Meituan

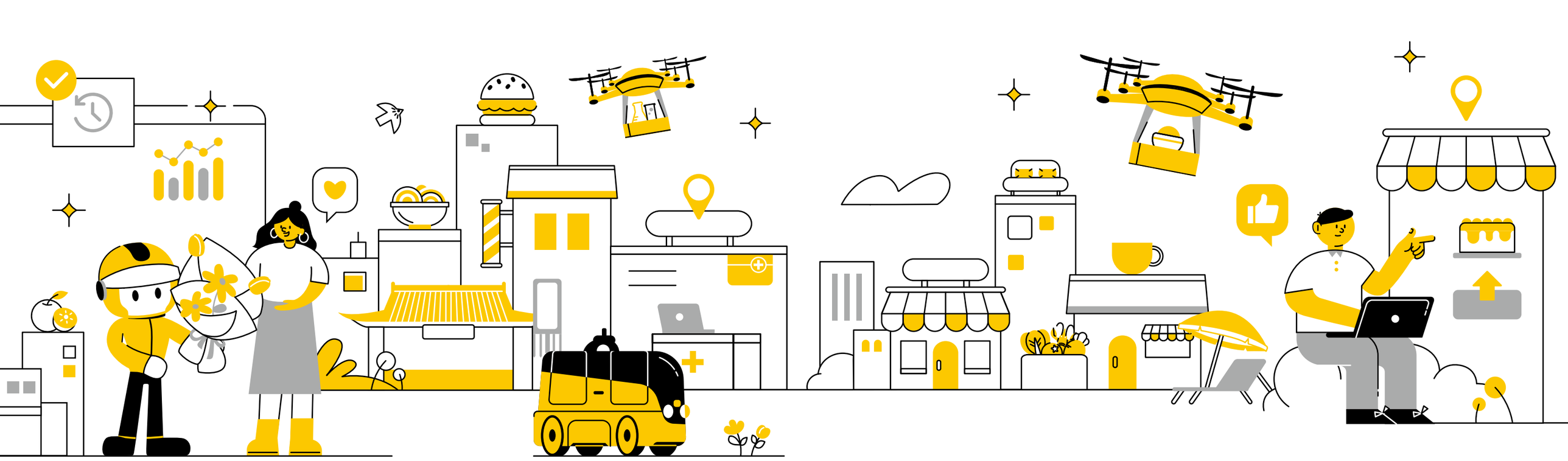
We help people eat better, live better.

帮大家吃得更好，生活更好

EAT BETTER
LIVE BETTER

Meituan 2023
Corporate Social Responsibility Report

美团2023企业社会责任报告



Contents

05 Corporate Social Responsibility Philosophy of Meituan

06 Meituan Over the Years

08 Meituan CSR Chronicle (2017-2023)

10 Data Archives

12 **About People: Sharing a Better Life**

- 14 Facilitating Users' Lives
- 22 Promoting the Development of Couriers
- 30 Discovering New Professions

32 **About the Industry: Creating a Prosperous Industry Together**

- 34 Contributing to Market Prosperity
- 40 Supporting the Development of Small-sized Merchants
- 43 Empowering China's Time-honored Brands
- 45 Fostering Technological Advancements

48 **About the Society: Creating a Harmonious Society Together**

- 50 Promoting Green Consumption
- 56 Serving Rural Revitalization
- 58 Promoting Charitable Acts

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

65 About This Report

66 About Us

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

Since 2013, Meituan launched various **goods retail** businesses such as Meituan food delivery, Meituan Instashopping, Meituan Grocery (now Xiaoxiang Supermarket), 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 food delivery**

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

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

2023 — **Meituan launched food delivery brand KeeTa in Hong Kong**

Meituan CSR Chronicle (2017-2023)

2017.08 Meituan food delivery 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 food delivery inaugurated the **"717 Couriers' Festival,"** the first celebration dedicated to China's couriers.

2019.07 The **"Baby Kangaroo Charity Project"** was initiated to provide medical aid and educational support to the minor children of couriers.

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

2020.10 Meituan received the **"Organizational Innovation Award"** of the National Poverty Alleviation Award for its outstanding contribution to poverty alleviation.

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

2023.09 Meituan received the 12th **"China Charity Award".**

2023.10 **Over 1,000 playgrounds** for rural children were constructed through Meituan Playgrounds for Rural Children Charity Project.

Data Archives

Sharing a Better Life

100M+ Instances of Meituan Health services were offered to county town residents in 2023.

7.45M Couriers earned income from Meituan in 2023.

390K Couriers on Meituan came from key counties for national rural revitalization in 2023.

818 Children of couriers from platforms like Meituan, Ele.me, Shansong, Dada, KFC, and Freshippo have been supported by the "Baby Kangaroo Charity Project" as of April 2024, which also established 6 "Baby Kangaroo Charity Homes" community children's homes in Langfang (Hebei province), Beijing, and Shenzhen, offering over 80,000 instances of services.

Creating a Prosperous Industry Together

RMB 2.3B+ In consumption voucher have been issued by Meituan since 2020, reflecting its four years of continuous engagement.

220K+ Orders have been completed by Meituan's drones, which operate across 25 routes in 11 business districts in cities like Shenzhen and Shanghai as of the end of 2023.

4M Outdoor full-scenario deliveries were made by Meituan's autonomous delivery vehicles by the end of 2023, with over 99% of the driving done autonomously.

100K+ Small-and Medium-sized merchants have received the one-on-one Food Delivery Butler Service since its inception in June 2022, with the average monthly revenue increasing by 64%.

Creating a Harmonious Society Together

400M+ Meituan food delivery users have opted for "no tableware" choice when ordering food by the end of 2023.

7.4M+ Varieties of small portion dishes have been offered by more than 1.1 million F&B merchants on Meituan by the end of 2023.

1591 Playgrounds for rural children have been constructed by the end of April 2024, with the support of 795,000 charitable merchants and 634,000 caring netizens, benefiting 237,000 rural children across 1,090 townships in 29 provinces, autonomous regions and municipalities including Guizhou, Yunnan, Tibet, and Qinghai.

About People

Sharing a Better Life

By 2023, China's digital economy has reached RMB 50 trillion, securing its position as the second largest globally. A steady influx of new quality productive forces in the sector, and closer integration of digital and real economies provide critical support for economic recovery. Under its "Retail + Technology" strategy, Meituan continuously strives to enhance consumer satisfaction and improve quality of life, living up to our mission of "We help people eat better, live better."

Facilitating Users' Lives

Meituan leverages its platform strengths and technological innovations to speed up deliveries and expand product variety. We continuously facilitates consumption upgrades and bridges the digital divide, striving to become a trusted daily life assistant.

Lifestyle of Certainty

"Lighten Your Load, Shop at Destination" encapsulates the essence of on-demand retail, transcending mere emergency purchases to represent a lifestyle of high certainty. We are committed to expanding our delivery network to reach even more corners, continually fulfilling the increasing demands of our users.

Instant Needs, Instantly Addressed

Meituan Instashopping, an on-demand retail platform of Meituan, presents an extensive selection of items ranging from supermarket essentials, specialty stores, beverages, snacks, fresh produce, home appliances and gadgets. Whether it's a daily necessities like dairy and groceries, or luxury items like smartphones and high-end cosmetics, Meituan guarantees an average delivery time of just 30 minutes directly to consumers.

4,600+

370,000+

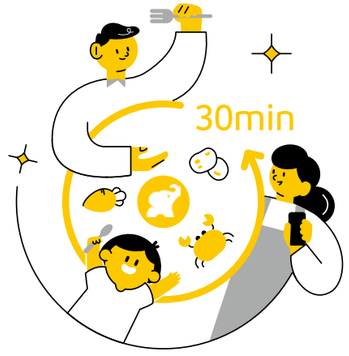
4,600+ major retail chains and 370,000+ local small stores have partnered with Meituan Instashopping, along with more than 350 brand owners as of August 2023, achieving a peak of 13 million orders in a single day during the Qixi Festival (Chinese Valentine's Day) of 2023.

