour Group is dedicated to environmental protection and sustainable development. In both the accommodation and retail businesses, the Company has upheld the principle of green development across key operations, delivering tangible results in all corporate social responsibility efforts. Atour actively encourages customers and the industry to jointly promote a sustainable lifestyle.

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# Adhering to Eco-friendly Operation

Guided by the principle of green development, Atour continues to explore environment-friendly development paths by integrating sustainability into every business practice, from product design, selection of building materials, to equipment procurement and the development of consumables. Meanwhile, the Company actively encourages customers to participate in eco-friendly accommodation choices, promoting the harmonious coexistence of humans and nature through tangible actions and practices.

## Modular Design

Atour insists on promoting the use of modular design in its hotel products, increasing its proportion of modular design in every product. By integrating energy-saving and low-carbon concepts from the outset, the Company outlines its practical actions to promote and popularize green construction in the hotel industry. Atour’s design approach follows the principle of “80% standardization + 20% personalization,” ensuring consistency in the overall design style while allowing for customization based on individual property conditions and local culture.

Modular design and assembly play an important role in improving construction efficiency and effectively mitigating environmental impact within the hotel industry. The Company has set up standard modules for furniture combinations, decorative panels, and other decorative materials, which can be produced, manufactured and installed as complete units. This approach significantly reduces assembly labor costs and on-site operation time, while also allowing for better planning and optimizing production with upstream supplier partners.

## Environmentally Friendly Building Materials

Atour prioritizes the environmental sustainability and durability of building materials and is committed to sourcing high quality, cost-effective options. A variety of environmentally friendly building materials, including wall coverings, decorative panels, flooring, and carpets, have been successfully introduced and promoted across all its hotels, through its supply chain purchasing platform, “Atour E-Market,” and Atour will continue to explore and develop new sustainable materials.

### ● Bamboo Fiber Wallcovering Material: Sustainable, Safe, and Durable

Starting from Atour 3.5, Atour has widely adopted wallcoverings crafted from natural bamboo fibers combined with environmentally friendly resins. These bamboo fiber wallcoverings have a formaldehyde emission level of less than 0.1 mg/L, significantly exceeding China’s highest environmental protection standard (0.5 mg/L). In addition, the material is lightweight, high-strength, moisture-proof and mildew-proof. Compared to the majority of similar products on the market, these wallcoverings demonstrate superior durability and resistance to deformation, wear, and impact, allowing for long-term, stable use, and improving the efficiency of resource utilization.



Bamboo Fiber Wallcovering Material

### ● Sisal Carpets: Sustainable and Easy-to-Maintain Flooring Material

Atour has introduced sisal carpets for the first time at the newly launched upscale lifestyle hotel brand SAVHE Hotel. Crafted from natural sisal fibers, these carpets do not contain chemicals or volatile organic compounds (VOCs) found in common synthetic carpet, offering significant health benefits to guests. They are also 100% biodegradable, making them more environmentally friendly. In addition, the natural wax coating on sisal fibers resists liquid penetration, which helps to reduce water and detergent usage during cleaning.



Sisal Carpets

# Efficient Utilization of Resources

Atour Group is committed to promoting the efficient utilization of energy, water and other resources through equipment upgrades, design innovations, and operational refinements. The Company has integrated a green and low-carbon strategy into its business operations while ensuring a high-quality user experience. During the Reporting Period, Atour introduced a range of environmental-friendly operational supplies for energy and water conservation through its supply chain purchasing platform, "Atour E-Market", gradually promoting them to all its hotels nationwide.

## Motion-Activated Air Conditioning

Atour hotels have started implementing air conditioning units equipped with advanced motion-detection sensors using ultra-low power consumption millimeter-wave radar monitoring algorithms. These systems automatically power off the unit upon vacancy detection, substantially reducing energy consumption. Additionally, the motion-sensing technology enhances air circulation, decreases static electricity, and minimizes air pollutants, thereby further enriching the guest experience.

As of the end of the Reporting Period, 23 hotels have installed the air conditioner.

## Energy-Efficient Semiconductor Mini Fridges

The mini fridges utilize semiconductor cooling technology, employing thermoelectric modules in combination with cooling plates, heat dissipation, and precise temperature control systems. This design guarantees stable internal temperatures without any mechanical movement or the use of harmful refrigerants such as Freon or ammonia, and operates with minimal noise. Compared to traditional absorption mini-refrigerators, the Mini Fridge with Semiconductor Cooler offers a substantial energy reduction of approximately 20-30%.

By the end of the Reporting Period, more than 3,000 units of the Mini Fridge with Semiconductor Cooler have been purchased on the "Atour E-Market" platform.

In terms of design, Atour continues to adopt a central control system featuring "keyless power" and "motion sensing" functionalities in its newly launched hotel products. After customers complete check-in through the PMS, the system will automatically turn on the air conditioner and adjust the curtains to ensure a warm welcome upon entering the room. Likewise, 25 minutes after a customer leaves the room, all other electrical equipment in the room will be automatically powered off except for the constant power source in the room.

Atour continue to promote the terminal return water design. Compared to traditional overhead return water systems in hotels, this design significantly reduces hot water delivery time from an average of 10-12 seconds to 3 seconds. Additionally, the integrated water-saving foaming faucets enhance user experience while preventing excessive water consumption.



For new hotels opening between 2023 and 2024 **100%** adoption rate is achieved for terminal return water design



It is estimated that The water-saving initiative can help a single room conserve approximately **12.67** tonnes of water per year

To further optimize energy consumption management, Atour piloted the UBS Smart Cloud platform during the Reporting Period. This platform provides remote monitoring and control over the air conditioners, featuring equipment switching, temperature adjustment, and mode switching. The platform also has functions such as power restriction management and power grid linkage functions, enabling Atour to support the government's "peak shaving" initiative to balance power demand and supply.

By the end of the Reporting Period

**59** hotels had been connected to the platform



Smart Cloud Platform Interface

Atour has also continued to explore development opportunities in clean energy, actively promoting comprehensive assessments of initial costs, operating costs, and energy-saving effects by sites visits and surveys on equipment capacity.

By the end of the Reporting Period

over **60%** of the hotels had introduced air-source heat pumps

# Green Supplies

When selecting room supplies, Atour adheres to the principle of “luxurious to the touch, exquisite if small, waste-free if large”. The Company is committed to providing customers with high-quality environmentally friendly materials, using ecologically friendly technology that reflects Atour characteristics. These eco-friendly offerings include “Natural Bamboo Paper Products”, “Worry-free Paper Cups”, and “Natural Cotton Bedding,” which comes in direct contact with customers. With these offerings Atour is well-positioned to deliver a greener and more exceptional accommodation experience to customers.

