Meituan

We help people eat better, live better.

帮大家吃得更好，生活更好

EAT BETTER
LIVE BETTER

Meituan 2022
Corporate Social Responsibility Report

美团2022企业社会责任报告

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Corporate Social Responsibility Philosophy of Meituan

The development of a social responsibility system plays an important role in Meituan's overall strategic planning. We are committed to sharing our social responsibility philosophy across the whole ecosystem to promote the development and progress of all stakeholders, so that we can create value for users, the industry, and society.

Meituan Over the Years

In 2011, China's urbanization rate surpassed 50%, making urban consumption the primary lifestyle for the Chinese population.

By 2015, the tertiary industry constituted over 50% of China's GDP, with the service industry as the main engine driving economic development. That year, over half of China's residents became internet users, ushering in a new era of online influence.

In 2021, consumption contributed 65.4% to China's economic growth, remaining the largest driver for eight consecutive years.

Since 2013, Meituan launched various goods retail businesses such as Meituan Waimai, Meituan Instashopping, Meituan Grocery, and Meituan Select.

Since 2010, Meituan successively launched a series of services retail businesses including Local Deals, Movie Ticketing, Meituan Hotel, Meituan Ticket, and Meituan Bikes.

2010 — **Launched Meituan.com**

2011 — **Launched Meituan App**

2013 — **Launched Meituan Waimai**

2018 — **Meituan became publicly listed on the Hong Kong Stock Exchange**

2021 — **Meituan upgraded its corporate strategy to "Retail + Technology"**

Meituan CSR Chronicle (2017-2022)

2017.08

Meituan Waimai unveiled the **"Lush Mountain Project"** to address environmental challenges in the food delivery industry.

2018.06

The **Meituan Charity Platform** was introduced, earning recognition from the Ministry of Civil Affairs of the People's Republic of China as an internet fundraising information platform for charities.

2018.07

Meituan Waimai inaugurated the **"717 Couriers' Festival,"** the first celebration dedicated to China's couriers.

2019.07

The **"Baby Kangaroo Charity Project"** was initiated to support couriers' children facing serious illness and accidents.

2020.01

Meituan donated RMB 200 million and established a fund supporting medical personnel nationwide, launching initiatives like the **"Spring Wind Project"** to facilitate work resumption.

2020.09

Meituan received the "Organizational Innovation Award" of the **National Poverty Alleviation Award** for its outstanding contribution to poverty alleviation.

2020.10

Meituan Charity partnered with One Foundation for the heartwarming **Meituan "Playgrounds for Rural Children" Charity Project.**

2020.11

Meituan unveiled the **"Tongzhou Project"** to enhance the couriers' experience and foster ecosystem development.

2021.06

The **Meituan Green Tech Fund** was established.

2022.04

Meituan introducted the **"Prosperity Plan"** for all merchants, aiming to build a thriving food delivery ecosystem in the food and beverage sector.

Overview of Meituan in Pandemic Prevention and Supply Efforts (2020-2022)

2020

Donated **RMB 200 million** to establish a fund supporting medical personnel nationwide, providing subsidies to over 20,000 individuals from medical teams deployed to Hubei. In addition, Meituan offered complimentary meals for 2 months and donated over 2.15 million free bike rental monthly passes to medical professionals across the country.

Organized the **"Safe Consumption Festival,"** collaborating with 165 local governments to boost consumption recovery and helping 62 municipalities distribute nearly RMB 700 million in consumption vouchers.

Promoted the release of **the Specification for Contactless Delivery Services.**

Launched the **"Spring Wind Project"** to support merchants in work resumption, allocating RMB 1 billion in subsidies to the hotel and travel industry. Enhanced access to concessional loans nationwide, and then initiated the "Spring Wind Project" for millions of small stores, including online operation assistance and other five measures.

Initiated the **"Chungui Campaign,"** recruiting 1,000 graduates and adding 200,000 couriers to the workforce.

2021

Offered 100,000 free **"Food Delivery Butler Service"** opportunities to help merchants hit by the pandemic in enhancing their online capabilities, offering food delivery cloud printers to new small- and medium- sized merchants in regions with medium or high risk of pandemic exposure, and distributing 30,000 "smart kitchen" devices for improved delivery order management.

Hosted over 1,000 **sales-promoting events** across 25 provinces and cities, including Beijing and Wuhan, to stimulate consumption recovery.

Installed **smart take-out cabinets** in 60 cities nationwide, enabling seamless "contactless delivery" services to minimize risks.

Deployed Meituan's autonomous delivery vehicles to support the fight against the pandemic in Beijing, Shanghai, Guangzhou, Shenzhen, Nanjing, Chengdu, and Xiamen, ensuring the availability of essential goods during the crisis.

Introduced the **"Anti-pandemic Supplies Section"** on Meituan Select, coordinating resources to guarantee the supply of necessities.

2022

Promptly answering governments appeals for supply assurance, Meituan launched community group buying and an **"emergency helper"** initiative in Shanghai, catering to the needs of individuals with special requirements.

Actively contributed to pandemic prevention and supply efforts across 30 provinces and 663 cities, districts, and counties.

Donated 120 negative pressure ambulances to 12 provinces and cities.

Deployed autonomous delivery vehicles in Shanghai, Beijing and other locations, successfully completing over 703,000 supply orders. Meituan Drones transported nearly 200,000 nucleic acid samples in Hangzhou.

Facilitated the issuance of nearly RMB 2 billion in **consumption vouchers** across over 100 cities, including Hubei and Beijing.

Launched the **"Prosperity Plan"** for all merchants, allocating nearly RMB 160 million to aid 770,000 struggling merchants through commission subsidies and targeted support services.

Introduced a self-service function for **"unpackaged tablets/capsules"** at pharmacies nationwide to address the medicine shortages during the pandemic.

Data Archives

Sharing a Better Life

Promoting 24-hour Pharmacies

10K

24-hour pharmacies were included in Meituan Health's pharmacy network by the end of 2022, offering online inquiries and health advisory services for 20 million users.

Promoting the Development of Couriers

6.24M

Couriers have earned income from Meituan Waimai in 2022, with 81.6% of Meituan couriers are migrant workers from rural areas, and 280,000 couriers come from key counties for national rural revitalization.

Creating a Prosperous Industry Together

Revitalizing Merchants' Business

RMB 2B

Electronic consumption vouchers were issued by local governments, Meituan has played a pivotal role in facilitating the issuance process across over 100 provinces and cities, including Hubei, Beijing, Shenzhen, Tianjin, and Hangzhou as of March 2023. Together with merchants, we witnessed the rebound of consumption in markets across the country.

Supporting the Development of Small-sized Merchants

RMB 160M

Commission subsidies and targeted assistance funds under the "Prosperity Plan" that Meituan launched to help small- and medium-sized merchants to tide over difficult times have been provided by the end of March 2023, benefiting 770,000 merchants in difficulty.

Fostering Technological Advancements

120K+

Delivery orders completed by Meituan Drones by the end of 2022.

2.77M+

Outdoor orders completed by Meituan's autonomous delivery vehicles as of the end of 2022, with autonomous driving mileage accounting for more than 98%.

Creating a Harmonious Society Together

Ensuring the Supply of Anti-Pandemic Supplies

663

Cities, districts and counties have been covered by Meituan's pandemic prevention and supply support in 2022. Meituan has always actively responded to the government's call to ensure the supply of essential goods for residents during the Covid-19 period.

Promoting Green Consumption

327M+

Meituan Waimai users opted for "no tableware" choice when ordering food by the end of April 2023.

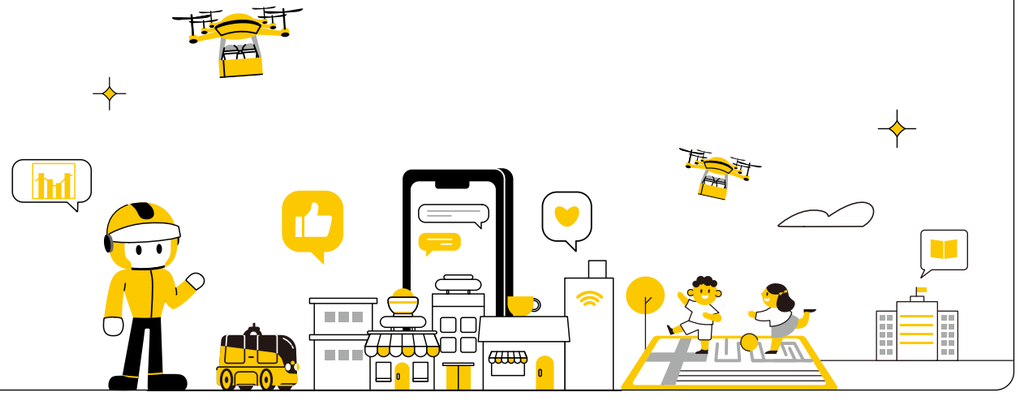
5.9M+

Varieties of "small portion dishes" were offered by more than 900,000 catering merchants on Meituan by the end of 2022.

Meituan "Playgrounds for Rural Children" Charity Project

607

Playgrounds have been constructed across 15 provinces, including Guizhou, Yunnan, Tibet, and Qinghai, benefiting 94,000 rural children. The construction of these playgounrds in less developed rural areas was made possible with the support of 366,000 charitable merchants and 84,000 caring users as of April 2023.



About People

Sharing a Better Life

As of 2022, the size of China's digital economy soared to RMB 50.2 trillion, securing the second position globally. The evolution of the digital economy is manifestly providing the general public with tangible benefits. Meituan leverages technology and product innovation to offer convenience, empower couriers, enable new employees, and fulfill people's desire for a better life.

Facilitating Users' Lives

As a tech-driven retail company, Meituan provides consumers with convenient services, diverse and reliable consumption choices, and high-quality goods supplies, striving to become a trusted daily life assistant.

Everything Now through On-demand Retail

Meituan's "order online, delivered offline within 30 minutes" model offers a wide range of goods supplies, including fresh fruits and vegetables, snacks, drinks, electronics, cosmetics and personal care products, enhancing consumption convenience.

Helping build "15-min community life circle"

By the end of March 2023, China established 80 pilot areas for the "15-min community life circle", where residents could access daily necessities within a 15-minutes' walk. Meituan introduced a "Dynamic Map of Life Service Outlets" in ten cities, including Beijing and Tianjin, using big data to monitor community consumption supply and demand dynamically, aiding in the development of the "15-min community life circle."