Case **Travel Light Becomes a Trend**

In March 2023, a Meituan food delivery user from Wuhuan traveled to Dali and upon arrival, purchased daily essentials such as moisturizing essence and dental floss via Meituan food delivery. Ms. Wang from Beijing shared her experience: "In the past, when traveling, I worried about forgetting things. It was a hassle if I couldn't find what I needed locally. and I would end up packing more and more. But this year, I traveled to Lijiang with an almost 'empty bag.' I was amazed to find that even oxygen tanks could be ordered and delivered to my hotel within half an hour." Currently, on-demand delivery is meeting users' immediate needs, providing high reliability and security, and establishing a new way of life.

Instant Freshness, Local Specialties Reaching Nationwide

In December 2023, Meituan Grocery was rebranded to Xiaoxiang Supermarket. Leveraging 30-minute on-demand delivery and a robust logistics system, an increasing variety of local specialties have begun their journey from their mountainous regions of origin to consumers nationwide.



Case **Xinjiang Snow Crabs on Citizens' Tables within 30 Minutes after Ordering**

"Crab meat is quite sweet, and the crab roe is so delicious." "The meat is delicate, and the crabs are fresh and top-notch." customers from across the country praise in the reviews for Altay Snow Crab on Xiaoxiang Supermarket App. As orders continuously flow from various regions, Mr. Pan from Hundred Lakes City Agricultural Development Co., Ltd. in Altay Prefecture, is busy from dawn to dusk. Previously, he was a crab farmer in Yangchenghu Town, Suzhou, Jiangsu Province. Drawn by excellent water resources and promising industrial prospects, Mr. Pan traveled thousands of miles to Altay for snow crab farming, bringing with him the premium "863" breeding technology from Yangcheng Lake to Xinjiang. Xiaoxiang Supermarket partners directly with nearly ten local breeding bases in Altay to exclusively offer Xinjiang snow crabs, with a dedicated air express for Snow Crab. Shipped through a complete cold chain, the snow crabs reach consumers' tables fresh. Since their introduction, Xinjiang Snow Crabs, tripling their sales with a stream of national orders, have been a hit, especially by consumers in Guangdong and Shenzhen.

Case **Enshi Potatoes Traverse National Highway 318 to Reach Beyond the Mountains**

"My hometown is Enshi Tujia and Miao Autonomous Prefecture in Hubei Province. In my heart, the true local celebrity is the small potato. I dream of these potatoes reaching beyond our mountains, helping our villagers prosper," said Xi Yinhai, a young man from the Tujia ethnic group. Nine years ago, he left his job as a university teacher, returned home and led 2,000 families across 30 villages along National Highway 318 in growing potatoes to boost their incomes. National Highway 318 is not only a scenic route but also a major logistics corridor in Central and Western China. To ease transportation and reduce logistics costs, Xi and other young university graduates collaborated with on-demand retail platforms such as Xiaoxiang Supermarket. This partnership has enabled Enshi's selenium-rich potatoes, a product with national geographic indication protection, to be sold to first-tier cities. Consumers in Beijing, Shanghai, Guangdong, and Shenzhen can now taste these fresh potatoes within 30 minutes of ordering. "In the past, buying potatoes meant a trip to the market to choose carefully. Now, thanks to Xiaoxiang Supermarket, Enshi potatoes are delivered right to my doorstep, which is incredibly convenient!" said Xiao Pei, a white-collar office worker in Beijing.

Yellow Light Health Guardians Alliance

Meituan Health is dedicated to providing users with 24-hour online consultations and promoting the availability of 24-hour pharmacies. In June 2023, Meituan Health, in collaboration with various pharmacies and pharmaceutical companies, launched the "Yellow Light Health Guardians Alliance." As more pharmacies complete their digital upgrades, each becomes a critical unit in protecting family health. Meituan Health will persist in collaborating with numerous alliance members to safeguard the health of communities across the nation.

14K

24-hour digital pharmacies have been accessible on Meituan Health as of the end of 2023, covering 1,467 districts and counties. Over 470 counties now have gained access to such pharmacies for the first time.

100M+

Instances of Meituan Health services were offered to county town residents in 2023.

20M

Users utilized Meituan Health's online diagnosis and health advisory services in 2023.

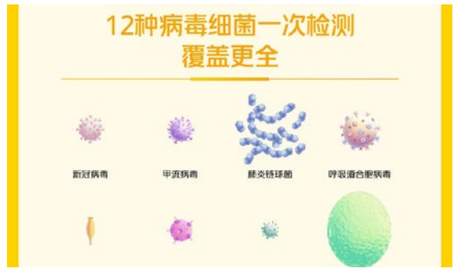
Case **"Yellow Light" at Night Safeguards Each Family's Health**

One late night in 2023, Li Junmei, the manager of Tangren Pharmacy in Changli, Qinhuangdao, received a call from the family member of an elderly man suffering from sudden heart discomfort and paleness, who was alone and unable to go out for medicine. Realizing that Tangren Pharmacy was open 24/7, the family, residing in a different city, checked the Meituan App, consulted with Li, and promptly placed an order. A Meituan courier swiftly delivered the medicine to the elderly man's home, assisted him with taking it, and ensured his safety before departing. The customer later shared a post on WeChat Moments, praising the convenience of purchasing medicine through the online platform and expressing gratitude for the pharmacy's timely service. The "Yellow Light" shining in the county late at night effectively met residents' urgent medication needs, allowing them to receive critical medications at their doorstep, thereby enhancing the safety and accessibility of pharmaceutical care for grassroots populations.

Case **Meituan Health's Quick Home Testing for Common Respiratory Viruses and Bacteria**

In August 2023, Meituan Health launched the quick home testing service, enabling users to test for common respiratory viruses and bacteria from the comfort of their homes. This test can detect viruses up to two days earlier than antigen tests, providing a convenient screening option for mild symptoms and reducing the risk of cross-infection and the need for physical visits. In November, the son of Ms. Wang from Beijing, Yangyang, suddenly developed a fever that soared to 39.3°C, which worried his mother. Worried about potential cross-infection at hospitals, Ms. Wang promptly ordered an quick home test through Meituan Health. Within minutes, she received a call to confirm the appointment for sample collection. A technician arrived within half an hour with a well-sealed sampling kit, and the test results were available on the Meituan Health mini-program on the same day, greatly easing Wang's anxiety.

As of January 2024, Meituan Health has introduced the service across major cities including Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Chengdu, and Nanjing.



Empowering Rural Consumption Upgrading

Meituan continually leverages the advantages of technological innovation to extend the access of affordable, high-quality products to an increasing number of counties and rural areas, enabling both urban and rural consumers to fully benefit from the convenience brought by the Internet.

20K+

Towns and townships nationwide have been covered by Mantuan's food delivery services by the end of April 2024, with annual orders exceeding 20 million. Additionally, more than 2,000 town/township food delivery partners have developed together with Meituan.

Case **Post-90s Man Finds New Opportunity as Hometown Food Delivery Partner**

Young people are increasingly eager to bring new retail models back to their hometowns. For instance, Li Linhan, born in the 1990s, had spent the past decade working in major cities. In August 2023, he noticed the potential for the food delivery business, which is ubiquitous in cities, to thrive in towns and townships. Today, he is a successful food delivery partner of Meituan in Qingyan Ancient Town, earning a stable monthly income of over RMB 30,000. "I finally seize an opportunity for myself," said Li.

The expansion of Meituan's services is changing life in towns and townships and creating new job opportunities for young people. As of the end of April 2024, over 2,000 town/township food delivery partners had grown together with Meituan, with even more expected to come on board.

2K+

Cities and counties were covered by Meituan Select's services, with over a half of self-pickup stations in towns and townships.

Case

New Year's Flavor from China's Easternmost—Special Purchases for Spring Festival Reaching Rural Areas

Fuyuan, located in Heilongjiang Province, is the easternmost city on the Chinese mainland and the first to welcome the sunrise in China. "Mom, look, this is the New Year candy I ordered last night!" As the Spring Festival approached, Cao Lijun, a member of Hezhe ethnic group, brought her children to the "Dongji" grocery store to pick up festival goods. The candies and "Fu" (good fortune) characters they ordered the day before were already delivered. Cao said that Hezhe's traditional dish, "Raw Fish," requires ingredients like spinach, cilantro, Chinese chives, scallions, and chili peppers, which were hard to come by in winter. Now, thanks to the Meituan Select self-pickup station in the village, accessing fresh vegetables has become much easier. This has allowed a steady stream of unique festival products to reach this remote eastern village, enriching the local New Year celebrations.