## Natural Bamboo Paper Products

Atour’s “Natural Bamboo Paper Products” are made from virgin bamboo pulp, free from chemicals such as fluorescent agents and fragrances. Its production process is significantly more environmentally friendly than traditional wood paper products. “Natural Bamboo Paper Products” offer enhanced strength, softness, and natural antibacterial properties, delivering a comfortable and safe experience for guests.

The products have been certified by the FSC (Forest Stewardship Council) and have received Ecological Product Certification. They have been widely used across all Atour hotels.



## Worry-free Paper Cups

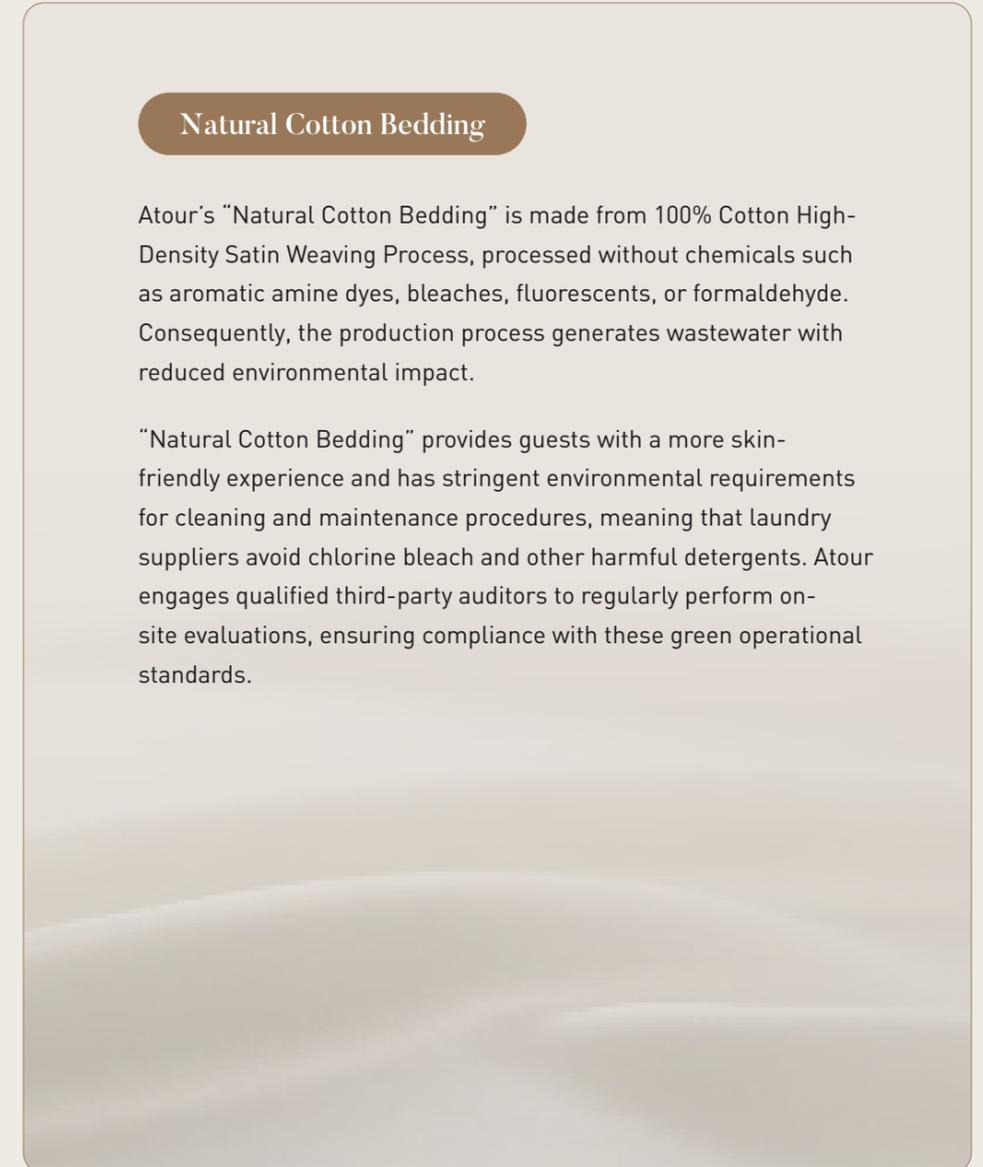
The coating of Atour’s “Worry-free Paper Cups” is made from Polylactic Acid (PLA), a fully biodegradable and environmentally friendly material that can be completely decomposed by microorganisms in nature after use.



## Natural Cotton Bedding

Atour’s “Natural Cotton Bedding” is made from 100% Cotton High-Density Satin Weaving Process, processed without chemicals such as aromatic amine dyes, bleaches, fluorescent, or formaldehyde. Consequently, the production process generates wastewater with reduced environmental impact.

“Natural Cotton Bedding” provides guests with a more skin-friendly experience and has stringent environmental requirements for cleaning and maintenance procedures, meaning that laundry suppliers avoid chlorine bleach and other harmful detergents. Atour engages qualified third-party auditors to regularly perform on-site evaluations, ensuring compliance with these green operational standards.





### ● Bamboo Toothbrushes, Combs Provided in SAVHE Hotel

During the Reporting Period, Atour launched a new upscale lifestyle hotel brand, SAVHE Hotel. The design adopts the oriental aesthetic concept, incorporating miniaturized natural elements into its oriental courtyards. This aesthetic philosophy extends to the selection of operating materials as well. SAVHE Hotel provides bamboo toothbrushes and combs, all of which are FSC-certified. Featuring a unique oriental charm, the bamboo material is naturally biodegradable and can effectively avoid the consumption of forest resources that require long growth cycles.

### ● SAVHE Hotel's Consumables Packaging Printed with Soy Ink

Atour not only emphasizes the environmental protection characteristics of its consumable materials but also focuses on green packaging solutions. For example, at SAVHE Hotels, the packaging of operational materials is printed with soy ink. This helps to simplify the chemical processing that is required for paper recycling. Due to this method, paper recycling is much more efficient.

### ● Washing and Bathing Product Packaging Made of Environmentally Friendly Material in Atour and Atour Light's Hotels

In addition, Atour is gradually promoting large bottle packaging made of GRS (Global Recycled Standard) for toiletries. These bottles are made from environmentally friendly recycled materials, reducing plastic use and supporting environmental conservation.

# All Parties are Encouraged to Participate

Atour actively promotes the concept of sustainability to its customers while staying true to its own environmental development path. The Group encourages guests to make greener choices during their stay. For example, it advocates the use of e-invoices to reduce paper waste and is actively expanding e-invoice coverage across all hotels. At the same time, Atour actively promotes the use of updated bedside reminder cards (“Natural Cotton Cards”) to encourage long-term guests to reduce the frequency of bedding changes. By the end of the Reporting Period, more than 200 hotels had completed the rollout of the “Natural Cotton Cards”.