Case Baking Enthusiasts Find Desired Products Close to Home

Li Wei, a baking enthusiast in Panyu District of Guangzhou, searched for a specific pizza sauce brand on Meituan Waimai after unsuccessfully visiting multiple supermarkets. To her surprise, she quickly found it on the Meituan App and received it before she even got home. As an avid baker, Li discovered that this small online shop offered a broad range of affordable baking supplies, inspiring Li to plan her next baking project, "I can make durian pancake next time!"

Increasingly, the "15-minute community life circle" continues to offer citizens greater convenience and access to essential services.

Promoting 24-hour Pharmacies

Meituan Health provides users 24-hour online consultations and 30-minute average medicine delivery services. In June 2021, Meituan Health launched the Yellow Light Livelihood Service Program to promote the opening of 24-hour online pharmacies in more cities across China. In November 2022, a 24-hour doctor consultation service was launched to meet residents' nighttime needs, ensuring safe and professional online diagnosis and treatment, along with medicine purchasing services.

*By the end of 2022

75K

Types of medicines offered on Meituan Health.

200K

Offline physical chain pharmacies connected across China.

10K

24-hour stores were included in Meituan Health's pharmacy network.

20M

Users ultilized Meituan Health's online inquiry and health advisory services.

Case Meituan Health Helps You Sleep with Peace of Mind

At 10:30 pm, Chen Xinghua, manager of GuoDa Pharmacy in Datong, received a call from a man in another city. His 76-year-old mother, home alone, had stomach pain and diarrhea. He had already purchased painkillers through Meituan Waimai. Chen decided to deliver the medicine with the courier, checked on the elderly woman's condition, applied a warming pad, boiled water, and administered the medicine. After the woman felt better, Chen left her contact information. Through the efforts of Chen and the delivery courier, Meituan Health addressed the patient's urgent need while bringing health and reassurance to millions of families.

Bringing Convenience to Rural Areas

With rising living standards in urban and rural areas, rural residents are shifting consumption patterns from basic necessities to a higher quality of life. Meituan Select "order today, pick up tomorrow" service connects local high-quality suppliers with consumer demand via a network of self-pickup stations that cover both urban and rural areas, enhancing rural consumers' lives.

2K+

cities and counties covered by Meituan Select's services.

Case **Establishing an "Online Supermarket" in the Mountains**

As the Double 11 Shopping Festival approached, Han Qingdong, manager of the Meituan Select self-pickup station in Zhulinwan Village, Yiling District, Yichang City, Hubei Province, prepared for the busiest time of the year. Though Zhulinwan Village is surrounded by mountains, its residents still shop online. The village's Meituan Select self-pickup station serves as the retail platform's "nerve center" in the mountains, offering a wide range of affordable and premium goods. With his assistance, the small pick-up station has transformed into the village's most comprehensive "online supermarket", offering fresh hairy crabs, oysters, crucian carp, and loaches to local residents. Han expressed his desire to continue operating the self-pickup station and introducing new products from outside the mountains to his fellow villagers.

Currently, the logistics system of Meituan Select has fueled the growth of high-quality local agricultural products, driving the county's economy and increasing residents' income.

Serving the Elderly

A growing number of senior citizens are using Meituan for various activities such as ordering food, participating in murder mystery games, and joining group tours. Meituan continually listens to the needs of the elderly, adapting its services to enhance their digital lives.

Improving Age-friendly Products

In 2022, the Dianping App launched an Elderly Version, which offers seniors clearer browsing of nearby restaurants, large fonts user comments, and easily identifiable evaluation tags. This development complements the existing Meituan Waimai and Meituan Dache services, further enhancing and perfecting our suite of age-friendly offerings.

Additionally, Meituan upgraded its Elderly Version of Meituan Ticket, introducing intelligent recognition and recommendation features for a simplified experience. When the system identifies user settings such as large fonts or senior ticket purchases, it automatically suggests a more simplified Elderly Version. "The font is large, and the process is simple. Staff members also provide guidance. I no longer need to bother my children," said a senior who has used the Elderly Version.

10M

Senior services provided to senior users via Elderly Version of Meituan Ticket by the end of 2022.

300+

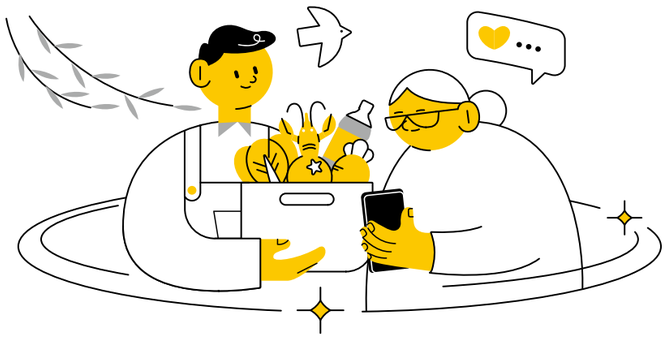
National scenic spots collaborated with Meituan to complete part-time trainings for age-friendly services.

Placing Orders Remotely to Uphold Filial Piety

"Filial Piety Orders" are placed remotely by children residing far away from their parents. Through Meituan, children can order meals, medications, and services for their parents, providing daily necessities and care across vast distances, demonstrating their love and devotion to their parents.

66.5%

Increased orders in 2022 on errand services for elderly assistance compared to the previous year.



Case "Filial Piety Orders" Bridge Distances with Love

A new method of exhibiting filial piety has gained popularity in recent times. Children living far from their parents use Meituan to send goods directly delivered to them, embracing a modern way of demonstrating filial piety. One individual noted, "My parents always feel that they can save money on their own daily necessities. Now that we are not with them, we always want to buy them something better, and let them enjoy good food."

Ms. Ji, working in another city, recently discovered a Meituan Select self-pickup station near her hometown in Hainan and now regularly purchases items for her parents, providing all their monthly fruits and milk through Meituan.

Reportedly, managers of these Meituan Select self-pickup stations prioritize filial orders, sorting and delivering goods to seniors who may have difficulty picking them up, keeping love close even when children are thousands of miles away.

Serving Special Groups

Meituan persistently leverages digital technology to develop solutions for people with disabilities while collaborating with stakeholders to create a diverse and inclusive work environment.

Assisting Blind Merchants with Online Operation

Meituan offers free subscription-based services, a zero-cost marketing promotion channel and training sessions on online business operations, to visually-impaired merchants, helping them attract online traffic, reduce operating costs, and facilitate their employment and entrepreneurship.

8,024

Visually-impaired merchants have utilized these free subscription-based services by the end of 2022.

Developing accessible order-taking tools

Meituan enhanced its smart cashier system and created the Yingying Bracelet, a device that allows hearing-impaired individuals to receive order information in real-time. This innovation helps merchants address challenges like missed orders and delayed order preparation during restaurant operations.

Case Meituan's Vibration Prompts Assist Hearing-impaired Baristas with Order-taking

Bear Claw Coffee, a popular coffee shop in Jing'an District, Shanghai, employs approximately 70% hearing-impaired baristas. Their hearing impairment often causes struggles in promptly responding to new orders as they cannot hear the sound of the cashier system.

In August 2022, Meituan's catering system engineers conducted research and tested various bracelet devices. Meituan enhanced the software and hardware of the intelligent cash register system, developing the "Yingying Bracelet," which delivers real-time order information through vibrations. Hearing-impaired baristas wear the bracelets during work hours, receiving instant notifications for new, cancelled, or refunded orders when customers scan the QR code to place orders in the shop or remotely.

Bear Claw Coffee co-founder Tian Tian said, "Order taking is now smoother! This bracelet encourages more shops to hire hearing-impaired staff, increasing their confidence in employment."

Promoting the Development of Couriers

Meituan remains committed to enhancing the courier experience and fostering a thriving ecosystem through job security, delivery experience improvements, career growth, and life care. We join forces with all sectors of society for the courier advancement.

Job Security

Stable Employment

Couriers, connecting thousands of households, have become a "reservoir" for employment opportunities due to the flexibility of their working hours and the princiles of greater effort leading to greater rewards.

*In 2022

6.24M+

Couriers have earned income from Meituan Waimai.

1M+

Daily active couriers deliver for Meituan.

81.6%

Of all Meituan couriers are migrant workers from rural areas.

280K

Couriers come from key counties for national rural revitalization.

Case A Small County on the Tibet Plateau Welcomed Its First Delivery Courier

Seda County, located in the Ganzi Tibetan Autonomous Prefecture of Sichuan Province, is a small county covering just 1.8 square kilometers. In 2018, Seda County accelerated its tourism development, resulting in the number of hotels growing from a single establishment to hundreds, while milk tea shops and hamburger joints gradually emerged. The arrival of the first delivery courier introduced modern internet-based services to this small county, situated at an altitude of over 3,900 meters. For the most part, couriers were occupied with addressing residents' hunger, but occasionally they also delivered pure water and daily necessities to herdsmen in nearby mountains, as well as oxygen bottles to tourists suffering from altitude sickness. The growing popularity of food delivery services in Seda has significantly simplified life in the county, as local merchants have experienced a surge in transactions, and the financial conditions of couriers have markedly improved.

Promoting Equality

During the recruitment process, Meituan rigorously forbids any form of employment discrimination, including gender and disability bias, and takes action against any infringement on equitable employment rights. We offer assistance to special groups within the courier community, ensuring each courier is treated with equal respect.

Safeguarding Rights and Interests

Meituan collaborates with commercial insurance companies to design policies tailored to the needs of couriers, thereby achieving 100% coverage. The company has also introduced a direct compensation initiative, enabling one-click, self-service claims through the Couriers App to enhance claims settlement efficiency.

In 2022, Meituan actively coordinated with relevant departments and executed pilot projects for occupational injury insurance in selected provinces and cities, in accordance with China's unified work plan. Concurrently, we enhanced third-party liability insurance and other commercial insurance protections while refining the commercial insurance and claims processes to provide better job security for couriers.

Ensuring Safety

Meituan has made significant progress in enhancing courier safety by innovating with scientific and technological equipment, optimizing delivery regulations, mitigating fire hazards, promoting safety awareness, and exploring collaborative governance with law enforcement agencies.