Bridging Digital Gap

Meituan is attentive to the needs of the elderly and vulnerable groups amidst the digital wave, providing support through initiatives that enhance the economy of filial piety, develop age-friendly products, and cater to special groups.

Contributing to Filial Piety Economy

In February 2023, Meituan food delivery introduced a "Parents' Home" tag in the address bar. Once users link this tag, they can easily select their parents' home from the App's homepage to conveniently place orders for products nearby. In conjunction with Mother's Day on May 14th, Meituan food delivery concurrently launched the "Care for Parents Shopping List," and distributed "filial piety vouchers." This initiative tailored hundreds of essential items based on the consumption preferences of elderly, allowing users to conveniently purchase all necessary items for their parents in one go.

Improving Age-friendly Products

In 2023, the Dianping App introduced the "Easy Access in Shanghai" portal, simplifying access to services like dining, home care, nursing homes, and psychological counseling, as well as a wide range of discounted packages catering to the seniors' various needs. Meituan also actively engaged in age-friendly market fairs and other events, offering on-site demonstration to the elderly on how to use the Elderly Version of Meituan and Dianping apps.

Serving Special Groups

Meituan collaborated with the China Association of the Blind to launch the "Visualizing Digitalization" Care Action for Visually-impaired Merchants, providing free subscription-based services, a zero-cost marketing promotion channel and online business operation training sessions.

7,000

Visually-impaired merchants were assisted by Meituan in their digital operations in 2023, attracting online traffic, reducing operating costs and improving shop services.

Case

"White Scanner" Assists Blind Baristas with Order-taking

In August 2022, Meituan developed the "Yingying Bracelet," a vibrating wristband that enables hearing-impaired baristas at Shanghai's Bear Claw Coffee to promptly receive order notifications. In 2023, as the Bear Claw Coffee ventured into delivery services, blind baristas encountered difficulties due to their inability to see orders. Recognizing this issue, Meituan collaborated once more with Bear Claw Coffee to find solution. They enhanced the POS system to vocalize order details after scanning the QR code. Within 90 days, Meituan team successfully implemented this feature, facilitating seamless order processing for blind baristas. This innovation was first trialed successfully at Bear Claw Coffee. The development of the "Yingying Bracelet" and "White Scanner" has pioneered new employment avenues for physically challenged baristas, solving significant practical challenges with innovation solutions.

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. By offering robust employment protections and opportunities for development, we aim to make technology more human-centric and stand in solidarity with our couriers.

Job Security

Meituan continuously cultivates an employment "reservoir," providing stable job positions and reliable income for workers while progressively strengthening our courier labor protection system to promote high-quality and comprehensive employment opportunities.

During the recruitment and employment processes, we steadfastly adhere to legal and regulatory standards, uphold principles of equality and fairness, and are dedicated to fostering a non-discriminatory workplace. We actively strive to eliminate biases based on urban-rural distinctions, gender, age and other factors, ensuring no discrimination against women or individuals with disabilities and upholding the right to fair employment and income rights for all workers.

*In 2023

7.45M

Couriers earned income from Meituan in 2023.

390K

Couriers on Meituan came from key counties for national rural revitalization in 2023.

Case A Post-90s Mom Makes a Living as a Courier on the Edge of Taklimakan Desert

In 2015, a post-90s girl Luo Qin from Chhongqing, together with her husband, settled in Ruoqiang, a county nestled on the fringes of the Taklimakan Desert in Bazhou, Xinjiang province. By 2018, after having her second child and facing difficulty in finding a suitable job there to meet the increased family expenses, Luo Qin embraced a new opportunity as Meituan food delivery launched services in her county. Without hesitation, Luo became a part-time delivery courier, navigating Rouqiang on her electric bike and earning a monthly salary of RMB 6000 to 7000. With her family's financial situation improving, they purchased a car worth over RMB 200,000, enabling Luo to take road trips with her children to places like Lanzhou in Gansu and her hometown Chongqing. She is now planning visits to Shanghai Disney Resort and Beijing's Tiananmen Square.

Improving Experience

Meituan is dedicated to enhancing and exploring labor protection systems for new forms of employment. Through various measures, we diligently safeguard the rights and interests of couriers, comprehensively improving their work experience.

Insurance Coverage

Meituan actively participates in the Ministry of Human Resources and Social Security's pilot project on occupational injury insurance for new forms of employment. As of the end of 2023, the project has reached 4.5 million couriers across seven provinces and municipalities. Additionally, we collaborate with commercial insurance companies to design policies tailored to the needs of couriers, thereby achieving 100% coverage. These policies cover common scenarios including accidents, disabilities, medical expenses, as well as third-party bodily injury and property damage.

In pilot cities such as Beijing, Shanghai, Jiangsu, Guangdong, Hainan, Chongqing, and Sichuan, we are fully promoting the combination of occupational injury insurance and new commercial insurance to ensure couriers' job safety.

Upgrading Tech Equipment

In 2023, we introduced the "Meituan Smart Helmet Pro," which features comprehensively upgrades in intelligent voice assistant, safety materials, noise reduction and sound effect, water resistance, durability, and helmet-wear detection. Additionally, the newly integrated "Timely Collision Detection" function activates emergency contact mechanisms when risks are detected.

Furthermore, we upgraded the "Safety Voice Reminder" feature in the Courier App, adding new alerts for "Crowded Areas," "Accident-prone Zones," and "Intersections."

415K+

Smart helmets have been distributed nationwide by Meituan as of the end of 2023.

Mitigating Fire Hazards

In 2023, we conducted online fire safety education campaigns in collaboration with local governments and fire departments, aimed at enhancing couriers' awareness and skills in fire safety. Additionally, we partnered with stakeholders to promote battery swap services, ensuring safer and convenient use of electricity for couriers.

50+

Fire safety education campaigns were held.

20M+

Individuals participated in the online fire safety education campaigns.

Enhancing Safety Awareness

We have launched more than 80 safety courses in the Couriers App, covering traffic, fire, and food safety and pandemic prevention, thus forming a comprehensive safety education framework.

142M

Instances of safety education have been provided to couriers, including all new couriers.

Enhancing Communication

In 2023, Meituan actively broadened communication channels with couriers, genuinely listening to their voices, responding to their needs, and vigorously addressing their difficulties.

Courier Appeal Mechanism

We established a dedicated hotline (1010777) to protect couriers' rights and interests, addressing inquiries and complaints regarding labor remuneration, insurance coverage, job safety, and employment compliance. In response to frequent feedback regarding slow service and suboptimal working conditions of restaurants, we introduced a "Couriers' Review on Merchants" system where couriers can express their opinions and communicate with merchants.

Courier Feedback Sessions

Courier feedback sessions are designed to foster a two-way dialogue between couriers and Meituan. These sessions facilitate transparent, face-to-face discussions, helping resolve issues and enhance their overall delivery experience.

Product Experience Officer

We are recruiting product experience officers from our nationwide network of couriers. These officers enjoy priority access to Meituan's new feature launches, rule iterations, and cultural events. They provide valuable optimization suggestions and feedback from the perspective of a courier.

310

Courier feedback sessions have been held as of the end of 2023, covering 73 cities nationwide. More than 160 courier suggestions have been received, 80 of which are adopted for optimization.

214

Couriers from 77 cities nationwide have become product experience officers as of the end of 2023, proposing more than 750 optimization suggestions, including over 490 already being responded.

Career Growth

In 2023, Meituan rolled out the industry's first comprehensive talent development mechanism for couriers - the Meituan Courier Growth Plan. This plan constructs a developmental system spanning from professional growth and career advancement to academic pursuits and job transitions. It meets the full-cycle development needs of couriers from their entry and skill acquisition through to promotion and career change, ensuring opportunities for long-term career growth.

We fully respect and encourage couriers to explore diverse career paths. To this end, we offer a wide range of positions including customer service representatives, shared bike operation staff, insurance service specialists, and drone operators, enabling couriers to transition into roles they are passionate about. Furthermore, the "Courier Promotion Plan" opens up managerial positions such as station head, delivery manager and city manager, aimed at cultivating leadership within our courier ranks.