New Version of Atour “Natural Cotton Card”: Enhanced with Eco-friendly Accommodation Guidelines

In addition to our customers, Atour continues to promote environmental and green initiatives in its collaboration with franchisees and suppliers. In 2024, the Group fully implemented digital tool platforms and adopted online contract signing models with business partners to minimize paper usage.

Atour’s accommodation brands have also embraced the spirit of innovation in their own unique ways to encourage customers to adopt sustainable practices. For example, Atour hotels have piloted a charging stall project for arriving guests, promoting the use of new energy vehicles as a means of travel. Atour Light hotels have replaced the traditional disposable room card holder with a new artistic “Boarding Pass Card Holder.” Through brand collaborations with famous artists and the release of seasonal limited editions, these holders are designed to offer preservation and collectible value. Customers are encouraged to reuse them as bookmarks, postcards, or in other creative ways. By the end of the Reporting Period, 110 Atour Light hotels had offered these “Boarding Pass Card Holders,” with plans to further expand its coverage.



Atour Light Artistic “Boarding Pass Card Holder” through Brand Collaborations with Famous Artists and Seasonal Limited Editions

## During the Reporting Period



**1,639** online contracts signed with suppliers



**285** online contracts signed with franchisees

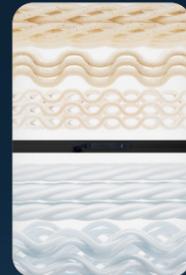


reducing paper usage by approximately **85,000** sheets

# Green Retail Products

Atour's retail business also exemplifies its commitment to sustainable development. Atour Planet uses sustainable materials in a number of products to optimize the package design and improve the "recyclability" of these products. While delivering comfort and warmth to customers, Atour remains mindful of minimizing environmental impact throughout the production and usage process.

In material selection, Atour Planet adheres to strict sustainability principles, prioritizing the use of environmentally friendly materials. For example, the brand's blockbuster product, "Atour Planet Deep Sleep Thermo-regulating Comforter PRO," uses Naia™ acetate fiber and EcoCosy Cellulosic Fiber in both the moisture-wicking layer and the skin adhesive fabric. Both are bio-based cellulose fibers, which are natural, safe and skin-friendly and have also been certified by several external authorities.



Atour Planet Deep Sleep Thermo-regulating Comforter PRO consists of a heat accumulator and a moisture removal layer, which are made from a variety of environmentally friendly materials

## Naia™ Acetate Fiber

Naia™ Acetate Fiber is made from wood pulp in sustainably managed forests and plantations. Upstream suppliers have obtained both FSC and PEFC certification and are not involved in the deforestation of old-growth or endangered forests. In addition, as certified by TÜV (Deutsche Rhein), at the end of the product's life cycle, Naia™ Acetate Fiber naturally biodegrades into freshwater, seawater, soil, and industrial compost environments, causing almost no impact on the natural environment. Naia™ Acetate Fiber is safe and gentle on the skin, having passed tests for the detection of harmful substances and obtained OEKO-TEX standard 100 certification.

## EcoCosy Cellulosic Fibre

EcoCosy Cellulosic Fiber is derived from natural wood sources harvested from PEFC certified planted forests. It is a USDA (United States Department of Agriculture) certified bio-based material and is TÜV-certified for biodegradability and biodegrading in only 28 days in freshwater, seawater, soil, industrial compost, and domestic compost environments. In addition, EcoCosy Cellulosic Fiber has the OEKO-TEX standard 100 Annex 6 certification, reaching the infant level of skin-friendliness, and Hinstein certification for biosafety meaning that it is mild and non-irritating. The public moisture regain of the product is close to human skin which can effectively keep the user's skin dry and comfortable.

Atour Planet is also committed to optimizing and iterating its product packaging in line with the principle of "design for recovery and reuse". For example, the Deep Sleep Thermo-regulating Comforter PRO series are packaged using L-type hanging bags, complemented by hasp straps and load-bearing hangers. This design encourages customers to repurpose the packaging for storage, effectively reducing waste while providing added convenience and functionality.



Atour Planet Deep Sleep Thermo-regulating Comforter PRO Packaging

# Responding to Climate Change

Global climate change has become a major challenge worldwide, and Atour is deeply aware of the profound impact this challenge poses on its business operations. As the frequency and severity of extreme weather events continue to rise, Atour remains vigilant and proactive in assessing risks and formulating appropriate responses to mitigate the effects of climate change.

To enhance preparedness, Atour has created internal documents such as *Atour Safety Emergency Response Plan* and *Atour Hotel Disaster Weather Emergency Response Plan*, which specify emergency response measures for extreme and even disastrous weather events such as typhoons, rainstorms, blizzards, freezing weather, sandstorms, guiding frontline staff in protecting the safety of guests, employees, and property. We have also assigned dedicated personnel to proactively disseminate extreme weather forecast updates and alerts to hotels, ensuring timely and well-organized preparation and contingency measures are implemented in advance.

Additionally, Atour requires all hotels to maintain *Property All Risks Insurance*, *Employer's Liability Insurance*, and *Public Liability Insurance*, providing financial safeguards against potential losses caused by extreme weather.

Beyond emergency response, Atour is committed to reducing greenhouse gas emissions from its own business activities as a part of a broader effort to combat global warming. The Company continues to explore clean energy solutions and promote energy efficiency, while encouraging customers to adopt more sustainable practices during their stays, working together toward a greener planet.