136K

Smart helmets distributed nationwide by Meituan by the end of 2022.

52.93M

Safety training sessions were conducted for participating couriers.

7K

Specialized safety training sessions were held offline in 2022.

Improving Experience

Releasing a Value-Oriented Algorithm

Meituan has proactively disclosed relevant algorithm rules for couriers to the public multiple times, actively promoting algorithm improvements focused on enhancing the delivery experience, reasonably dispatching orders, and optimizing courier evaluation rules.

- We released the algorithm rule on "estimated delivery time," transitioning from "estimated delivery time point" to "estimated delivery time period" on a trial basis. Following this rule's implementation, couriers experienced a 52% decrease in abnormal situations caused by overtime and negative reviews, with user negative review dropped by 67%.
- We gathered rule improvement suggestions from various stakeholders, including couriers, traffic police, and experts, and incorporated the "abnormal scenario" factor into the time algorithm to adjust the delivery time dynamically.
- For "large orders" characterized by "heavy weight, large volume, and high value," we optimized delivery rule on a trial basis in terms of dispatch mechanism, delivery time, and delivery subsidies.

Enhancing Professional Commitment Through Communication

To allow couriers to effectively express their concerns, Meituan conducted various initiatives in 2022, such as "Courier Feedback Sessions," "Appeal Mechanism," and "Product Experience Officers." Additionally, Meituan established a dedicated hotline (10101777) to protect couriers' rights and interests, addressing inquiries and complaints related to labor remuneration, job safety, insurance protection, and employment compliance, thus assisting couriers in safeguarding their legal rights and interests.

200

Courier feedback sessions were held between 2021 and 2022, with couriers from 66 cities attended.

Career Development

Supporting New Couriers

In July 2022, Meituan introduced a "New Courier Support Package" that included guidance from experienced couriers, new courier orders, and a liability exemption card, helping new couriers acclimate to their roles more effectively and increase their income.

13.5%

Increase of satisfaction rate of new couriers since the introduction of the "New Courier Support Package."

Case **Couriers Transform into "Guangzhou Craftsmen"**

On July 31, 2022, Meituan delivery courier Peng Wenhui participated in the "Guangzhou Craftsman Cup" Guangzhou Online Delivery Industry Skills Competition and won the gold medal. This transformation from "delivery courier" to "Guangzhou Craftsman" was attributed to the guidance by experienced couriers within Meituan. Peng is now a team leader at a Meituan delivery station, overseeing more than 30 couriers. "As this job incorporates an increasing number of technologies, new couriers start more quickly after training or with the guidance of experienced couriers. This not only enhances job safety but also significantly increases income," Peng summarized. In the practical portion of the competition, participants were asked to simulate how they guided novices at their respective delivery stations. As part of the "New Courier Support Package", "guidance from experienced couriers" fosters a sense of belonging for new couriers and a sense of honor to experienced couriers while facilitating the integration of new couriers.

Expanding Career Development Opportunities

Meituan has introduced diverse, multi-level career development initiatives that cater to the needs of couriers.

Couriers Online Learning Platform	Offering over 120 courses across eight categories.
Delivery Station Manager Training Program	Promoting couriers to positions such as team leader, deputy station manager, assistant station manager and station manager through election.
Couriers Transfer Mechanism	Providing a range of positions, including customer service staff, partner trainer, partner operation supervisor, and more.
Couriers Going to College	Launching Phase III cooperation with the Open University of China. Exempting couriers participating in this program from all tuition fees.

*In 2022

100%

Courses and training coverage for couriers based on five-level standards.

86%

Managers in Meituan delivery ecosystem were promoted from courier positions.

330K+

Couriers have participated in the Delivery Station Manager Training Program since 2020.

248

Couriers participated in the three consecutive "Couriers Going to College" programs.

Life Care

717 Couriers' Festival

For four consecutive years, Meituan has organized the 717 Couriers' Festival to enhance couriers' sense of professional value and social recognition through various activities.

950K

Various forms of assistance were provided to couriers during the 717 Couriers' Festival in 2022, with offline care activities were utilized by couriers around 850,000 times, and a total of 5,377 celebratory events were held at delivery stations nationwide.

Cold and Heat Protection Care

Taking into account seasonal changes, holidays, and solar terms, Meituan provides couriers with various forms of support. In summer, we provided common medicines, feminine hygiene products for female couriers, heatstroke relief supplies, and holiday gift packs in the "Tongzhou 1m² Protection" health service area of Meituan delivery stations. Additionally, we establish "heatstroke relief stations" in hundreds of cities across China. In winter, we launched the "2022 Winter Warming Plan" to upgrade winter emergency care stations for couriers in multiple scenarios, and partner with other organizations to distribute cold protection supplies.

RMB 2B

Invested to subsidize couriers who delivered orders during extreme weather conditions in winter and summer between 2021 and 2022.

Prioritizing Courier Health

In 2022, Meituan launched a new initiative featuring "mobile medical vans" in cities such as Shenzhen, Hangzhou, Chengdu, and Wuhan to provide "door-to-door examinations." Additionally, we initiated a dual cancer screening project for female couriers, offering professional and complimentary cervical and breast cancer screenings for female couriers nationwide. Concurrently, we established a psychological counseling hotline for couriers, addressing their mental health needs.

1,361

Hours of mental health consultation calls from 2,194 calls made by couriers in 2022.

Offering Haircutting Services for Couriers

Meituan consistently provides couriers' access to discounted haircut services. Couriers can regularly claim a haircut coupon through an exclusive activity page and enjoy the convenient, affordable services of the "Loving Hair Salons" on Meituan.

100K

Couriers have utilized the discounted haircut benefit by the end of 2022.

Supporting Courier Families

Meituan advocates for the "Baby Kangaroo Charity Project," assisting couriers in addressing challenges arising from their children's severe illnesses and accidental injuries.

*By the end of 2022

RMB 21.36M

Emergency medical aid provided by the "Baby Kangaroo Charity Project".

545

Children of couriers have received support form the project.

In June 2022, Meituan collaborated with charity organizations to establish two community children's homes in Yanjiao Town, Hebei Province and Haidian District, Beijing. These facilities provide courier families access to accompanying education, after-school care, extracurricular courses, and other services.

The "Baby Kangaroo Charity Home · New Sunshine Academy" in Yanjiao Town, Hebei Province, caters to seriously ill children and offers free accompanying education for couriers' children who cannot attend school regularly due to long-term treatment. In 2022, a total of 2,150 cultural and regular courses, 45 thematic activities, and over 20,000 services were provided.

The "Baby Kangaroo Charity Home · Facilitators Children Academy" in Haidian District, Beijing, serves school-age children and provides a safe space and quality education services for couriers' children aged 0-15 in the community. In 2022, a total of 612 hours of after-school care services, 81 thematic activities, and 284 hours of early childhood development services were delivered, amounting to over 8,600 services.

Case **Guarding the Childhood of Couriers' Children**

Xiaocao's father has been a Meituan courier for as long as she can remember. Before starting school, Xiaocao accompanied her father on deliveries, helping him pick up meals from the food court, and becoming acquainted with many shopkeepers. Later, Xiaocao would complete her homework on the back seat while her father delivered orders after school. She expressed her desire for a proper birthday party with her good friends, a seemingly ordinary wish that holds great importance to Xiaocao. Her father felt very sorry for her and hoped that she could have her wish come true.

On Children's Day in 2022, Xiaocao celebrated her first formal birthday party at the "Baby Kangaroo Charity Home · New Sunshine Academy" and received her first letter from her father along with birthday wishes from many friends. Through the "Baby Kangaroo Charity Project" to "Baby Kangaroo Charity Home," we aim to provide greater support for couriers' children.

Discovering New Professions

Emerging industries, formats, and models give rise to new professions. Meituan collaborates with partners across various sectors to foster the growth of new professional practitioners through training and vocational certification.

Timely Emergence of New Professions

On the Meituan platform, emerging professions such as autonomous delivery vehicle safety tester, food delivery operation assistant, and grape sugar tester have timely emerged, steadily becoming vital sources of employment.

Case Navigating the "center of the universe" as a Food Delivery Operation Assistant

Often referred to as "the center of the universe," Guangzhou's Zhujiang New Town is where Xing Ziyan, an employee of Meituan Waimai, serves as a food delivery operation assistant. This rapidly growing profession has emerged alongside the internet economy, primarily assisting merchants on the food delivery platforms. From online registration to promotional activities, they provide comprehensive online operation plans for merchants, acting as professional food delivery strategists. They provide guidance on web pages, menus, pricing, cutlery, and packaging. Whenever merchants require assistance, operators offer suggestions or plans. Despite her hectic schedule, Xing enjoys her work and feels a strong connection to Guangzhou, stating, "I feel like I'm already part of this city."