To help couriers overcome education barriers and pursue long-term career development, Meituan partnered with the Open University of China to launch the "Couriers Going to College" program, providing couriers with free opportunities for educational advancement.

630M+

Instances of training have been provided to courier by the end of December 2023.

440K+

Instances of the Delivery Station Manager Training Program have been provided to couriers.

320

Couriers in total have obtained the opportunity for educational advancement, as the "Couriers Going to College" program has conducted three sessions as of the end of 2023.

Case **Heroic Courier Peng Attends College**

On 13 June 2023, Peng Qinglin, a Meituan courier from Hangzhou, Zhejiang Province, encountered a woman attempting to jump off the Xixing Bridge while making deliveries. Peng jumped into the Qiantang River to rescue her, successfully saving her life. His heroic act earned praise from millions of netizens and a first-class commendation from the Zhejiang Provincial People's Government. Meituan food delivery awarded him the title of "Pioneer Courier" and a reward of RMB 50,000, as well as securing a free university enrollment opportunity for him. In November, Peng attended the opening ceremony of the fourth phase of the "Couriers Going to College" program jointly organized by Meituan and the Open University of China. He expressed that the educational advancement had paved the way for him to progress from a courier to a managerial role. The Hangzhou delivery station where he worked with promoted him to a team leader and included him in the reserve list of station managers. "I want to set an example for my fellow couriers through my experience. We can not only excel in delivering food but also make progress through education," Peng stated.

Life Care

Meituan always prioritizes the well-being of couriers and their families, striving to improve their happiness and support their pursuit of a stable and fulfilling life.

Daily Benefits

Courier stations

We collaborate with various partners to build more courier-friendly stations equipped with rest areas, water and phone charging facilities. We also launched the "National Courier Station Map" feature in the Couriers App, making it easier for couriers to locate the nearest station when needed.

Courier-friendly communities

Through joint efforts of communities, property management, and delivery stations, we offer rest stations, battery swap cabinets and other facilities in communities to address the challenges couriers face in accessing communities, charging batteries, finding places to rest and dining.

Holiday care

We distribute customized care gifts to couriers on festivals such as Spring Festival, Dragon Boat Festival and Mid-Autumn Festival, and organized themed activities.

Prioritizing Courier Health

Meituan always put couriers' health first. In 2023, we implemented various measures such as regular check-ups, psychological counseling, medication subsidies, and the Tongzhou 1m² Protection to comprehensively safeguard the physical and mental well-being of our couriers.

- **Mobile medical vans:** In cities including Beijing, Guangzhou, Shenzhen, Hangzhou, Chongqing, and Wuhan, we conduct mobile medical van patrols, providing couriers with routine medical tests including diabetes screenings, liver and kidney function, electrocardiograms, rheumatism immunity and H. pylori infection.
- **Dual cancer screening project for female couriers:** We offer professional and complimentary cervical and breast cancer screenings for female couriers nationwide. Couriers can undergo examinations at medical institutions partnered with Meituan by simply making an appointment on the Couriers App.
- **Courier health consultation:** We established a dedicated "Health Consultation" channel in the Couriers App, offering 24/7 health advice, treatment guidance, medication and purchasing services, and providing "medication vouchers" to relieve couriers' stress of medication purchase.
- **Psychological counseling hotline:** We established a psychological counseling hotline for couriers to provide support for couriers dealing with work pressure, relationship challenges, personal growth, family issues and other psychological concerns.
- **Tongzhou 1m² Protection:** We established the "Tongzhou 1m² Protection" health service area across over 5,700 delivery stations, Party-Mass service centers, and courier stations. The area offers essential medications, cold and heat protection supplies, feminine hygiene products, and health supplies, catering to daily and emergency needs of couriers.

Supporting Courier Families

We help couriers address their concerns and enhance their sense of belonging and security through initiatives such as the Severe Illness Care Fund and Baby Kangaroo Charity Home.

Severe Illness Care Fund

Meituan introduced a Severe Illness Care Fund to provide additional health support for courier families. If a courier or their family member unfortunately suffers from a serious illness and needs financial assistance, they can apply for subsidies for severe illness treatment.

RMB 170M

In Severe Illness Care Fund had been provided to 5,433 couriers and their family members by the end of 2023.

Baby Kangaroo Charity Project

In July 2019, Meituan and charitable organizations launched the "Baby Kangaroo Charity Project," China's first public assistance program for couriers' children in the industry. The project provides medical aid and educational support to minors, enhancing family resilience and fostering a supportive social network.

Baby Kangaroo Medical Aid Program for Couriers' Children

We provide assistance to couriers across the industry in addressing challenges arising from their minors' severe illnesses and accidental injuries.

818

Children of couriers from 11 food delivery platforms including Meituan, Ele.me, Shansong, Dada, KFC, and Freshippo have been supported by the end of April 2024.

RMB 32.21M+

In assistance fund were provided.

Baby Kangaroo Charity Home

To better support families in the new forms of employment, including couriers, Meituan collaborated with charitable organizations to establish the "Baby Kangaroo Charity Homes." These community-friendly spaces offer after-school care, extracurricular activities, and quality education support for children. Additionally, these homes provide parents with the opportunities for discussions on children's growth and community integration.

80K+

Instances of services have been provided to children from six "Baby Kangaroo Charity Homes" community children's homes in Langfang (Hebei province), Beijing, and Shenzhen by the end of April 2024.

Case Baby Kangaroo Charity Home · Shenzhen Longhua Station Officially Put into Use

In December 2023, the Baby Kangaroo Charity Home · Shenzhen Longhua Station was officially put into operation. The first Baby Kangaroo Charity Home in Shenzhen is expected to provide nearly 300 days of non-profit services to around 3,000 individuals annually. It offers after-school services on weekdays and themed activities such as parent-child, art education and community exploration on weekends. Guided by social workers, children engage in interactive games with their parents, fostering better communication. "With teachers' guidance and diverse activities, children not only make friends but also communicate more with us," shared Mingming's mom, a Meituan courier who often brings her child to the Baby Kangaroo Charity Home at Shenzhen Longhua Station. This place helps couriers with childcare challenges and nurtures good study habits in their children.

Discovering New Professions

Emerging service formats have continuously created a variety of new professions. Meituan provides relevant training opportunities to foster the growth of new professional practitioners.

New Formats Spawning Various Professions

As emerging service sectors evolve, a variety of new professions continue to arise, including roles like professional organizers, elderly bathing assistants, rock climbing route setters, and pet trainers. These innovative jobs are increasingly attracting young people to enter these fields.

Case **Booming Service Retail Fuels Indoor Rock Climbing, New Profession of Route Setters in Demand**

In the summer of 2023, rock climbing has become a new consumption choice for more and more young people. After 6 p.m., office workers step out of the office building and head straight to a climbing gym. For climbers, the key aspect of a climbing gym is the routes: they must be engaging, challenging, and enable creative movement on the walls. In a nutshell, routes are the soul of a climbing gym. Excellent route setters are scarce in China, so sometimes gyms need to specifically recruit overseas setters. As the rock climbing grows rapidly in China, an increasing number of climbing gyms are emerging, leading to a growing demand for route setters, which becomes a new popular profession.

Case **Hanfu Stylist – From Niche Hobby to Household Name**

In recent years, with the rise of Chinese traditional culture, a niche profession, Hanfu stylist focusing on traditional Chinese aesthetics, is emerging. Cangxi, a former English teacher, transitioned to running a Hanfu experiential store in 2018 due to her passion for Hanfu. Initially, she operated on a small scale near home. As Hanfu gains popularity, she relocated her store near the Forbidden City, with a floor area of around 50 square meters. Currently, the store employs 10-15 Hanfu stylists and has garnered 18,000 favorites on Dianping App. From a niche hobby to a household name, the popularity of Hanfu reflects not only cultural confidence among the Chinese people but also drives the prosperity of the entire Hanfu industry.