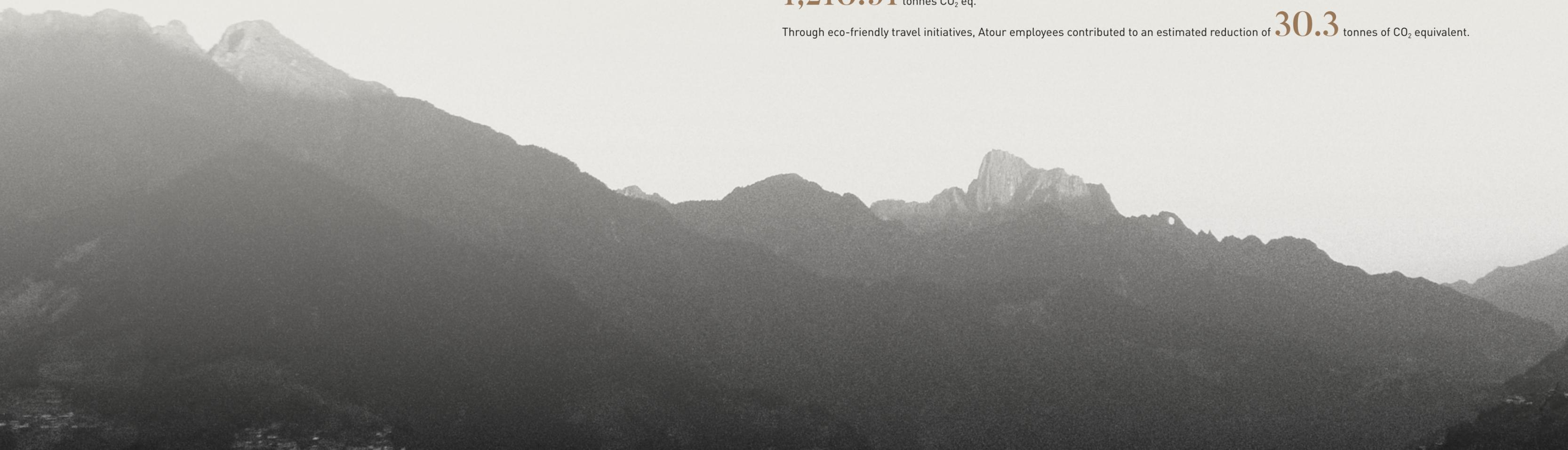
During the Reporting Period, Atour expanded the statistics and accounting for greenhouse gas emissions to Scope 3 for the first time.

## During the Reporting Period,

The total greenhouse gas emissions from the business travel activities of Atour employees (travel and transport) amounted

**1,210.91** tonnes CO<sub>2</sub> eq.

Through eco-friendly travel initiatives, Atour employees contributed to an estimated reduction of **30.3** tonnes of CO<sub>2</sub> equivalent.



# Environmental KPIs

Category	2024	Unit
Direct Energy Consumption	10,287.77	MWh
Indirect Energy Consumption	27,966.81	MWh
Total Energy Consumption	38,254.59	MWh
Energy Consumption Intensity	30.50	kWh/sold nights
Direct greenhouse gas emissions (Scope 1)	2,056.94	tCO <sub>2</sub> e
Indirect greenhouse gas emissions (Scope 2)	15,006.99	tCO <sub>2</sub> e
Total greenhouse gas emissions	17,063.93	tCO <sub>2</sub> e
Greenhouse gas emissions intensity	13.60	kg CO <sub>2</sub> e/sold nights
Water Withdrawal	398,110.10	ton
Water withdrawal Intensity	317.40	kg/sold nights

Notes:

1. Data in the table cover Atour's leased hotels and headquarters building in Shanghai.
2. Direct (Scope 1) greenhouse gas emissions come from the usage of natural gas, and its carbon dioxide emission factor mainly refers to the *Requirements of the Greenhouse Gas Emissions Accounting and Reporting – Public Building Operating Organisation (Enterprise)*.
3. Indirect (Scope 2) greenhouse gas emissions are generated from purchased electricity, and its carbon dioxide emission factor refers to the *Announcement on the Release of the Carbon Dioxide Emission Factors for Electricity in 2022*.



LIFE IS ATOUR



# Caring for Society and Shouldering Responsibility

Rooted in *Yaduo* Village, a small settlement on the Yunnan border, Atour Group remained committed to social responsibility and compassion for over a decade. Through rural revitalization initiatives such as the “Atour Tea” project, the “Yuan Meng Project” for biodiversity conservation, and a range of public welfare and cultural activities, Atour continues to spread warmth and positive impact across society.

Guarding the Origins of Atour 81

Sowing Happiness 85

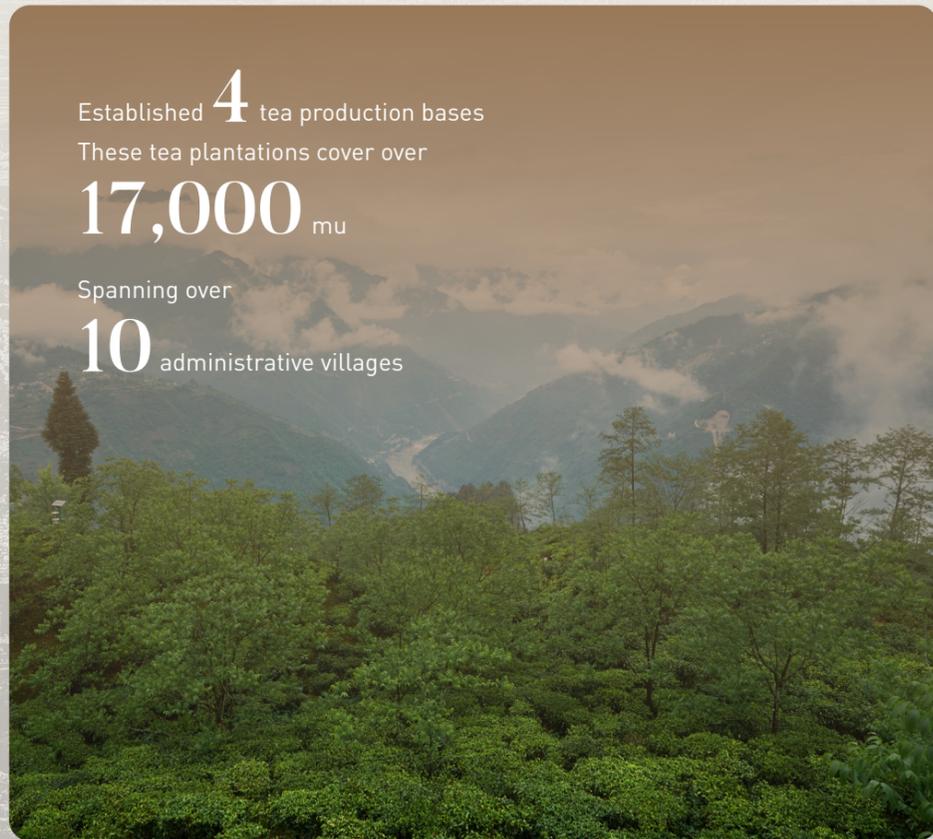
# Guarding the Origins of Atour

*Yaduo* Village is the spiritual birthplace of Atour Group. In return, Atour has continued to support the village’s development through sustained industrial aid and social assistance programs, preserving its natural beauty and cultural authenticity. The Company has deepened its connection with the community through initiatives such as “Atour Tea,” “Love Fitting Room,” and “Support Fund.”

## A Taste of “Atour Tea”

Grown on the slopes of the Gaoligong Mountains and nourished by the waters of the Nu Jiang River, “Atour Tea” captures the essence of the land with its refreshing aroma and calming qualities. For travelers, it offers a soothing moment of rest; for villagers, it represents opportunity and hope. Every tea leaf carries with it the purity of the mountains and the aspirations of *Yaduo* Village, extending Atour’s warmth and the power of its original spirit to every hotel guest.