Case "Grape Sugar Tester" - A Novel Profession for the Post-1995 Generation

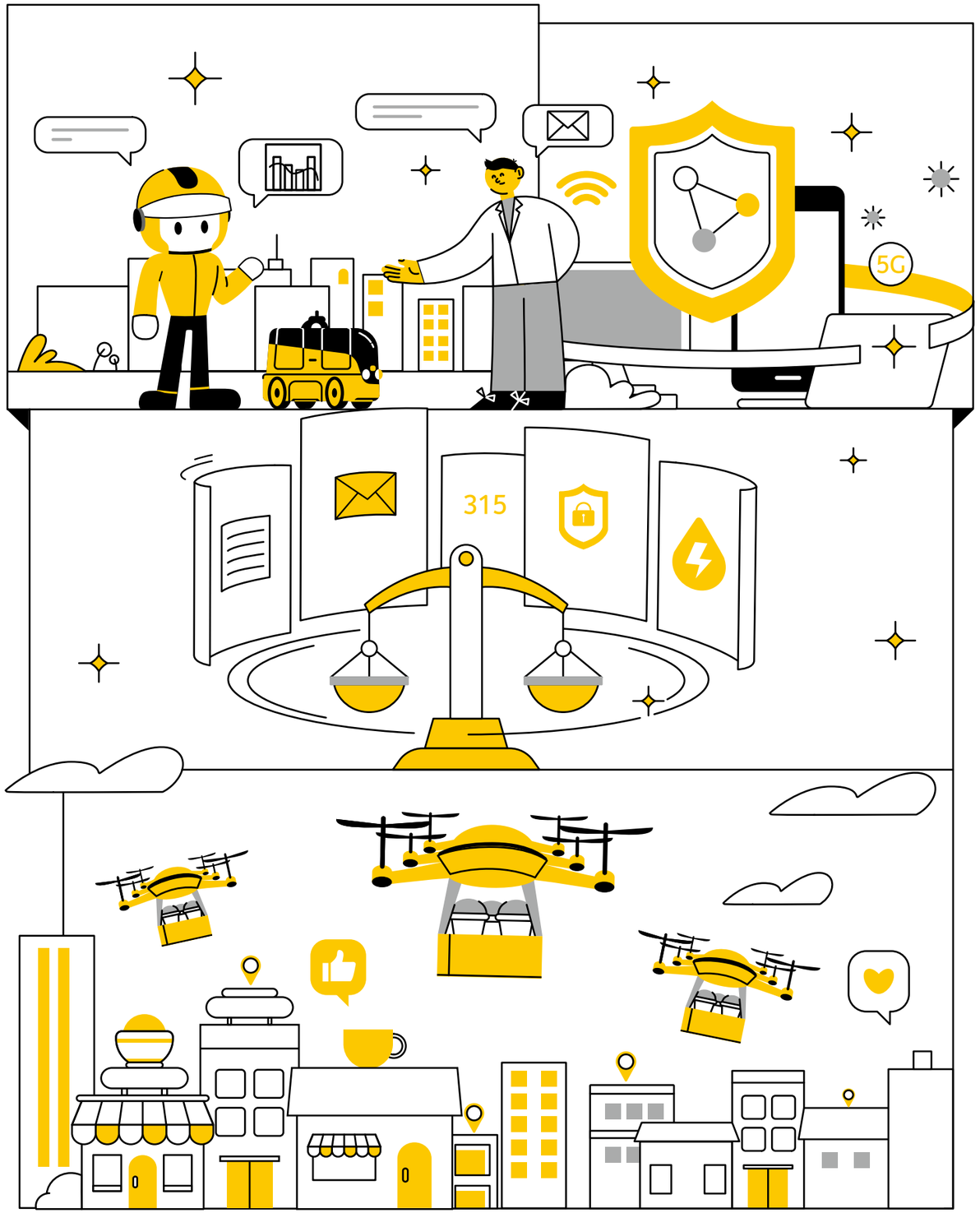
Yunnan's Binchuan County is a renowned grape-producing region. In the first half of 2022, over 330,000 mu (22,000 hectares) of high-quality fruits, predominantly grapes and soft-seeded pomegranates, were cultivated in the area, yielding a total output of 210,000 tons. "The higher the sugar content of Shine Muscat grapes, the better the taste. Sugar testing is an essential quality control step, and the sugar tester is responsible for assessing the quality of Shine Muscat grapes," said Zhao Yao, a fruit grower born after 1995. Following sugar testing, sorting, packaging, and quality inspections, Binchuan grapes are sold through Meituan Select to over 2,000 counties and cities in China by cold chain logistics vehicles, enabling consumers to purchase fresh grapes with "next-day arrival" speed. Today, Zhao as a grape sugar tester has inspired approximately 60 local fruit growers nearby to cultivate nearly 3,000 mu (200 hectares) of Shine Muscat grapes. Moreover, the large-scale and standardized planting of these grapes has created numerous employment opportunities, encouraging talented locals to return home and contribute to a thriving local economy.

Facilitating the Growth of New Professional Practitioners

Meituan offers specialized skills training courses for emerging professions, aiding the development of life service practitioners. The company also establishes training centers for various sectors, such as catering, food delivery, hospitality, beauty industy, B&B, etc. while partnering with China's Ministry of Human Resources and Social Security to organize store manager classes. These efforts aim to fulfill the learning and certification requirements of life service practitioners and to promote the training of digital talents within the industry.

9,800

Courses devloped and over 2,000 life service industry lecturers registered with Meituan by the end of 2022. A total of 54.39 million individuals received tranings from these courses, with nearly 6,000 new professional practitioners certified as professionals.



About the Industry

Creating a Prosperous Industry Together

The ever-evolving digital technology is driving the digital transformation of all industries. With a strategic focus on “Retail + Technology”, Meituan is exploring innovative ways to promote sustainable industrial chain development through digitalization by integrating its resources and enhancing technological innovations.

Contributing to Market Prosperity

Meituan endeavors to create a positive and healthy business platform, leveraging its resource advantages to assist merchants in improving business efficiency and foster market prosperity.

Revitalizing Merchants' Business

Consumption Vouchers Stimulate Market Recovery

In 2022, to facilitate the recovery of consumption market, Meituan assisted government authorities in distributing consumption vouchers in numerous provinces and cities across China. These vouchers effectively stimulated industries in need, facilitated merchants attract customers, and provided tangible benefits to small- and medium-sized merchants facing operational challenges.

RMB 2B

Electronic consumption vouchers were issued by local governments with Meituan's assistance across over 100 cities, including Hubei, Beijing, Shenzhen, Tianjin, and Hangzhou as of March 2023.

Empowering Merchants in Business Recovery

Meituan established a "food delivery resumption partners" team in early 2022 to help merchants shorten their recovery period. This team provided one-on-one personalized services to help merchants overcome various obstacles they faced upon reopening, securing more orders, and achieving the objectives of "offering immediate help, receiving orders, and delivering goods."

RMB 40M

Invested to establish a team of "food delivery resumption partners" by Meituan in 2022, while also allocating RMB 600 million in special subsidies in Shanghai.

Food Lists Bolster the Food Economy

Must-Eat List Revitalizes Street-side Dining

In June 2022, to continuously deepen the Must-Eat List's impact on driving traffic to high-quality restaurants, Dianping launched the list for the sixth consecutive year. The list featured 1,482 premium restaurants across 57 cities, injecting fresh momentum into the development of brick-and-mortar businesses and effectively promoting the excellent taste and reputation of smaller eateries.

93%

Increased number of online orders in the listed restaurants compared to the previous period two weeks after the 2022 Must-Eat List's shortlist release.

600M

Clicks handled by Must-Eat List for users to explore delectable food in their cities since its inaugural release in 2017, driving the growth of over 5,000 exceptional merchants.

Black Pearl Restaurant Guide Opens New Opportunities for Local Cuisine

As a homegrown food guide, the Black Pearl Restaurant Guide has been published for six consecutive years, providing guidance for consumers and bringing patrons to restaurants. The 2023 edition listed 304 restaurants, including 65 new additions, marking a record high.

Case **Fujian Cuisine Re-enters the Spotlight**

Fujian Cuisine, one of the Eight Famous Cuisines, has been continuously evolving through inheritance and innovation, gaining public attention following the release of the Black Pearl Restaurant Guide. Meet The Bund, a Fujian Cuisine restaurant located in the Shanghai Bund Finance Center (BFC), has refined its dishes and services using the Black Peral Restaurant Guide professional evaluation system, earning increased consumers recognition and attracting more diners to experience Fujian's taste and food culture. The restaurant manager remarked, "Consumer enthusiasm for Fujian Cuisine has surged. Our brand awareness has improved, and the Black Pearl Restaurant Guide has played a critical role in online promotion and attracting attention." In the 2023 edition, the restaurant received a two-diamond upgrade.

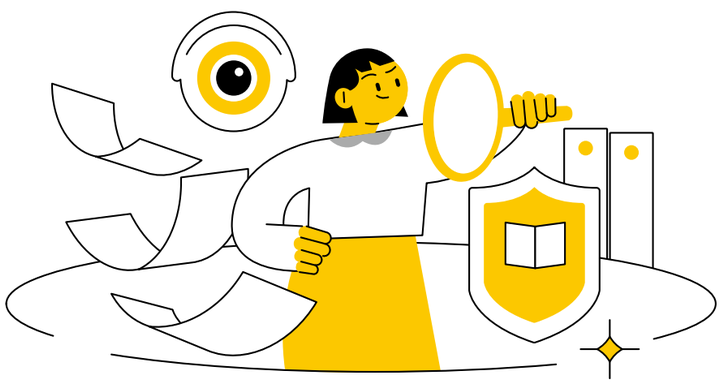
Upholding a Fair Market Environment

Ensuring a Fair Online Environment

Meituan maintains a "zero tolerance" stance towards illicit activities in the black market, which violates user privacy and the legal rights of merchants and ecosystem partners. We continuously enhance our protection system, collaborate with public security and judicial authorities to crackdown on such cases, and strive to foster a safer and healthier online environment.

Protecting Brand Rights and Interests

Meituan continues to refine its comprehensive intellectual property (IP) protection mechanism, embodying the principles of 'Prevention and control - Process Monitoring - Complaint Handling - Social Co-governance.' Leveraging AI technology, our system identifies potential IP infringements during the merchant onboarding phase and product listing stage, effectively intercepting any infringing stores or products. Throughout brand operations, we utilize big data models to scan, locate, and investigate suspected infringements or risky products, promoting proactive rectification. Meituan's IP Rights Protection Platform collaborates with rights holders through the Brand Protection Service Station, establishing online communication channels to safeguard their intellectual property. We also take actions against businesses involved in severe infringement cases in collaboration with law enforcement agencies.



3K+

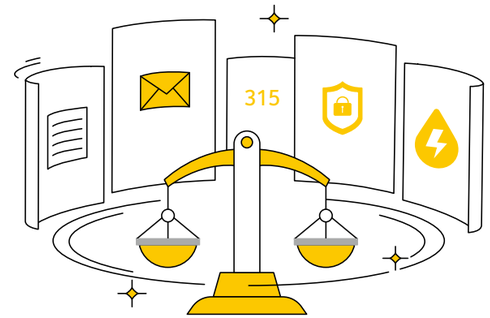
Brands protected in 2022, Meituan's IP procetion mechanism intercepted 20,000 suspicious stores and potentially infringing products.

200

Brand rights holders, along with over 30 law enforcement agencies and industry associations, collaborated with Meituan to build a "rights holders joint governance system." The system employed various measures, including product identification, information sharing, and collaborative anti-counterfeiting efforts, to strengthen brand protection and foster better coordination.