Facilitating the Growth of New Professional Practitioners

Meituan offers specialized skills training courses, aiding the development of new professional practitioners. We also establish training centers for various sectors, such as food and beverage (F&B), food delivery, hospitality, beauty industry, and B&B, while developing courses covering practices, operation, management, industry dynamics, etc. These efforts aim to fulfill the learning and certification requirements of new professional practitioners and to promote the training of digital talents within the industry.

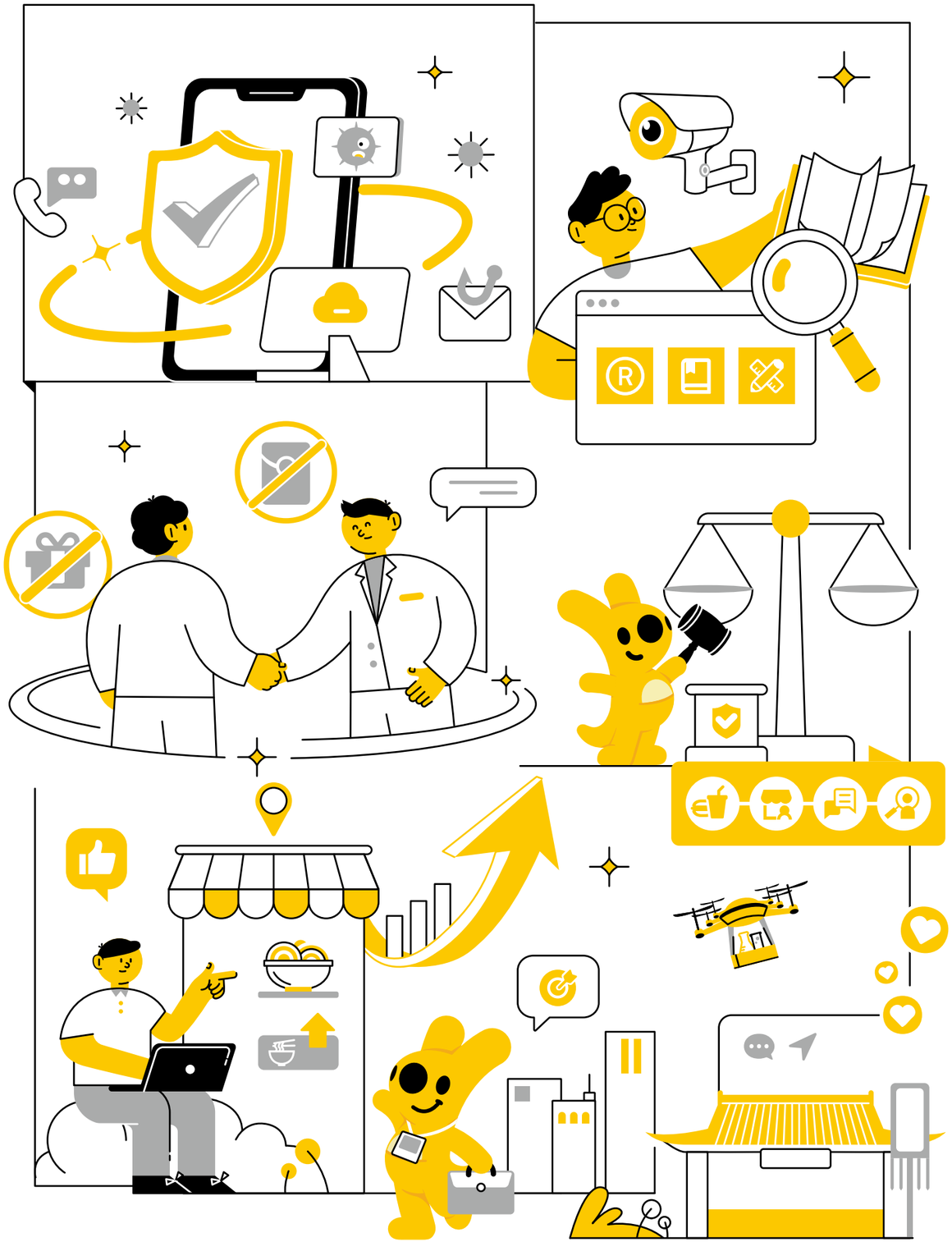
*In 2023

10,085

Practitioners in total obtained the "Food Delivery Operation Assistant" certificate, with 2,248 Meituan food delivery operation lecturers.

10.819M

Individuals in total received training from the 11,766 courses developed by Meituan covering practices, operation, management, industry dynamics, etc.



About the Industry

Creating a Prosperous Industry Together

In 2023, the "Year of Consumption-Boosting," China's total retail sales of consumer goods climbed by 7.2% year-on-year to RMB 47.1 trillion, with service retail sales surging by 20.0% and F&B revenue exceeding RMB 5 trillion for the first time, up by 20.4% year-on-year. Consumption contributed 82.5% to economic growth. As online consumption fueled by digitalization saw rapid growth, Meituan's digitalization efforts in the service industry have contributed to a vibrant market environment, bolstering the nation's economic development.

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.

Supporting Consumption Growth

Consumption Vouchers Stimulate Market Recovery

To better facilitate the construction of a unified domestic market, enhance the adaptability and flexibility of supply structures to changing demand, and further stimulate market vitality, Meituan has actively responded to the call by launching various consumption voucher distribution activities in regions such as Beijing, Tianjin, and Zhejiang. These vouchers effectively stimulated industries in need.

RMB 2.3B+

In consumption voucher have been issued by Meituan since 2020, reflecting its four years of continuous engagement.

Actively Participating in Promotional Activities to Support Consumption

Meituan actively engages in sales promotions, hosting and participating in initiatives like the “National Online Lunar New Year’s Shopping Festival” “May 5 Shopping Festival” “Online Shopping Festival Based on Brand and Quality” “Chinese Food Festival” and “Time-Honored Brands Carnival”, all aimed at boosting consumer spending.

Case Innovative Qixi Festival Ideas for Daily Scenarios

To celebrate the traditional Chinese festival of Qixi, Meituan partnered with multiple scenic spots to launch special Qixi activities, creating new growth drivers for consumption through cross-sector collaboration and substantial discounts on bundled tickets. Additionally, Meituan collaborated with premium merchants in recreation and entertainment nationwide to host a 12-hour uninterrupted livestreaming, offering captivating content. Meituan’s live stream “Life’s Big Moments” brought “Wedding Expo” online, helping various types of merchants improve transaction conversion rate. Meituan Instashopping teamed up with Shanghai Minhang Mixc and Yangpu Wujiaochang business districts to create offline flower-themed pop-up events, exploring a new model of “Internet + traditional festival + traditional business district.”

Meituan collaborates with Hangzhou Hubin Intime to host an offline pop-up event

Meituan Instashopping creates “Reviving Classic Romance” dating routes in Shanghai

Developing New Consumption Scenarios

Ranking Lists Boost Consumption

Meituan continues to refine its consumption lists, offering users a diverse array of top-notch consumption options and experiences.

2023 marks the 7th year anniversary of the “Must-Eat List.” Adhering to the principle of “delicious, affordable and exceptional dining experience,” this year’s list highlighted more quality restaurants. Nearly half of the listed were newcomers, with regional chains representing close to 60% and non-chain small eateries making up almost 40%. Cities like Shantou, Yantai, Huizhou, Urumqi, Taizhou, and Zhenjiang witnessed a staggering 100% increase in listed merchants compared to the previous year.

Additionally, Must-Eat List has gained momentum in boosting consumption. Meituan collaborated with listed merchants over the years to introduce the “Must-Eat Combos,” therefore consumers can experience the charm of the listed restaurants at even more affordable prices.

2,062

Restaurants made it into the "Must-Eat List" in 2023, making a record high to date. The "Must-Stay List" featured 931 hotels across 34 cities nationwide.

"Black Pearl Restaurant Guide" has been published for six consecutive years, providing guidance on delectable Chinese cuisine for consumers and bringing patrons to restaurants.

341

Restaurants worldwide were highlighted on the 2024 edition as the "Black Pearl Restaurant Guide" was published seven years ago.