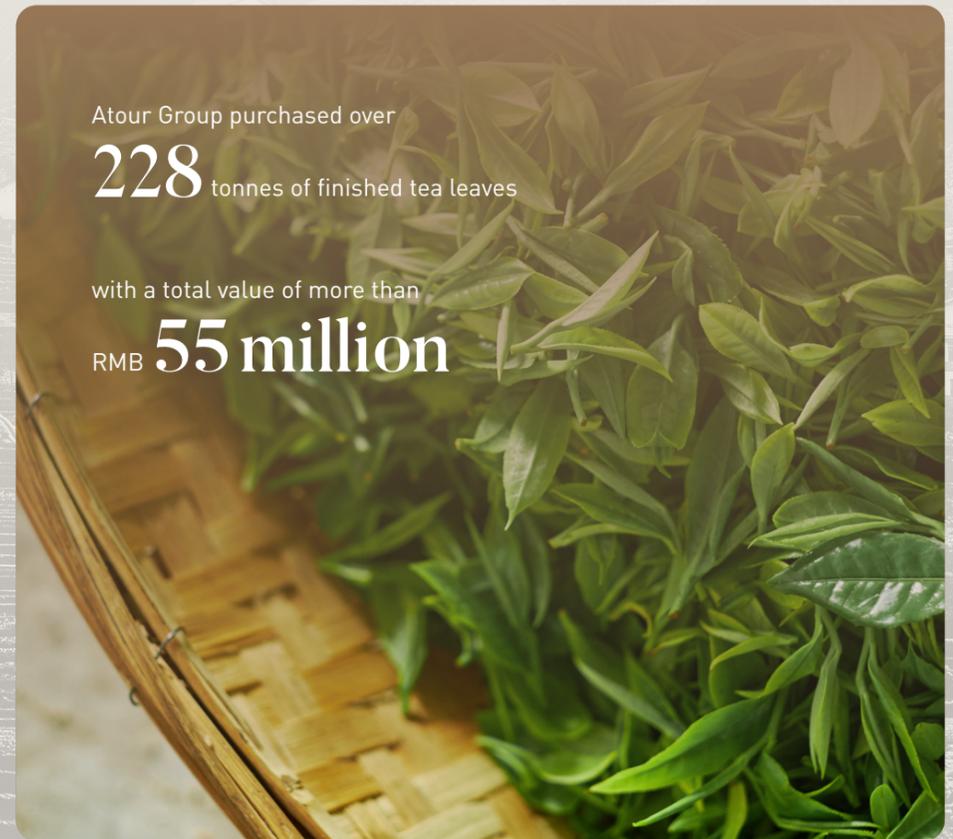
As the end of the Reporting Period, in Nujiang Prefecture where *Yaduo* Village is located, Atour Group had



Established **4** tea production bases  
These tea plantations cover over  
**17,000** mu  
Spanning over  
**10** administrative villages



Benefiting over  
**1,400** village households  
Expected to provide over  
**150** jobs for Nujiang Prefecture



Atour Group purchased over  
**228** tonnes of finished tea leaves  
with a total value of more than  
RMB **55 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

The Atour management team returned to *Yaduo* Village, aiming to boost the local economy via the development of the tea industry.

# 2018

## Establishment of Atour Tea

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

# 2019

## First Standardized Tea Production Base

Atour Group established its first standardized tea production base with a standard factory model in *Yaduo* Village. This base enhanced production standards and provided more job opportunities. It also helped *Yaduo* Village achieve complete poverty eradication, and expanded its poverty alleviation benefit to 1,400 rural households in eight surrounding villages.



# 2023

## Obtaining Organic Product Certification

Aided by Atour Group, the Fugong “Atour Tea” Farmers’ Professional Cooperative obtained Organic Product Certification Certificate. This certification broadened the product’s market reach and increased customer trust.

# 2024

## Upgrading Production Bases

Atour Group renovated two production bases in *Yaduo* Village and *Chisadi* Village, upgrading facilities and adding new ones. Atour also initiated the construction of a fourth base. The Group also completed organic food certification for the *Chisadi* production base.

### ● Atour Tea Project’s Fourth Production Base

Atour Group plans to build its fourth tea production base in *Zhiziluo* Village of *Shangpa* Town in *Nujiang* Prefecture. As of the end of the Reporting Period, the *Lajiamudi* production base had completed basic renovation and has entered the equipment procurement and acceptance stage. It is expected to enter production during the 2025 tea season. The *Lajiamudi* production base is expected to have an annual output of 150 tonnes of dry tea. Upon completion, it will be both the most advanced and largest tea production base in *Nujiang* Prefecture.

### By the end of the Reporting Period

All production bases have obtained organic food certification



Organic Food Certifications



Fourth Production Base

## Construction of “Love Fitting Rooms”

Atour Group continues to extend its warmth and care to more communities. Since the launch of the “Love Fitting Room” clothing donation initiative in early 2023, Atour has consistently provided seasonal clothing to residents of *Yaduo* Village and neighboring communities. In tandem with the completion of the new “Atour Tea” base, the Group established a second “Love Fitting Room” in Nujiang Prefecture, expanding the initiative’s reach and benefiting even more villagers.

### During the Reporting Period



Atour Group launched the “Love Fitting Room” clothing donation projects in April, July and October, collecting and donating over **4,600** articles of clothing

In addition to donating clothes to the villagers, Atour Group also donated daily cleaning products, food, and other supplies worth about RMB74,160, to help improve the quality of life of the villagers.



## Extended “Atour’s Journey to the Beginning” at *Yaduo* Village

Since its founding, Atour Group has repeatedly returned to *Yaduo* Village, revisiting the origin of its business journey alongside employees, franchisees, and customers. In exploring the roots of its distinctive “Chinese Experience,” Atour continues to offer sincere and practical support to the villagers of *Yaduo* Village and neighboring communities.

### “Atour’s Journey to the Beginning” at *Yaduo* Village

#### Debut 2023

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.



#### Deepen March 2024

Atour Group organized a 32-person team of outstanding representatives comprising employees, franchisees, and customers to participate in the 2024 “Journey to the Beginning” event. This initiative emphasized Atour’s core advocacy for the “Chinese Experience,” alongside the establishment of an “Support Fund” to provide support and care for vulnerable groups within the village, particularly left-behind elderly residents and children.



#### Extend December 2024

Atour Group launched the second phase of its “Journey to the Beginning” at *Yaduo* Village in December 2024. Engaging more employees, franchisee representatives, and customer representatives, Atour further expanded on its “one-on-one assistance” programs to support children’s education.