Creating Fair Platform Rules

Meituan has introduced the Meituan Rules Center to consolidate essential platform rules, public comments, business rules, consumer rights protection, legal education columns, and privacy policies, making it easier for users and merchants to access relevant information. The Center has established a public "opinion collection" column covering business sectors such as Meituan Select, Meituan Health, Meituan Waimai, Meituan E-commerce, Meituan B&B, and Meituan Instashopping. The newly launched "Rules Council" provides users with quick interpretations of new regulations and policies, and publicizes the information about merchants who have violated the rules, contributing to a more comprehensive and complete platform rule set.



Establishing a Public Review System

Meituan invites users to act as reviewers and collectively vote and judge on issues such as comment reports and transaction disputes, ensuring a fair dispute resolution.

5.4M

Users participated in the review of consumer disputes by the end of 2022.

Supporting the Development of Small-sized Merchants

Meituan continually enhances its service system and identifies new market opportunities for merchants. In 2022, Meituan actively responded to the service industry's call to help enterprises overcome difficulties, integrated platform resources, and collaborated with small and medium-sized enterprises to surmount challenges.

Launching the "Prosperity Plan"

In April 2022, Meituan launched a specialized "Prosperity Plan" for merchants to construct a digital ecosystem for the catering industry through assistance, communication, service and development, promoting the recovery and high-quality development of the catering industry and delivery sector.

Assistance and Relief Mechanism

Meituan takes on the responsibility of "relieving difficulties and promoting development" for small and medium-sized enterprises by providing commission assistance and targeted aid for merchants facing challenges.

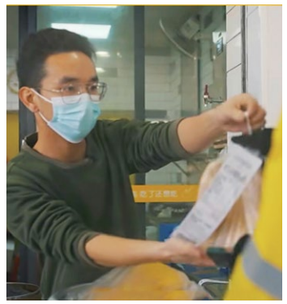
RMB 160M

Allocated under the "Prosperity Plan" as of March 2023.

770K

Merchants benefitted from the Prosperity Plan through commission subsidies and targeted support services.

Case A Small Steamed Bun Shop Ushered in a New Future



In March 2022, a steamed bun shop in Nanshan District, Shenzhen City, suffered a sharp profit decline due to the recurring COVID-19 pandemic. The owner, Mr. Lai, left a message on the Weixin public account of the Health Commission of Shenzhen Municipality about his business difficulties. Later, Nanshan Shuguang Community applied for a rent subsidy of RMB 2,500 for Mr. Lai in accordance with the 2022 Special Support Measures for the Difficulty Relief of Enterprises (Individually-owned Businesses) in Nanshan District.

Upon learning about Mr. Lai's circumstances, Meituan promptly reached out to him, waived half of the commission fee, established an expedited process for him to launch online stores, and enrolled him in the Food Delivery Butler Service for one-on-one professional operation guidance. Mr. Lai expressed his gratitude to all sectors of society for their assistance during challenging times. He no longer had to worry about his online business, as Meituan significantly contributed through commission exemptions and demonstrated their commitment to corporate social responsibility.

Merchant Communication Mechanism

Meituan actively listens to merchant feedback and improves product features based on their input. We achieve this through promoting the merchant feedback session, conducting in-depth research, employing business intelligence response, and more. Additionally, Meituan encourages and supports all employees to participate in "listening" activities, such as monitoring the service hotline, to better understand merchant business development.

103

Merchant feedback sessions were held in 2022, and 991 business issues were gathered from and discussed with 4,493 merchants.

12K

"Listening" activities were conducted amongst the employees, totaling over 17K hours in 2022.

Enhancing the Platform Service Mechanism

Meituan consistently refines the governance mechanism for platform marketing, further assisting merchants in understanding their cost allocation under the transparent rates system. Additionally, Meituan introduces intelligent and unified online customer service, optimizes negative feedback experiences, and upgrades functional product designs, improving merchants' operations and satisfaction.

In addition, Meituan offers the Food Delivery Butler Service to small-sized and medium-sized food merchants, providing comprehensive support in business diagnosis, online shop decoration, menu design, event planning, marketing, and operational optimization.

70K

Small- and medium-sized merchants received the Food Delivery Butler Service free of charge by the end of 2022, with the average monthly income of a single store increasing by RMB 6,000, a 30% growth.

Developing the Co-construction Mechanism

To address the talent gap in the food delivery industry, Meituan introduced a training program for food delivery operation assistants, and established a three-tier training system, consisting of primary, intermediate, and advanced classes. This initiative develops professional standards for the industry and cultivate talent for food delivery operation positions. After training, participants return to catering enterprises and entrusted operation companies, positively impacting the digital advancement of the catering industry and promoting employment.

2,841

Individuals trained and certified as food delivery operation managers after completing 22 training sessions, with a total of 1,819 restaurant managers participated in the training and were certified as food delivery operation managers.

Accelerating the Digital Upgrade of Physical Stores

New Store Growth Plan

In March 2022, we launched a 30-day "New Store Growth Plan" for newly registered merchants entering online operations for the first time. New merchants can complete 12 scenario-based guidance tasks using the Meituan Merchant App within 30 days of opening of their online stores to quickly adapt to online operations.

73%

Of new merchants have completed the tasks since the launch of the "New Store Growth Plan." These successful merchants have seen a significant increase in order volume in the first month of operation, and their utilization rate of customer traffic outperforms those who did not meet the plan's standards by 9.69%.

Digital Upgrading of Pharmacies

In 2022, Meituan Health introduced the "Take-off 3.0" plan, aiming at enhancing the digital operational capabilities of chain pharmacies through nine initiatives, such as 24-hour service packages, exclusive service channels, and user marketing systems. Concurrently, Meituan Health launched a suite of digital product and collaborated with renowned domestic and international pharmaceutical enterprises to provide integrated digital upgrade services and promote online sales.

200K

Pharmacies cooperating with Meituan had undergone digital transformation by the end of 2022.

Empowering China's Time-honored Brands

To support the digital transformation of China time-honored brands and increase their visibility, Meituan launched the "China Time-honored Brands" Service Package. This initiative combines traditional, classic food brands with digital strategies to help them appeal to younger consumers.

Emphasizing Brand Value

Labelling China's Time-honored Brands

Dianping App has labeled the official "China Time-honored Brand" tag for the China Time-honored Brand stores, enabling consumers to quickly locate authentic certified stores and helping time-honored merchants stand out among various brands.

City-specific "Vintage Lists"

Dianping created the "Centennial Brand List" and "City Specialty Dish List" in selected cities to promote time-honored brand stores. In December 2022, Dianping released the "Nanjing Vintage Brand Restaurant List," the first ranking list of Jiangsu that focuses on the long-standing establishment and operation of catering brands. By utilizing new digital business forms and consumption scenes, it assists these venerable stores in achieving a new growth curve.

Online Courses

Meituan developed a series of online courses for time-honored brand, covering selection rules for the "Must-Eat List" and "Black Pearl Restaurant Guide", as well as learning and sharing of best practices. This approach guided merchants in promoting brand marketing and online management.

Brand Protection

"Knockoff stores" pose threats to the reputation of time-honored brand stores. To safeguard the enduring brand value of these time-honored brands, Meituan established a comprehensive online protection system, offering merchants wide-ranging brand protection services and facilitating the operation and continuation of these cherished brands.

Enhancing Digital Operation Capabilities

In partnership with the China General Chamber of Commerce (CGCC), Meituan initiated the "Special Action to Facilitate the Digital Development of Time-honored Enterprises", arranged dedicated service contacts, and rapidly implemented the plan while addressing issues. This collaboration assisted time-honored enterprises in enhancing their digital operation capabilities .

Online Store Setup

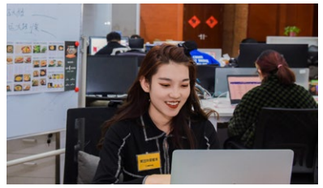
Meituan provides a streamlined process for sub-brands of time-honored brands to open online stores using unified business qualifications, saving time and cost for merchants.

Product Development

Meituan offers catering retail consulting services tailored to the needs of time-honored brands. Leveraging Meituan Grocery's national channels, pre-sale products and snacks of time-honored brands are distributed across China.

One-stop Butler Service

Meituan provides a three-month, one-stop, complimentary food delivery operation service, covering business analysis, online store decoration, product design, activity planning, among other aspects.



Case Digitalization Revitalizes Time-honored Brands

Makai Restaurant, located in Gulou, Di'anmenwai Street, is a time-honored establishment under Beijing Huatian. To enhance the restaurant's online operation abilities, Meituan proposed a special "green window" for takeaways within the customized "digital service package". By employing full-time chefs, dedicated packaging personnel, and distinct pickup windows, the restaurant could better adapt to the increasing demand for takeout orders.

In January 2023, to further expand online channels for time-honored brands and expedite the recovery of the catering industry, Beijing Huatian and Meituan held a digital signing ceremony. The two parties agreed that Meituan would provide complimentary digital service packages to Beijing Huatian and its restaurants. Meituan E-commerce launched a retail store for Beijing Huatian, primarily selling products that customers can enjoy after briefly heating. Jia Feiyue, Secretary of the Party Committee and the Chairman of Beijing Huatian, expressed confidence that the digital service package would further improve their online operational capabilities, resulting in accelerated growth across both dine-in and takeaway channels.

Fostering Technological Advancements

Meituan cultivates the capacity for scientific and technological innovations, striving to implement a wide range of business scenario-based technologies in everyday life, thus catering to the public's evolving demands for a better quality of life.

Using Technology to Improve People's Lives

Boosting Resource Utilization through Intelligent Dispatch Systems

While ensuring the service quality of its app, Meituan continually optimizes the dispatch system to maintain stability, reducing costs, and enhance efficiency . Meituan's Delivery Algorithm Team has developed the world's super-large-scale, super-complex, multi-person and multi-point real-time, intelligent delivery dispatch system. Utilizing operations research, machine learning, data mining, and geographic estimation, among other intelligent algorithms, Meituan achieves 2.9 billion path calculations per hour at peak system usage, assigns each order to the most suitable courier, and designs the optimal pick-up and delivery route for couriers.

Advancing the Low-Altitude Air Logistics Industry with Drones

Leveraging self-developed drones and autonomous airports, Meituan has achieved breakthroughs in swarm intelligence. By building core technologies such as simultaneous localization and mapping (SLAM), high-performance flight control systems, and low-noise propeller designs, Meituan creates an efficient and swift low-altitude air logistic network.