Case **"Black Pearl Restaurant Guide" Supports Chinese Culinary Culture**

A seamless blend of traditional ingredients and innovative culinary skills injects fresh vitality into culinary art. Some listed restaurants are interpreting the thousand-year-old Chinese culinary culture in their own unique ways. Art Yinba 1986, a one-diamond restaurant in Chengdu, has carved its own path in the inheritance and innovation of Chinese culinary culture. Its founder delved into the traditional fermentation process of dried peas, successfully making the more delicious, nutritious, and safer "braised peas." This innovative fermentation techniques not only makes the production process more controllable and traceable but also focuses on ingredient-centric, nutritious, and safe innovative practices, undoubtedly meeting the demands of today's consumers. Additionally, Chef Chen Xiaodong at Guangzhou's Black Pearl Two-Diamond restaurant Yuè, recreates the traditional Cantonese cooking technique called "blanching" by fully using soup, ice, fire, oil, steam, flavor, congee, and water, with his unique perspective and skill. With a deep respect for and exploration of the essence of ingredients, he delivers an unparalleled culinary experience to diners.

Creating Immersive Consumer Experiences

Meituan creatively integrates recreation, consumption, travel, delicacies and other elements to offer distinctive consumption scenarios, creating a youthful, trendy, and enjoyable lifestyle vibe for more people.

Case **"LOHAS Block" Injects Novel Vitality into Shanghai's Korean Street**

As the evening falls and the street lights flicker to life, Shanghai's Korean Street stirs with activities. Music performances, distinctive merchandise, and tantalizing food mingle with tourists, creating a dynamic backdrop in Shanghai. To stimulate consumption in the F&B sector, Meituan collaborates with multiple merchants to encourage users to explore innovative ways to enjoy Korean Street by offering a variety of discounted packages, and fostering community engagement through topics like "Seoul Market - Minhang Lifestyle" on Dianping App. Offline, Meituan enhances the experience with whimsical installations, interactive games, and lucky draws, and energizes the city's nightlife with the live streaming event of "Baotuantuan Live Stream - Korean Street."

Case **"Must-Eat List Market" Brings Delicacies Closer**

In August 2023, Shanghai hosted the inaugural offline "Must-Eat List Market," a culinary festival featuring a selection of restaurants from the "Must-Eat List" at MetroCity in Xuhui District. This event offered Shanghai's food lovers some of the finest delicacies, touted for its freshness and high level of engagement. The lively market not only spurred sales at the booths but also drove up spending in surrounding retail and service sectors, with many merchants reporting sales well beyond expectations. "The night market's authentic, street-food vibe complements the community-focused culture of our skewers. Along with the foot traffic in this commercial district and the brand effect of Dianping, we saw continuous influx of customers," remarked the head of the brand market of Story of Chuaner.

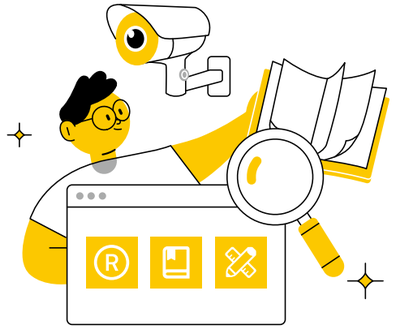
Upholding a Fair Market Environment

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 Intellectual Property (IP) Rights Protection Platform, offering three key advantages: cross-platform compatibility, no need of resubmission within the validity period, and tracking of the whole complaint handling process. Three main infringement scenarios include trademark infringement, copyright infringement, and design patent infringement, comprehensively covering potential infringements in commercial operations. Additionally, we proactively establish online communication channels with rights holders to safeguard their IP rights across multiple dimensions.

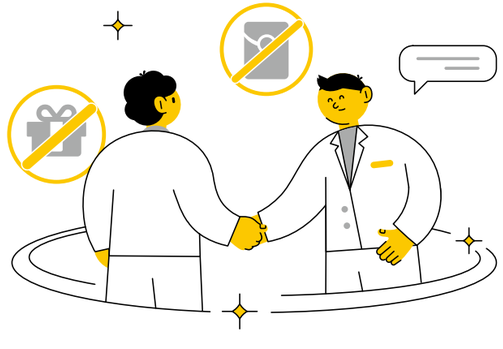


2,800+

Brands were proactively protected in 2023, with an infringement prevention and control rate of over 92%.

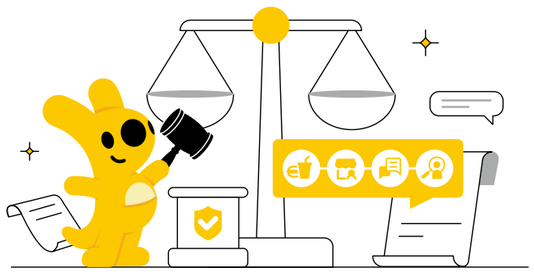
Creating Fair Platform Rules

Meituan has introduced the Meituan Rules Center to consolidate essential platform rules, user agreements, privacy policies, consumer rights protection, and legal education columns, making it easier for users and merchants to access and download relevant information. The Center has established a public "opinion collection" column, allowing users and merchants to submit suggestions on solicited rules and agreements. Additionally, the "Violation Notice" section promptly publicizes information regarding merchant violations and punitive measures, ensuring greater openness and transparency in rule application.



Establishing a Public Review System

Meituan has introduced a public review mechanism called "Xiaomei Review Team," where enthusiastic Meituan users to serve as "judges," objectively evaluate disputes such as whether reviews should be displayed and if refund requests are reasonable, based on user descriptions, product or service photos, merchant responses, and order information. This process ultimately ensures fair and impartial results, fostering community order, building a positive platform ecosystem, and creating a harmonious and trustworthy environment.



Supporting the Development of Small-sized Merchants

Meituan continually enhances its service system and tools, helping merchants tackle operational challenges, discover new market opportunities, and enable small merchants to thrive.

Upgrading the "Prosperity Plan"

In 2023, Meituan once again upgraded its "Prosperity Plan," launching a specialized "Revival Initiative" and building a digital ecosystem for the F&B industry. The goal is to promote the recovery and high-quality development of the F&B industry and delivery sector.

Action to elevate digital operation capabilities	Offering one-to-one Food Delivery Butler Service free of charge to food merchants, including business diagnosis, online shop decoration, and menu design.
Action to construct digital infrastructure	Assisting more F&B merchants that have not yet gone online in completing the basic construction of their online shops.
Action to upgrade delivery services	Building on a robust foundation of fulfillment products like dedicated delivery, citywide delivery, premium delivery and errand services, we are further enhancing the quality of these delivery services.
Action to cultivate digital operation talent	Training and certifying food delivery operation assistants; providing free online operation training for F&B merchants.
Special development action for regional F&B industry	Organizing specialized digitalization initiatives for regional F&B industry and supporting the establishment of multiple digitalized F&B model districts.

Accelerating the Digital Upgrade of Physical Stores

Food Delivery Butler Service

Meituan's Food Delivery Butler Service introduces the industry's first SLA (Service Level Agreement), which includes ten service standards such as merchant needs, business district research, online shop diagnosis, and operational plan. This initiative aims to support the outsourced operation industry in helping merchants improve their digital operation capabilities in a more standardized manner, allowing merchants to confidently become "hands-off managers."

100K+

Small- and medium-sized merchants in total have received the one-to-one Food Delivery Butler Service since its launch in June 2022, with the average monthly income increasing by 64%.

Case **Local Services Ease Merchants' Burdens**

In Beijing's Chaoyang District, a restaurant has been benefiting from Meituan's Food Delivery Butler Service for over a year. Mr. Li, the owner, was initially a newcomer to the F&B industry. With guidance from Meituan's Food Delivery Butler, he revamped his online shop and launched precise marketing campaigns for both new and regular customers. "Now, managing food delivery is worry-free. I can be a hands-off manager," Mr. Li says. "Our monthly sales from food delivery are now close to RMB 100,000."

Meituan's Food Delivery Butler Service prioritizes direct engagement by sending operational teams to visit merchant locations. A restaurant owner who benefited from this service commented, "Despite our location is in a relatively remote area, we received tailored suggestions from Meituan's Food Delivery Butler Service operational team after their on-site visit. They suggested menu adjustment, introducing meal-for-one and family meal options, which have sold well and attracted more local diners from the neighborhood."