During Atour Group’s “Journey to the Beginning” at *Yaduo* Village, symposium was held with leaders from Shiyueliang Town and *Yaduo* Village to discuss the impact and effectiveness of the Company’s support efforts. In the presence of franchisees and employees, Atour signed a contract to launch the “Support Fund” program. Under this initiative, Atour actively participated in caring for “the Elderly and the Youth” public welfare activities, providing as much help to the elderly and children within its capacity. The goal is to enhance their sense of well-being and security, ensuring that the villagers have access to both elderly care and childcare services.

### As of the end of the Reporting Period

Atour’s “Support Fund” donated more than RMB **500,000** to benefit **500** villagers in the vulnerable groups of “the Elderly and the Youth” at *Yaduo* Village.

# Sowing Happiness

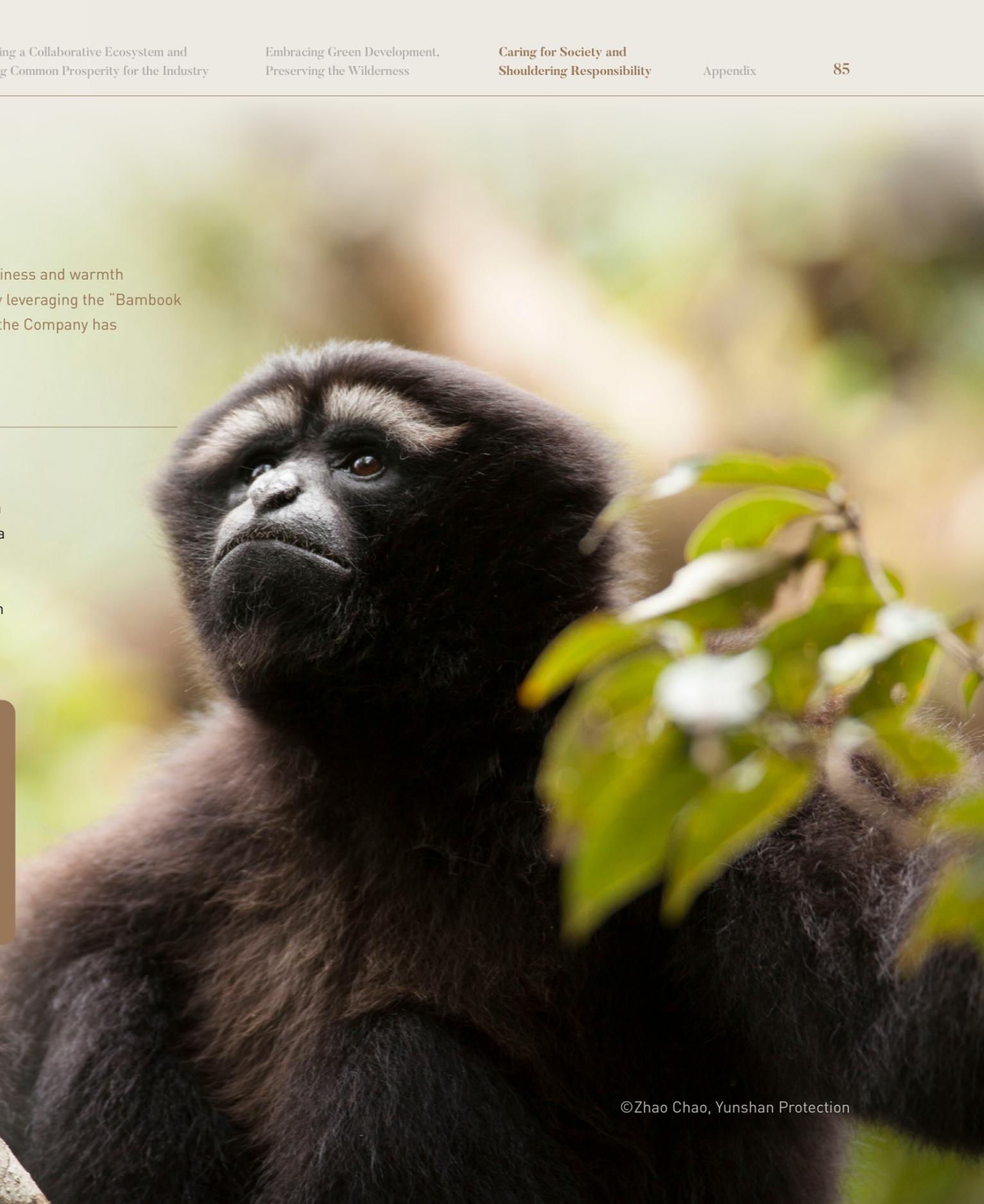
Guided by the principles of “Business for Good”, Atour Group not only enhances the life experience for its customers, but also actively spreads happiness and warmth throughout society. For example, through initiatives like the “Yuan Meng Project”, Atour has taken firm steps in practicing biodiversity protection. By leveraging the “Bambook Library,” the Company has built a quiet spiritual home for city dwellers seeking respite. Thanks to the kindness and integrity of Atour’s employees, the Company has established countless warm and safe havens for customers, bringing light to their moments of happiness.