In collaboration with Shanghai Municipal Government, Meituan Drones officially launched China's first low-altitude air logistic operation demonstration center. By the end of 2022, regular operations and delivery routes were established in Jinshan District, Shanghai. Additionally, Meituan Drones partnered with Vanke SIC Shenzhen Super-headquarters on a pilot demonstration project for drone delivery within business districts.

120K+

Delivery orders completed by Meituan Drones for real users by the end of 2022.

Case

Drones Introduce a New Coffee Consumption Experience

In August 2022, Meituan and Manner Coffee collaboratively launched the first drone-delivered coffee pop-up shop at Manner Camp located in Shanghai. Freshly brewed coffee is transported by drones to tent entrances within two to three minutes, allowing users to enjoy the same coffee flavor at the camp as in the store. One camper shared, "Relaxing in a tent and sleeping all afternoon, I can now enjoy freshly made iced coffee upon waking up, instead of making my own coffee. I feel that traveling has become more convenient." As most scenic spot management in China necessitates users to walk outside the area to collect takeaways, Meituan Drones have a potential to play a more significant role in delivering goods within the last three kilometers.

Enhancing Service Experience through Autonomous Delivery

Meituan continually improves its proprietary autonomous delivery vehicles and make advancements in technologies such as multi-sensor perception, high-precision location, trajectory prediction, decision-making, and behavioral simulation of autonomous driving in complex urban environments. This progress enables the creation of an automotive-grade autonomous driving platform and large-scale ground delivery capabilities.

2.77M+

Outdoor orders completed by Meituan's autonomous delivery vehicles as of the end of 2022, with autonomous driving mileage accounting for more than 98%.

Investigating Robotic Technologies and Applications in Various Scenarios

Based on various scenarios and considering the features of robotic technologies, Meituan has explored the application of robots in more scenarios, with 24-hour intelligent pharmacies and in-building autonomous deliveries as pilot projects. This exploration achieves end-to-end decision-making and collaboration, connecting low-altitude airspace, ground, and buildings. By integrating personnel, automation equipment, and urban infrastructure, an efficient and safe on-demand logistic network is established, founded on three modules: intelligent decision-making, precision sensing, and safe execution.

Accelerating Collaboration with Universities and Research Institutes

Collaboration with Universities and Research Institutes

Meituan has collaborated over 150 scientific research projects with more than 200 scholars from over 30 renowned universities and research institutes worldwide.

Meituan Academy of Robotics Shenzhen (MARS)

The MARS was registered and established in Shenzhen in July 2022. It will focus on developing key technologies in the field of retail and service robots such as autonomous delivery vehicles, drones, and intelligent warehousing. The institute aims to lead the forefront of robotics and accelerate the application of robot-related technologies in the Greater Bay Area.

Tsinghua University-Meituan Joint Research Institute for Digital Life

The Tsinghua University-Meituan Joint Research Institute for Digital Life has made significant progress in research collaboration, talent development, and achievement transformation since its establishment over a year ago. In 2022, the institute organized a series of academic salons, which have successfully held 20 sessions and attracted over 30,000 participants in total.

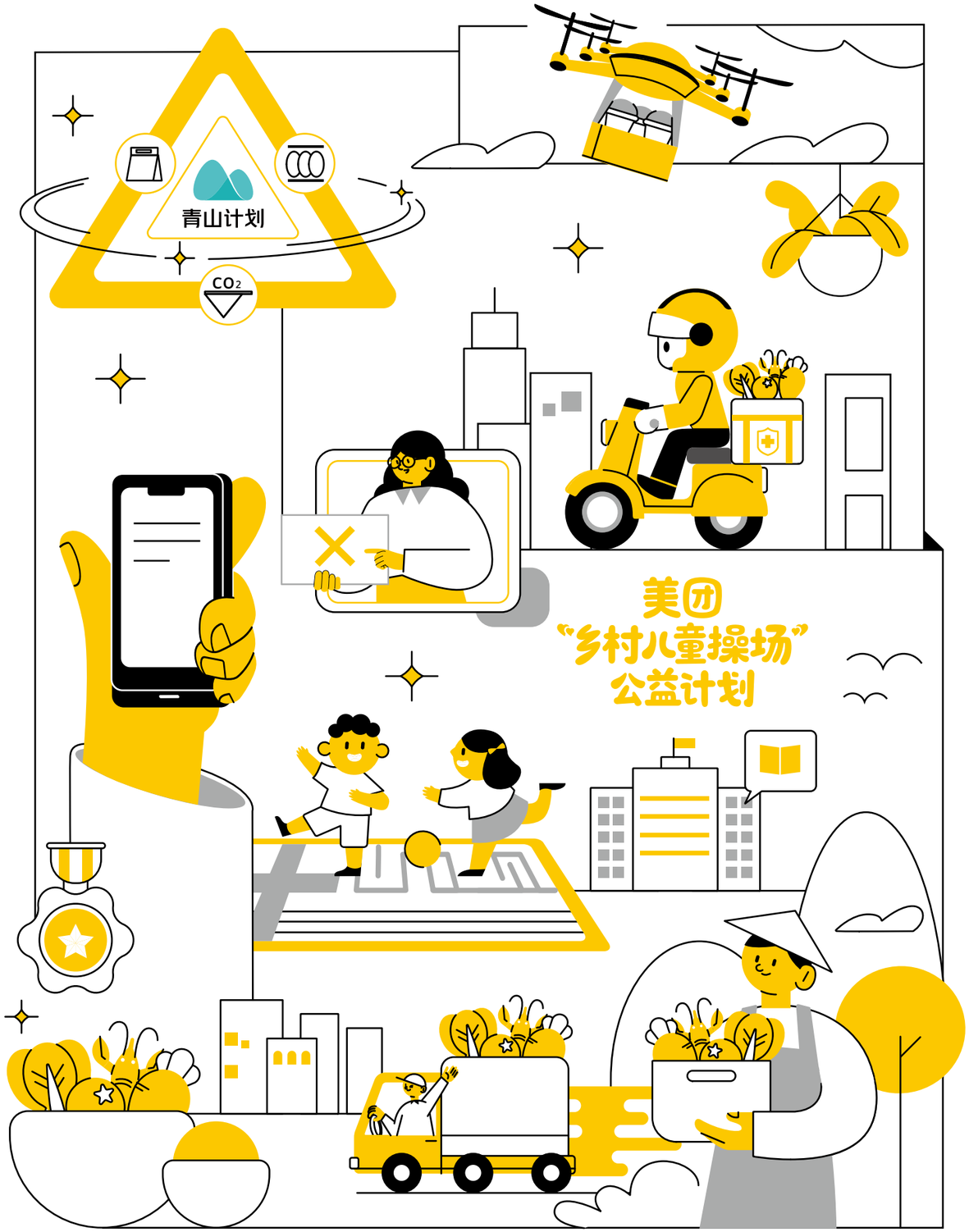
Academician Workstation and Postdoctoral Workstation

Meituan Postdoctoral Research Workstation currently hosts 5 in-station doctors, whose research directions include autonomous driving, machine learning and dispatch optimization.

Collaboration with Colleges and Universities in Talent Cultivation

Meituan partners with colleges and universities to recreate realistic industrial environments and challenging practice scenarios for students, facilitating knowledge sharing and mutually beneficial cooperation. To date, five courses have been offered in colleges and universities, benefiting over 1,000 students.

- Meituan drones team won the **ICRA 2022 Outstanding Navigation Paper Award.**
- The drone acoustic localization technology, jointly developed with Tsinghua University, won the **Best Paper Runner-Up Award** at the 20th Conference on Embedded Networked Sensor System, organized by the Association for Computing Machinery.



About the Society

Creating a Harmonious Society Together

In 2022, as the COVID-19 pandemic repeatedly flared up, Meituan took on its corporate social responsibility and utilized its digital technologies and platform advantages to improve society in areas such as anti-pandemic supplies, green consumption, rural revitalization, and community welfare.

Ensuring the Supply of Anti-Pandemic Supplies

In response to the recurring COVID-19 outbreaks in various locations, Meituan, under the coordination of government departments, leveraged its supply chain strengths and implemented various measures to secure the supply of anti-pandemic materials.

663

Cities, districts and counties, and 30 provinces have been covered by Meituan's pandemic prevention and supply support in 2022.

Safeguarding Essential Supplies for People's Livelihoods

As COVID-19 spreads, Meituan's various business sectors swiftly activated a rapid response mechanism to allocate essential supplies and ensure residents' access to daily necessities.

2M

Orders for essential supplies fulfilled within a week during the anti-pandemic and supply guarantee period in Beijing, Meituan Grocery proactively increased its storage capacity, doubled its stock, boosted the number of front-line sorters by 70%, and its couriers by 50%.

- **Meituan Select:** Meituan Select devised a plan to ensure the availability of essential supplies and initiated a cooperative merchant initiative to guarantee supply and stabilize prices. Concurrently, it constantly enhanced safety management of warehousing, logistics, and other aspects, and implemented contactless delivery services to protect front-line personnel and supplies.
- **Meituan Grocery:** Meituan Grocery prioritized increasing the stock of essential vegetables, launched a "Safe Vegetable Package", along with a green channel for guaranteed supply. We established a white list for guaranteed supply and achieved nearly full coverage of active couriers. To enhance safety and speed, we implemented contactless delivery using autonomous delivery vehicles and enlisted the support from catering staff for crossover collaboration, ensuring the prompt and secure delivery of goods to citizens.
- **Kuailv Jinhuo:** Kuailv Jinhuo provided catering supply chain services, such as "order today, delivering tomorrow", to catering stores, community canteens, hospitals, nursing homes, and other institutions, ensuring safe and on-demand procurement for catering merchants. It also promotes contactless delivery among these merchants.

Case Meituan Grocery's Crossover Collaboration Initiative for Catering Staff

Zhang Yang, a restaurant waiter born in the 1990s, used to work in Beijing. Amid the anti-pandemic period, online grocery orders in the city soared, prompting her to temporarily transition to a sorting position at Meituan Grocery's West Diaoyutai Delivery Station.

With experience in the catering industry, Zhang Yang was already familiar with fresh groceries. After completing emergency training, examination, nucleic acid testing, and vaccination, she quickly assumed her new role. At the West Diaoyutai Delivery Station, her supervisor provided her with a one-page standard operation procedure for easy reference, helping her acclimate to the new work environment swiftly. Zhang began her workday before 7am, and faced a peak in orders around 8am, sometimes working until nearly 11pm. In just about three days, she achieved the standard productivity level of Meituan Grocery sorters, now sorting nearly 1500 items per day on her own.