On-demand Retail Digital Solution – Qianniuhua SaaS System

Meituan introduced the "Qianniuhua" digital system, providing local retail merchants with digital on-demand retail solutions. This system supports merchants across the entire retail process and various scenarios, helping them reduce costs, increase efficiency, and enhance operational effectiveness.

Case **Qianniuhua SaaS System Helps Hotmaxx Go Online with One Click**

As a leading discount retailer, Hotmaxx operates over 500 offline stores nationwide, each offering more than 1,000 product varieties. To address operational challenges related to store setup, product listing, and multi-channel management, Hotmaxx integrated Meituan's Qianniuhua SaaS System with its offline systems. Within just 21 days, all 500 stores were launched online, with the system seamlessly synchronizing data on products, inventory, and prices across various on-demand retail platforms. A Hotmaxx manager remarked, "Meituan's Qianniuhua SaaS System has significantly bolstered store efficiency and increased consumer loyalty and repeat purchasing."

Through Meituan's Qianniuhua SaaS System, Hotmaxx has managed to get 100% of its offline store inventory online, reduced out-of-stock refund rates by 28%, improved picking efficiency by 77%, and achieved a 100% sell-through rate for online products.

Digital Supply Chain Channels

In the procurement and supply segments, Meituan offers diverse online purchasing channels such as Kuailv Jinhuo, assisting small- and medium-sized merchants in enhancing efficiency across various stages like ingredient procurement, product selection and stocking, and shelf arrangement.

Case **Kuailv Jinhuo Supports Late-night Noodle Shops to Operate for 24 Hours**

In the bustling streets and alleys of Shanghai, there are thousands of Henan noodle shops, adding to the vibrant cityspace. With a significant demand for late-night dining, many of these restaurants have adopted a 24-hour operation model, which places higher demands on ingredient supply.

To support these small shops in operating round the clock, Meituan's Kuailv Jinhuo provides precise and efficient supply chain services, ensuring a daily delivery of fresh ingredients to their doorstep. This relieves shop owners from the hassle of sourcing ingredients themselves and allows them to focus more on enhancing their business operations. "Nowadays, I rely on Meituan's Kuailv Jinhuo every day. By placing orders on my phone at night, the next morning the goods are delivered directly to my shop. As a small street-side shop with limited storage space, Kuailv Jinhuo has saved us a lot of trouble," stated the owner of Dingxuan Noodle House.

Empowering China's Time-honored Brands

Meituan has carried out the "Special Action to Facilitate the Digital Development of Time-honored Brands" by combining traditional, classic food brands with digital strategies to support the sustainable development of time-honored brands.

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 has assisted these venerable stores in achieving a new growth curve through the featured lists such as the "Vintage Restaurant List" and "Vintage Brand List."

Online Courses

- Meituan developed a series of online courses for time-honored brands, covering selection rules for the "Must-Eat List" and "Black Pearl Restaurant Guide," as well as best practices. This approach helped more time-honored brands promote brand marketing and online management by using online tools.

Brand Protection

- Meituan established a comprehensive online brand protection system and services to combat "knockoff stores," safeguarding the enduring brand value of these time-honored brands, and facilitating their operation and continuation.

Enhancing Digital Operation Capabilities

Meituan innovates its business model, provides F&B retail consulting services for time-honored brands, and jointly designs, develops and produces pre-made dishes and bakery products. Meituan offers dedicated customer service to shorten the process of opening an online shop, ensuring home delivery services in as fast as 30 minutes, and empowering time-honored brands in online business of on-demand retail. Additionally, Meituan supports brand innovation by assisting time-honored brands in developing sub-brands and new brands through "shop-in-shop" and stalls. Meituan also employs the one-stop Food Delivery Butler Service and Digital Marketing Butler Service to help time-honored brands enhance operation and seize market opportunities to achieve growth in order sales.

Case **Time-honored Brands Embrace Food Delivery Live Streaming**

Every Mid-Autumn Festival, customers queue at time-honored stores across the country to purchase mooncakes. Meituan's innovative marketing tool, "Shen Qiang Shou" live stream has revolutionized the way these Mid-Autumn mooncakes are purchased. In September 2023, over 30 time-honored brands, including Quanjude, Bianyifang, Emei Restaurant, Jindingxuan, and Xinghualou, used "Shen Qiang Shou." They launched live streaming events offering discounts on mooncake gift boxes and online promotions, enabling "instant viewing, purchasing, and delivery." On the day of the live streaming, Shanghai Dafugui Restaurant saw its meal voucher sales soar by 246% and order volume by 215% increase compared to the previous year, with other renowned brands also achieving impressive success during the live streams. Since the rise of "food delivery live streaming," Meituan has unlocked new growth opportunities for these time-honored brands.

Fostering Technological Advancements

Meituan continues intensifying investment in technology research and development, striving to improve its capacity for technological innovation. By listening to user feedback and integrating technology closely with daily life, Meituan continually optimizes its products and services, with the aim of making everyone's life more convenient, intelligent and enjoyable, enabling technology to benefit more people.

Advancing the Low-Altitude Air Logistics Industry with Drones

Meituan continues to refine its key technologies, achieving initial success in the development of autonomous drones, intelligent dispatch systems, and highly efficient operational frameworks. This effort has led to the creation of a comprehensive, all-weather urban low-altitude air logistic solution. In early 2023, the solution was approved by the Civil Aviation Administration of China and awarded the *Remotely Piloted Aircraft Systems Air Operator Certificate* by the authority.

In July 2023, Meituan unveiled its fourth-generation self-developed drone in Shanghai. This new model boasts enhanced environmental adaptability, capable of stable flight in conditions ranging from -20 to 60 degrees Celsius, including moderate rain, snow, winds up to force 6 (strong breeze), and low-light situations. It can meet the natural environment requirements of over 97% of cities in China.

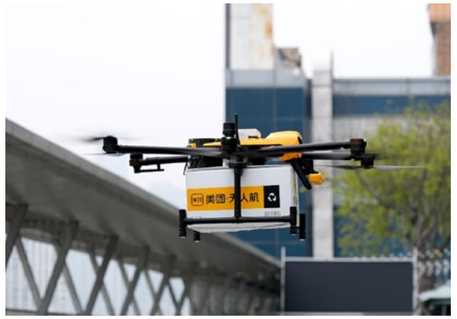
220K+

Orders have been completed by Meituan's drones, which operate across 25 routes in 11 business districts in cities like Shenzhen and Shanghai as of the end of 2023. The delivery services cover multiple scenarios including office buildings, scenic spots, municipal parks, hospitals and schools.

Case **Meituan Drones Bring Takeout to 5A Scenic Spot**

In April 2023, Meituan Drones, in collaboration with Shenzhen Window of the World, launched the first domestic regular route to scenic spots. The new route starts from a shopping center about 1 kilometer outside the scenic spot. Within as little as 5 minutes, various types of food and essentials for mothers and babies, such as wet wipes, sweat-absorbing towels, and mosquito repellent patches, can be delivered to Window of the World.

Previously, delivery services could not reach into the scenic spot, and visitors had to walk more than 10 minutes to the entrance of the scenic spot to pick up their orders. "Every time I take my child out, I need to carry several different packages of baby products. This time, I found that I could purchase these items via drones inside the scenic spot. Even if I forget wet wipes and milk powder, I can order takeout and have it delivered, which is much more convenient," said Ms. Qin, a visitor.



Enhancing Service Experience through Autonomous Delivery

Meituan continually improves its autonomous delivery vehicles, introducing the latest solution for on-demand last-mile delivery based on its delivery business scenarios. Since 2020 when Meituan's autonomous delivery vehicles were launched in Shunyi, Beijing, the delivery services have now been available in over 100 communities in Shunyi after four years of upgrades, with thousands of deliveries daily.

4 M

Deliveries have been made by Meituan's autonomous delivery vehicles by the end of December 2023, with over 99% of the driving done autonomously, covering outdoor full-scenario deliveries. This demonstrates the initial capability for large-scale autonomous delivery operations.

Accelerating Collaboration with Universities and Research Institutes

Scientific Research Collaboration Program

Relying on its rich business scenarios, data resources and realistic industrial issues, Meituan has collaborated with more than 200 scholars from nearly 50 renowned universities and research institutes worldwide on approximately 200 scientific research projects. Multiple technological achievements have been applied in various business scenarios, accelerating cooperation with universities and research institutes, as well as application of technological advancements.