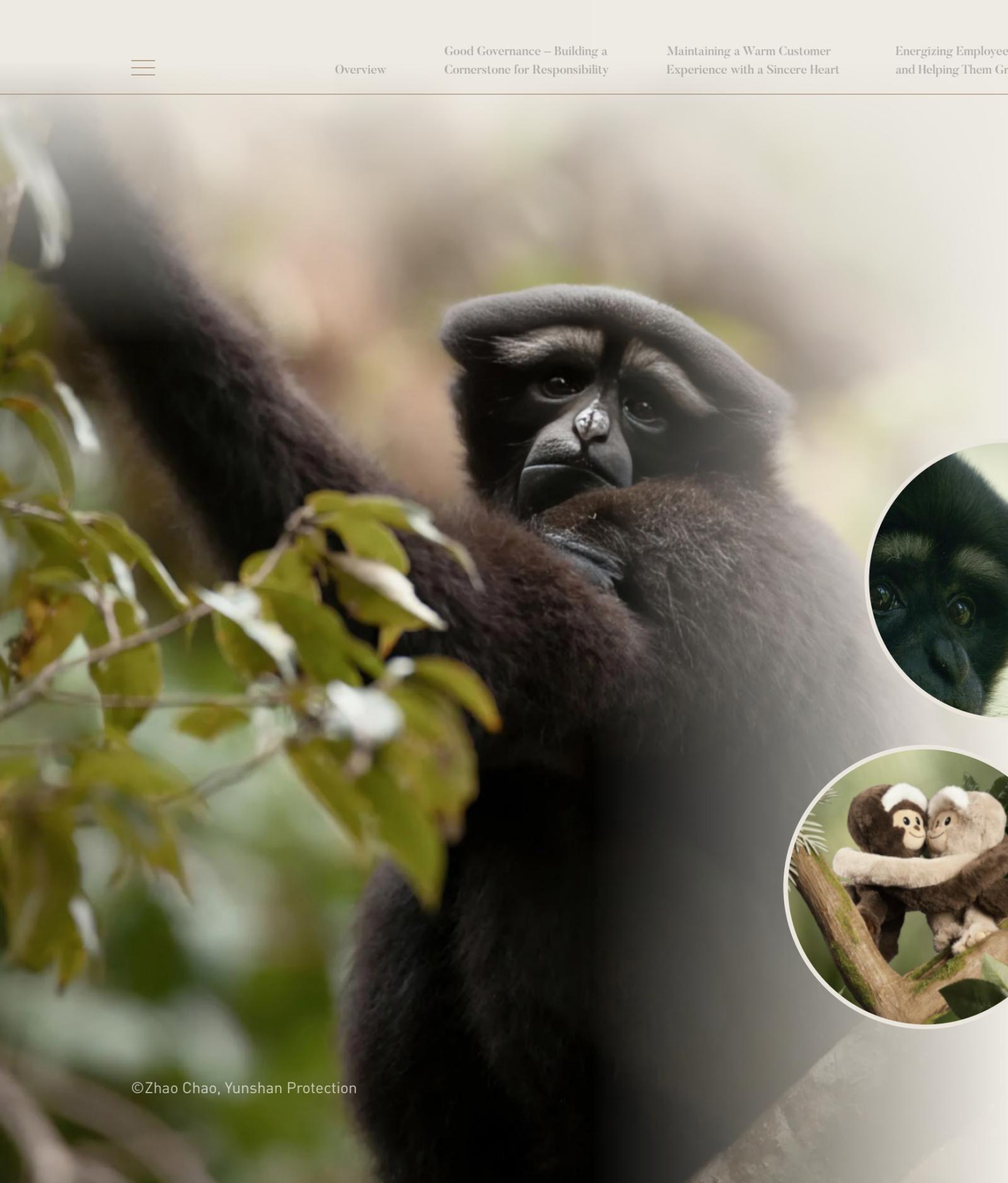
## The “Yuan Meng Project”

While promoting the economic and cultural development of *Yaduo* Village, Atour Group also wanted to contribute to the local ecological and environmental protection of the region. *Yaduo* Village, nestled against the Gaoligong Mountains, is home to the Skywalker hoolock gibbon, a rare and endangered species unique to China. To support the conservation of this species, Atour Group launched the “Yuan Meng Project,” a biodiversity conservation initiative in collaboration with the nonprofit organization “Yunshan Protection” (Yunshan Biodiversity Conservation and Research Center in Dali Bai Autonomous Prefecture). The project aims to raise public awareness and encourage participation in the protection of endangered animals through educational programs and creative engagement activities involving Atour’s customers. The “Yuan Meng Project” not only injects new vitality into the conservation work for the Skywalker hoolock gibbon, but also marks an important step forward in Atour Groups’ fulfillment of its social responsibility.

The Skywalker hoolock gibbon, also known as Gaoligong hoolock gibbon, derives its name “Skywalker” (“Tianxing”) from the Chinese ancient saying: “Just as the heaven moves forward vigorously, a man of virtue should constantly strive to strengthen himself”. It is the only anthropoid ape named by Chinese scientists. With fewer than 200 individuals remaining, the Skywalker Hoolock Gibbon is classified an endangered species by the International Union for Conservation of Nature (IUCN) and faces an even higher risk of extinction than China’s iconic giant panda. The species is primarily found in the Gaoligong Mountains of Yunnan Province and has very specific habitat requirements. The conservation of the Skywalker hoolock gibbon, as both a flagship species and umbrella species, is crucial to protecting ecosystem integrity and biodiversity of the Gaoligong Mountains.

*Note: Flagship species are species that possess strong public appeal and the ability to inspire awareness and action, often serving as symbols for broader conservation efforts. Umbrella species, on the other hand, are species whose habitat requirements are broad and encompass the needs of many other species within the same ecosystem. By protecting the target species, we can provide an umbrella for several other species.*





Atour Group has embraced the Skywalker hoolock Gibbon as its brand mascot, proactively promoting conservation efforts through the launch of Skywalker hoolock gibbon-themed merchandise products and charity sales, donating the proceeds to the “Yunshan Protection” to support the conservation of the Skywalker hoolock gibbon. Atour also broadcasts a documentary on the gibbon available for guests on televisions in the hotel rooms. This aims to convey the importance of protecting the Skywalker hoolock gibbon across the hotel network. During the summer vacation, Atour also engaged users participation by launching a stamp collection and giving away limited merchandise for free.

Through the “Yuan Meng Project”, Atour continues to translate its brand influence into tangible conservation actions, mobilizing stakeholders and promoting the protection of endangered species and biodiversity.



### Documentary Presentation

When customers check into any Atour hotel, they can watch the *Skywalker Hoolock Gibbon Love Songs* documentary, which aims to help customers better understand the behavior and conservation status of the Skywalker hoolock gibbon.

During the Reporting Period, the *Skywalker Hoolock Gibbon Love Songs* documentary had been broadcast 1,016,717 times in 1,469 hotels.



### Charity Merchandise Sales

Atour designed and produced plush dolls, refrigerator magnets, and badges of its two mascots “Yuang Yuang” and “Meng Meng” and carried out charity merchandise sales on Atour APP and a WeChat mini program with the proceeds donated to Skywalker hoolock gibbon conservation.

During the Reporting Period, the Company had donated a total of RMB 302,234\* through the “Yuan Meng Project”.

# “Bambook Library,” Local Libraries

Atour’s “Bambook Library” serves as a mobile spiritual sanctuary and a bridge for cultural and humanistic engagement. Through “Bambook Library,” Atour is committed to exploring and showcasing local culture while promoting social and humanistic values.

In today’s digital age, Atour still believes that books are havens for the soul. Positioned as both a community library and a spiritual haven within the city, the “Bambook Library” provides a 24/7 free reading space for customers and residents. Through regularly held cultural activities featuring rich formats and themes, the library further builds a meaningful connection among the souls of people, culture, and local community. More than just a reading space, the “Bambook Library” serves as a “window” into Atour’s humanistic values, acting as a spiritual guardian that promotes cultural continuity and social well-being. During the Reporting Period, Atour launched urban cultural event through the “One City, One Library” project, create public cultural spaces in hotels that resonate with the city’s historical roots and cultural heritage.