As of November 2022, approximately 200 catering staff in Beijing have collaborated with Meituan Grocery, taking on roles such as sorters, handlers, and other assistants. This collaboration aims to ensure the steady provision of essential supplies to the residents of Beijing.

Ensuring Supply Delivery

By recruiting additional couriers and optimizing the distribution of delivery resources, Meituan has consistently increased regional courier capacity. Concurrently, the company has implemented a "contactless delivery" service and installed smart take-out cabinets with heat preservation and disinfection features in selected office buildings, schools and residential apartments, allowing citizens to collect their orders without direct contact with couriers. In 2022, Meituan collaborated with local governments in Beijing, Shanghai and other areas to leverage the benefits of autonomous delivery vehicles and contribute to scientific and technological efforts against the pandemic.

703K+

Orders delivered by autonomous delivery vehicles during the supply assurance and anti-pandemic period in April and May in Beijing, Shanghai, and other cities.

1,200

Tertiary hospitals were offered with smart take-out cabinets free of charge by Meituan in 2022, providing food services for medical personnel.

10M+

Nucleic acid samples transported in Hangzhou with the assistance of Meituan Drones.

Assisting Individuals with Special Needs

In April 2022, Meituan introduced an "Emergency Helper" to support the elderly, pregnant women, people with disabilities, and other groups in addressing their challenges and responding to the special or emergency needs of individuals in Shanghai. The "Emergency Helper" feature could be found on the homepage of the Meituan App and Meituan Waimai App. In addition to promptly addressing emergency or special needs, the service also provides citizens community group meals, supermarket shopping, door-to-door medication delivery, and errand-running services. Meituan has deployed hundreds of customer service representatives to assist those seeking help and established a collaborative mechanism with relevant municipal departments at all levels in Shanghai to fulfill citizens' emergency needs as much as possible.

370K+

Interactions with users, the "Emergency Helper" feature has received more than 210,000 orders since its inception.

Case **Emergency Helper Becomes a "Lifesaver"**

Li Qi, a Shanghai resident, found herself in a critical situation when her father, who undergone heart bypass surgery six months prior, needed specific prescription medications to keep his postoperative heart safe. During the closed management period in various regions and times in Shanghai, Li's father was quarantined in his workplace for production assurance. He initially carried medication for 10 days, twice the planned isolation period, but by April 5, 2022, he had only one day's supply left.

To get the lifesaving medicine as quickly as possible, Li contacted the neighborhood committee, traffic police, and the local health center, but to no avail. At the crucial moment, Li turned to Meituan Errands Customer Service Center, where Wang Jia, a customer service representative, quickly marked the order as an emergency support order. Wangjia guided Li to contact Meituan Errands couriers through the Emergency Helper and sought assistance for Li through Meituan's internal "Shanghai Medicine Help Group." Finally, through multi-party communication and coordination, a volunteer driver of Meituan Dache accepted Li's delivery order. After over four hours of cross-district relay, the medications were successfully delivered to her father.

By the end of 2022, many parts of China experienced an increase in patients with cold symptoms such as fever, muscle soreness, and headaches. Consequently, there was a shortage of Ibuprofen and Acetaminophen, two commonly used symptomatic drugs, in certain cities. To assist more patients with limited access to these medications, Meituan Health introduced a self-service function for "unpackaged tablets/capsules" at pharmacies nationwide starting 29 December 2022. This initiative supports pharmacies in selling these loose tablets and capsules while also providing special subsidies for online sales of the same.

Promoting Green Consumption

Environmental protection lies at the core of Meituan's priorities. The company actively collaborate with various stakeholders to promote the low-carbon green development of the industry and strives to preserve the natural environment by encouraging people to adopt greener lifestyles.

Advancing the Green Transformation of the Industry through "Lush Mountain Project"

2022 marks the fifth year of implementing the "Lush Mountain Project". This year, Meituan continues to focus on green packaging, low-carbon ecology, green tech, and Lush Mountain Charity to drive the sustainable development of food delivery industry.

Innovative Green Packaging

Meituan offers an extensive array of creative and eco-friendly packaging solutions to its merchants. In partnership with organizations such as the China Packaging Federation, Meituan established a specialized "Task Force on the Application of Green Packaging in Delivery Business". The task force categorizes dishes into 16 groups based on their specific packing requirements and aims to roll out green packing solutions in three stages by 2025. Simultaneously, Meituan actively participates in developing green packaging standards for the industry and explores various recycling models in multiple scenarios.

*By the end of 2022

1,500+

Communities and organizations in 7 provinces have implemented large-scale garbage classification and meal box recycling projects.

6,400

Tons of plastic meal boxes recycled via the large-scale recycling projects, reducing carbon emissions by over 8,400 tons.

2.91M

Of green packaging products in 31 types have been released.

8

National and group standards for green packaging have been formulated under Meituan's leadership or active participation.

Building a Low-Carbon Ecosystem

Meituan persistently integrates environmental protection requirements into merchants' daily operations through measures such as establishing business norms, emphasizing environmental protection rules, and optimizing reward mechanisms. The company provides a three-stage action guideline for catering merchants by releasing the *Research Report on Low-Carbon Action Guidelines for Catering Merchants*. This report presents a comprehensive analysis of catering merchants' current carbon emissions and showcases exemplary cases of carbon reduction. Additionally, Meituan Waimai has designated the last day of each month as "Meituan Waimai Green Day". In collaboration with public welfare organizations, industry associations, and merchants, Meituan has launched various environmental protection initiatives, such as promoting no tableware, encouraging garbage sorting, reducing food waste, and protecting wildlife. Through these initiatives, Meituan is creating awareness and driving positive changes in environmental protection practices among its stakeholders.

327M+

Meituan Waimai users opted for "no tableware" choice when ordering food by the end of April 2023.

2M+

Merchants have a "Merchant's Lush Mountain Profile" on Meituan by the end of 2022, with approximately 40,000 actively sharing their experiences or commitments to environmental protection.

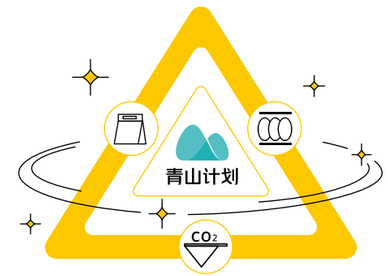
Fostering Low-carbon Technology

In 2022, Meituan announced the winners of the first "Green Tech Award", which focuses on three main topics: green and low-carbon packaging materials, carbon capture and resource utilization, and low-carbon transportation and energy storage. Nine young scientists, each awarded RMB one million, were recognized for their research in efficiency improvement, emission reduction during chemical production, energy storage batteries, and low-carbon materials. The goal of these awards is to encourage more young scientists to devote themselves to these research fields.

Simultaneously, the first "Innovation China" Meituan Green Tech Demonstration Project Grant selected 9 projects, including 6 green innovative packaging projects, 2 green recycling projects and 1 green supply chain project. The total sponsored amount is RMB 19.5 million, with the total supporting industrial funds reaching RMB 150 million.

3,900

Tons of discarded plastic meal boxes were reused through green recycling and regeneration projects in 2022. All demonstration projects for environmental technology innovation were successfully implemented.



Committing to Environmental Protection Public Welfare

The "Lush Mountain Charity Nature Guardian Campaign" is ongoing, and all funded environmental protection public welfare projects oriented towards nature-based climate change solutions, including ecological protection and restoration, sustainable community building in reserved areas, and front-line scientific research support in reserved areas.

*By the end of 2022

11.5M

Supporting funds injected into social organizations and scientific research institutions to carry out 28 environmental protection public welfare projects.

850K+

Merchants joined the "Lush Mountain Charity Nature Guardian Campaign".

80+

Public welfare projects were implemented, directly benefiting over 32,600 people.

Case Protecting Nature's Sweet Gifts

In the villages of the Qinling Mountains, farmers commonly raise "Asian honeybees". Traditionally, farmers obtain honey by burning wormwood to smoke the bees away, but this method negatively impact the bees. Compounded by the pandemic, honey became difficult to sell, and beekeepers nearly abandoned the business. Local beekeeper Zhang Jianguo and his fellow farmers raise a unique type of "Asian honeybee", also known as Apis cerana, which holds significant value for biodiversity.

In the spring of 2022, Zhang Jianguo and 35 other farmers from the same village purchased over 620 boxes of bees, funded by the "Lush Mountain Charity Nature Guardian Campaign." The campaign also provided farmers with environment friendly and bio-diversity-conscious professional breeding practices. In the first half of 2022, local farmers harvested 6,000 kilograms of honey, generating an income of nearly RMB 500,000. This endeavor improved residents' livelihoods, protected the ecology, and promoted the ecological balance of the Qinling Mountains.

Helping to Conserve Food Resources

Cherish food is a traditional Chinese virtue. Meituan, together with industry associations and merchants, guides users to order in moderation and practice thrift through product design and public welfare advocacy.

Collaborating with the industry to promote small portion dishes

Making "small portion dishes" and "clean plate" a daily habit: Meituan has collaborated with various organizations to promote the "Clean Plate Campaign". Since 2021, Meituan has joined forces with the China Hospitality Association to launch the "Say No to Food Waste, Offer Small Portion Dishes" initiative, calling on restaurants to offer smaller portions and releasing the *2022 Small Portion Dish Insight Report* under the guidance of the association. Meanwhile, through measures such as training, promotion, traffic support, and badge incentives for merchants, Meituan encourages more merchants to participate in the food-saving movement.

5.9M+

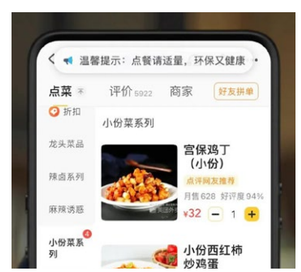
Varieties of "small portion dishes" were offered by more than 900,000 catering merchants on Meituan by the end of 2022.

Encouraging Moderation in Ordering Food

Proactively Encourage Moderate Food Ordering: Meituan introduced a "Moderate Ordering" reminder feature that prompts users with a friendly reminder when they order above a certain quantity. This feature will also highlight the "Moderate Ordering" prompt when users submit or complete their orders.