## ● “Bambook Library” × Jane Li: A Holistic Approach to Better Sleep

On March 21, 2024, in honor of World Sleep Day, the “Bambook Library” collaborated with CITIC Publishing Co., Ltd. and Jane Li, founder and CEO of Jiandan Xinli, a comprehensive mental health platform, to offer a series of sleep-enhancement resources. This collaboration resulted in three tailored solutions for restful sleep: a Sleep Booklist, Sleep Podcast, and a Sleep Online Course. Showcasing 25 sleep-focused books and sleep-helping blogs, the initiative aimed to help customers improve the quality of their sleep and develop better sleeping habits.

## ● “One City, One Library” Initiative: Exploring Local Culture

In September 2024, Atour launched its first localized library at Xi’an Nanmen Atour Hotel as part of its “One City, One Library” initiative. Inspired by Xi’an’s iconic Drum Tower and traditional Chinese hexagonal pavilions, this pavilion-like local book stall was created as a cultural landmark, blending a curated list of local books with distinctive artistic book installations. Known as the “Bambook Library” local book stall, it creates an engaging and unique reading experience for both hotel guests and the local community.



Library Salon in Chang’an

During autumn, Atour’s “Bambook Library” jointly launched the “Vistopia Salon Day” in partnership with Vistopia, a prominent Chinese cultural content developer and e-commerce bookseller. The event brought together five scholars, writers, bloggers, with readers from across China to gather in Xi’an. Spanning four salon sessions, focusing on the theme of “To be local youth, but also global citizens,” discussions covered diverse topics such as reading, traveling and the changing of our times.



The “Common Booklist” to Encapsulate Xi’an’s Literary Identity

Six well-known humanities and history scholars, writers, and podcast creators were invited to select 10 books which were considered part of a “common booklist” based on Xi’an’s humanities and local culture. Accompanying themed podcasts were also made available via the Vistopia App, allowing users complimentary access through a QR code for a limited time.



Book Exchange Initiative

To accelerate the flow of books within the community, Atour introduced the “Books for Books” program. Reading enthusiasts could donate books to the “Bambook Library” in exchange for book tickets and personalized messages. Additionally, donors were gifted a “Common Booklist” box as a token of appreciation. Over 3,000 residents participated, with more than 700 engaging in the book exchange programs.



## Warm Corners

Atour is committed to its mission of “Creating an intimate ambiance where people can warmly connect.” Beyond building safe and comfortable hotel spaces, Atour also strives to extend warmth to everyone who steps through its doors.

Recognizing the essential role of delivery drivers, sanitation workers, and other frontline personnel, Atour has established a dedicated “supply area” on the ground floor of its Shanghai headquarters. This space provides free tea, cookies, and a moment of rest for essential workers during their busy days. Similarly, Atour hotels across the country welcome these individuals, offering them a place to pause and recharge.

In order to spread Atour’s values and positive social impact, Atour recognizes “Atour Good Neighbors” selected from its “Warmth Ambassadors” for their outstanding contributions to the community each quarter, which encourages Atour’s employees to help those in need in a timely manner.

### ● “Atour Good Neighbors” Stories: Heartwarming Actions by Atour Employees

#### Acting bravely for a Just Cause

Late one night, at Nanjing Station North Square Atour Hotel, an on duty security guard found an intoxicated man harassing a woman, persistently asking for her contact information. Without hesitation, the security guard intervened despite facing verbal abuse and threats from the man. Maintaining a calm and professional demeanor, he physically placed himself between the aggressor and the woman, allowing her to safely reach her vehicle and depart. The following day, the security guard assisted the police in completing the official statement, who subsequently nominated him for the “Award for Acting Bravely for a Just Cause” in recognition of his heroism and courageous actions.

#### Compassionate and Thoughtful Care

On Father’s Day, an employee at Shenzhen Bao’an International Convention and Exhibition Center Atour Hotel noticed a middle-aged man in distress during her routine patrol. She helped him to the restaurant and prepared a bowl of hot noodles for him. In conversation, the man revealed that he had come to Shenzhen for the first time to celebrate Father’s Day with his daughter, but was unable to contact her so he came into Atour to look for assistance. Recognizing his anxiety, the employee comforted and accompanied him until his daughter arrived. This empathetic gesture left a lasting impression, touching not only the guest but also numerous people who later heard about the incident through social media and felt the warmth, positive energy, and care provided by Atour employees.

### ● Atour Hotel × Thankyou: Upgrading Bath Amenities to Promote Social Good

In 2024, Atour Hotel upgraded their bath & body care products, selecting Australian brand, Thankyou, as one of its bath & body care suppliers. Thankyou specializes in plant scents and uses recycled plastic packaging. What sets Thankyou apart is its innovative approach to combating extreme poverty through consumer engagement. Working with more than 14 organizations around the world, Thankyou directs revenue into global development projects, including clean water initiatives, healthcare and sanitation programs, economic empowerment, and maternal and child health in disadvantaged communities. Each Thankyou product has a traceable code, allowing users track the flow of funds from their purchase to these humanitarian causes. Inspired by Thankyou’s philanthropic ethos, Atour Hotel empowers the social value chain through strategic supply chain partnerships, transforming every guest’s stay into a conduit for goodwill.

## Organizing “Sports Charity Run”

In addition to the above projects, Atour Group and its employees have also raised donations through the “Sports Charity Run” to help the villagers enrich their cultural and sporting activities.

### ● Atour’s “Sports Charity Run” for Public Welfare

On June 28, 2024, as Atour Group celebrated its 11th anniversary, a “Sports Charity Run” event was conducted. The activity involved 10 running teams from Atour’s Shanghai Headquarters and regionals, all united by the common goal of supporting community welfare. Participants contributed their efforts toward reaching shared running objectives. As part of this initiative, Atour donated sports equipment and basketball event sponsorship funds to *Yaduo* Village to enhance local cultural and athletic opportunities for the villagers.



Atour “Sports Charity Run” off-line activity

## Rushing to Help Xizang for Disaster Relief

On January 7, 2025, a 6.8-magnitude earthquake struck Tingri County, Shigatse City, Xizang autonomous region. In response to this sudden natural disaster, Atour immediately launched an emergency disaster protection plan. The Group quickly deployed the first batch of earthquake relief materials and sent them to the earthquake-stricken area. Atour Hotels in Shigatse organized the deployment of daily necessities such as quilts, instant noodles, mineral water, and bread for the disaster area. These supplies reached the earthquake-stricken area on the evening of January 7. In consideration of the specific needs on the ground, Atour also prepared and delivered urgently needed items such as milk powder and sanitary supplies. In addition to material support, Atour hotels across the Xizang region opened their lobbies as temporary shelters, offering affected residents and relief workers a place of refuge along with food, beverages, and emergency medical supplies. Through these timely and compassionate efforts, Atour Group extended heartfelt support to those impacted—like a warm ray of sunshine in the harsh winter—demonstrating the Company’s unwavering commitment to social responsibility and community care.



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# A Lodging-centric Lifestyle Group

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