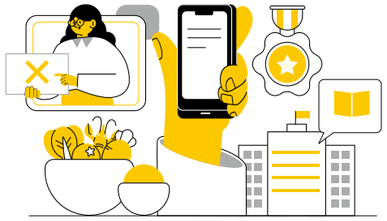
Standardizing Food Information: Meituan has taken the lead in drafting and developing the national standard *Specification for Information Description of Takeout Food*, which aims to prevent food waste caused by unclear information such as portion size and taste.

Guiding Users to Search for "Small Portion Dishes": We have added a "Small Portion Dishes" search keyword and section within our app to help users easily search for and purchase smaller portioned dishes.



Intensifying Public Awareness Campaigns against Food Waste

Interactive Campaign to Combat Food Waste: Meituan collaborates with the United Nations World Food Programme to launch the #SayNoToFoodWaste# hashtag on Weibo. We also promote the "Small Portion" concept and "Scraps Recipes" to encourage consumers to reduce waste and make the most of their food.



Low-carbon Lifestyle on Bikes

Meituan Bikes and its electric mopeds greatly contribute to carbon neutrality. In March 2022, Meituan Bikes and the Publicity and Education Center of the Ministry of Ecology and Environment jointly launched the "one person cycling to reduce one ton of carbon emissions" campaign, encouraging residents to adopt greener transportation methods. The Meituan App features a page visualizing users' progress toward reducing one ton of carbon emission through cycling.

Additionally, as a representative of Chinese bike-sharing companies, Meituan shared the China's carbon reduction stories related to shared bikes and electric mopeds at the United Nations Climate Change Conference. The first carbon-inclusive methodology involving shared bikes, with Meituan's participation, was released at the 2022 Carbon Peak and Neutrality Forum and Shenzhen International Low Carbon City Forum.

455K

Tons of carbon emissions were reduced through eco-friendly transportation used by Meituan Bikes and its electric mopeds users in 2022.

Supporting Rural Revitalization

Meituan leverages its e-commerce platform and technology to help agricultural products reach the market, increasing farmers' income through e-commerce leader training programs. This practical approach aligns with the country's rural revitalization strategy.

Helping Agricultural Products Reach the Market

Introducing Products to the E-commerce Platform

Meituan Select organizes a series of e-commerce events across the country, promoting the sale of high-quality agricultural produce. In September 2022, Meituan Select launched the "Gold Medal Origin · Golden Harvest" campaign, providing over 100 million online exposures for agricultural products such as fresh food, grain and oil, driving sales to nearly RMB 500 million.

2K+

"Gold Medal Origin" agricultural products were brought online by Meituan Select in 2022.

Case **Joy from Thousands of Acres of Pomegranates**

In Sichuan Province, where the main venue of the Farmers' Harvest Festival is located, farmers from Huili City enjoyed a bumper harvest of pomegranates on a 400,000-mu (about 26,666 hectares) land. Zhou Chaojun, a 56-year-old fruit farmer, planted 10 mu (about 0.67 hectares) of pomegranates in Haicaowa Village, Huili City. He said, "The fruits are sold fast and at good prices through Meituan Select. Our pockets are filling up fast." Meituan Select data shows that in early September 2022, the sales of Huili pomegranates on its platform increased by more than 30% over the previous year. Huili pomegranates have been sold in cities such as Hefei, Changsha, Zhengzhou, Tianjin, Guangzhou, Shenzhen, and many other places.

Promoting Local Specialties

Meituan Grocery launched a series of "Seeking Fresh Produce across China" campaigns and a "Local Top-notch Products" brand promotion plan, enabling specialty agricultural products to reach consumers faster through its on-demand retail platforms. Meituan Grocery has also enhanced the quality and standardized the production of agricultural products.

300+

Types of locally renowned products, such as Panggezhuang watermelon and Pinggu peach, were made available on Meituan Grocery in 2022.

Case **Meituan Grocery promoting Pinggu "Local Top-notch Product"**

Located in the easternmost part of Beijing and known for its agricultural abundance, particularly the Pinggu Peach, the Pinggu District exemplifies the city's unique agricultural features. On 23 August 2022, Meituan Grocery signed a strategic cooperation agreement with the Beijing Pinggu District E-commerce Center to provide an exclusive online channel and regular marketing activities for Pinggu Peach through targeted traffic and resource support. Simultaneously, Meituan increased procurement through direct sourcing and contract farming to assist farmers in raising production and income.

Liu Changcheng, director of the Pinggu District E-commerce Center, stated, "On-demand retail e-commerce helps us enhance the popularity of Pinggu Peach, opening up a vast sales market for local peach farmers and improving the efficiency of last-mile delivery for Pinggu peaches."

Employment Close to Home

Over half of the self-pickup stations on the Meituan Select platform are located in townships and towns, generating a variety of local employment opportunities and allowing people the chance to work near their homes.

Case **Young man returns to hometown to operate a "Next-day Delivery Supermarket" with 300 fellow villagers**

Cun Wenbiao, a young man of the Bai nationality who graduated from Southwest Forestry University, was born in Lanping Bai and Pumi Autonomous County, Nujiang Lisu Autonomous Prefecture. As the only Bai and Pumi Autonomous County in China, every village in Lanping County has accessed to asphalt roads and broadband, fostering closer connections with the outside world. Taking advantage of the entrepreneurship support policy and the rapid development of the rural e-commerce market, he founded an e-commerce company in 2019, primarily supplying fresh products to businesses.

As the demand for fresh products from urban and rural residents in Lanping County soars, Wenbiao sees new opportunities to serve the local community and create jobs. In September 2021, Wenbiao began building a "Next-day Delivery Supermarket" through Meituan Select. Over time, the venture has grown to include more than 300 self-pickup stations in the county, with monthly sales exceeding RMB one million and generating employment for over 300 people. With the evolution of community e-commerce, Wenbiao's hometown is experiencing remarkable changes in both lifestyle and consumption patterns.

E-commerce Leaders Training Programs

In partnership with county-level governments, Meituan has launched the "E-commerce Leaders Training Program for Rural Revitalization." These training initiatives empowers leaders and provide innovative insights into community e-commerce operations, fostering local e-commerce development.

1,200

Individuals had been trained as first secretaries and rural e-commerce practitioners by the end of 2022.

100K

Individuals have accessed and viewed the recorded courses on "xuexi.cn" and "daxue.meituan.com."

Meituan “Playgrounds for Rural Children” Charity Project

The Meituan “Playgrounds for Rural Children” charity project, initiated by Meituan and various charitable organizations, including One Foundation, aims to build multi-functional playgrounds for rural children, promoting healthy growth and happiness. Each playground consists of floorboards and features specialized functional areas, providing diversified games to cater to children’s needs for fun and development.

Caring users can donate a floorboard (and other supporting facilities) for the “Playgrounds for Rural Children” with every RMB 20 contribution. To ensure transparency and streamline the “last mile” of the charity industry, Meituan has developed a “donation tracking system” for the project. Participating merchants and users can monitor the allocation of each donation through the system or on their mobile phones. Merchants can display public welfare labels and records to users, check the progress of their donations, and locate each donated floorboard.

607

Playgrounds have been constructed across 15 provinces and autonomous regions, including Guizhou, Yunnan, Tibet, and Qinghai, benefiting 94,000 rural children. The construction of these playgounrds in less developed rural areas was made possible with the support of 366,000 charitable merchants and 84,000 caring users as of April 2023.

Case Letting Children Run Happily at the Foot of Mount Everest

Zhaxizong township, located in the Mount Everest National Park at an altitude of 4,119 meters, is the closest administrative township to the Mount Everest. The kindergarten affiliated to Zhaxizong Township Complete Primary School is nestled in this area. Previously, there was no professional playground here, only a sandy patch and a small concrete area. The local weather is predominantly windy, causing unhardened sandy soil to create dust and accumulate small stones. As a result, the children’s outdoor activities are greatly impacted by the weather.

In May 2022, Xibei Catering Group, having recently joined the Meituan “Playgrounds for Rural Children” charity project, learned about the needs of kindergarten teachers and students. They not only hardened the sandy ground with concrete, but also invited their customers to donate collectively. Just one month later, the new playground for the kindergarten affiliated to Zhaxizong Township Complete Primary School was successfully completed.

Six-year-old Danzeng Ciyang was overjoyed when she set foot on the new playground for the first time, exclaiming, “The new playground is like our amusement park! We can run and jump here, and there are many new toys. It’s so much fun!”

Scan to learn more about the Meituan “Playgrounds for Rural Children” Charity Project

Meituan and the United Nations 2030 Sustainable Development Goals (SDGs)

Theme	SDGs
About People: Sharing a Better Life	
About Industry: Creating a Prosperous Industry Together	
About Society: Creating a Harmonious Society Together	

About This Report

Reporting Period

This report represents the fifth Corporate Social Responsibility Report published by Meituan. It primarily covers Meituan's social responsibility initiatives and performance from January to December 2022, with some content also encompassing data and cases outside this timeframe.

Report Data Source

The data used in this report is sourced from Meituan's internal statistical statements, company documents, reports, third-party surveys, and interviews. Should any discrepancies exist between the data disclosed in this report and the company's annual report, the data in the annual report will take precedence. Unless otherwise specified, the amounts disclosed in the report are all measured in RMB.

Preparation Basis

This report was prepared primarily referring to the Chinese national standard *Guidelines for Compiling Social Responsibility Reports* (GB/T 36001-2015) and *2030 Agenda for Sustainable Development* by the United Nations.

Report Access

This report is available in both electronic and hard copy formats.

The electronic version can be downloaded from the Meituan website www.meituan.com/csr.

To obtain a hard copy of the report or to offer any suggestions or comments, please email csr@meituan.com.

About Us

As a tech-driven retail company, Meituan strategically focuses on "Retail + Technology" and adheres to our mission of "We help people eat better, live better".

Established in March 2010, Meituan has been at forefront of the digital upgrading of services and goods retail, driving innovation on both the supply and demand sides. In collaboration with our partners, we deliver exceptional services to our valued consumers. On 20 September, 2018, Meituan joined the Main Board of the Stock Exchange of Hong Kong.

Meituan has always put customers first, and continuously increased its R&D investment in new technologies. We remain committed to collaborating with all partners to fulfill our social responsibilities and create greater values for society.

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