Meituan Academy of Robotics Shenzhen (MARS)

The MARS was announced establishment in Shenzhen in November 2022, focusing on developing key technologies in the field of retail and service robots such as autonomous delivery vehicles, drones, and intelligent warehousing. The institute, as an open and innovative platform in the Greater Bay Area aims to lead the forefront of robotics and accelerate the application of robot-related technologies.

Under the guidance of the Shenzhen Science and Technology Innovation Commission, the MARS and Tsinghua Shenzhen International Graduate School co-hosted the inaugural "Low-Altitude Economy Flight Management Challenge." Focused on the core issue of multi-drone path planning and dispatching in urban environments, the competition featured two segments: performance and creativity. It attracted 71 teams from 36 domestic and international universities, with 8 teams emerging as finalists.

Tsinghua University-Meituan Joint Institute for Digital Life

The Tsinghua University-Meituan Joint Institute for Digital Life has conducted multiple projects with Tsinghua's schools and departments, such as Department of Automation, Department of Electronic Engineering, Department of Computer Science and Technology, Department of Industrial Engineering, School of Economics and Management, School of Software, and Shenzhen International Graduate School.

In 2023, the institute hosted the first academic forum themed on "Intelligent Unmanned Systems in the Era of Large Models." It invited Academician Zheng Weimin, alongside various scholars from Tsinghua University and experts in Meituan's autonomous driving technology, providing fresh insights into the development trends of intelligent unmanned systems and technological advancements.

Collaboration with Colleges and Universities in Talent Cultivation

Meituan actively collaborates with colleges and universities to foster tech talents. To date, five courses have been offered in various higher education institutions, benefiting over 1,500 students. Our aim is to recreate realistic industrial environments and challenging practice scenarios for students, enabling them to apply their knowledge actively and early in their careers.

About the Society

Creating a Harmonious Society Together

Meituan harnesses technologies and works with stakeholders through the Meituan Charity Platform and Meituan Foundation, focusing on green consumption, rural revitalization, and public charity to create a brighter future together.

Promoting Green Consumption

Meituan actively promotes greener lifestyles and encourages the adoption of greener transportation methods, dedicated to creating a better future together with all sectors of society.

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

In 2023, Meituan continued its commitment to the "Lush Mountain Project." With a focus on green packaging, low-carbon ecosystem, green tech, and Lush Mountain Charity, we persistently seek solutions to propel the industry towards sustainable, low-carbon development.

Promoting Green Packaging

The "Lush Mountain Project" remains at the forefront of innovation and development in green packaging for food delivery business. We keep exploring creative and practical packaging solutions that truly meet the needs of F&B merchants.

- In partnership with industry organizations and enterprises, Meituan established a specialized Task Force on the Application of Green Packaging in Delivery Business and released the Solutions to Green Packaging in Delivery Business (Phase I).
- Meituan partnered with the China Packaging Federation to release the *Guidance on Reduction of Catering Takeout Packaging*, providing guidance for F&B merchants to avoid excessive packaging. We continuously expand the reach of large-scale plastic meal box recycling and explore recycling methods tailored to various scenarios.
- Meituan cooperated with the China Environmental Protection Foundation to initiate the solicitation of executing organization for the city-level plastic meal box recycling campaign called the "Meal Box Transformation" program, with nine recycling projects from seven provinces (municipalities) added.
- Meituan collaborated with M&G Stationery to introduce the first carbon-neutral stationery series made from recycled takeout containers, reducing carbon emissions by around 2.3 grams.

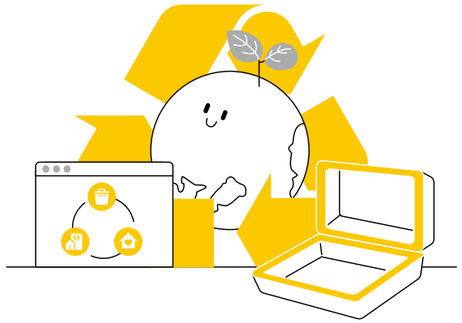
*By the end of 2023

41

Types of green packaging products, totaling over 2.91 million items, have been released under the "Lush Mountain Project."

17,600

Tons of plastic meal boxes were recycled, as the "Lush Mountain Project" has implemented large-scale garbage classification and meal box recycling projects in 15 cities across 14 provinces nationwide. This has greatly enhanced the level of classification and recycling across the society.



Building a Low-Carbon Ecosystem

The "Lush Mountain Project" is dedicated to building a sustainable ecosystem involving merchants, platforms and consumers. In 2023, Meituan launched a "carbon account" feature, which encourages users to earn carbon points by ordering small portion dishes or opting for "no tableware" choice when ordering food. Additionally, the *Handbook for Green and Low-Carbon Consumption in Food Delivery* was released, providing consumers with guidelines for greener choices when ordering food, thereby driving sustainable operations and consumption in the industry.

*By the end of 2023

400M+

Meituan food delivery users have opted for "no tableware" choice when ordering food.

Fostering Low-carbon Technology

Meituan initiated the non-profit Green Tech Fund, the first of its kind in China dedicated to carbon neutrality and recycling economy. This fund primarily supports the "Green Tech Award" and the "Innovation China" Meituan Green Tech Demonstration Project Grant. With the support of Green Tech Fund, the "first low-carbon polypropylene fabric made from recycled meal box materials" developed by Donghua University was officially unveiled. This creative project aims at transforming waste meal boxes to fast-drying fabrics and T-shirts, creating a new recycling scenario of meal boxes.

29

Award winners have emerged from the three consecutive sessions of Green Tech Award as of March 2024.

9

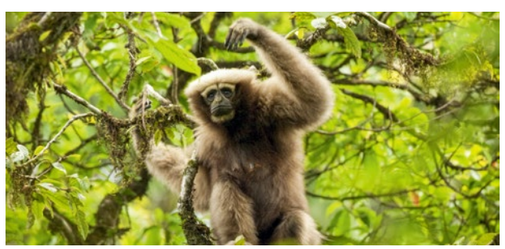
Demonstration projects were selected by the first "Innovation China" Meituan Green Tech Demonstration Project Grant, with 24 patents in total granted and pending. By the end of 2023, all demonstration projects for plastic meal box recycling and regeneration have been successfully implemented, with over 4,400 tons of discarded plastic meal boxes reused.

Collaborating for Environmental Protection Public Welfare

Meituan, in partnership with the China Environmental Protection Foundation, launched the "Lush Mountain Charity Nature Guardian Campaign," focusing on topics such as ecological restoration. Additionally, we collaborated with the Society of Entrepreneurs and Ecology (SEE) Foundation to initiate the "Lush Mountain Charity Clean Nature Campaign," jointly addressing waste management issues in both natural and living environments.

10B+

Contributions were collectively made by more than 1.23 million merchants joining the Lush Mountain Charity. The donation amount from each transaction is determined by charitable merchants, typically starting from RMB 0.01.



Helping to Conserve Food Resources

2023 marks the two-year anniversary of the implementation of the *Anti-food Waste Law of the People's Republic of China.* Continually advocating for "reducing food waste," Meituan collaborated with industry associations and merchants to guide users to order in moderation and practice anti-food waste in the F&B sector.

Full-Process Reminder, Standardized Food Display

"Moderate Ordering" reminder

Meituan introduced a "Moderate Ordering" reminder feature throughout the food ordering process, with enhanced visual prominence. Post-meal survey now includes questions such as "Was the portion size appropriate?" to guide F&B merchants in optimizing dish specifications.

One-click "Prompt Posters"

Through product development and poster design, Meituan launched a one-click feature for "Prompt Posters" to encourage merchants to display "Moderate and Wise Ordering" theme posters on key areas of their online shops' homepages.

Promoting industry standardization

In October 2023, Meituan joined forces with the China Hospitality Association to release the *Guidelines for Description of Portion Information to Support Food Conservation,* guiding merchants in effectively conveying food portion information in a more accurate and accessible manner.

100,000+

Merchants have displayed the "Moderate Ordering" poster on the homepage of their online shops.

Collaborating with Merchants to Optimize Food Offerings

Opting for "small portion dishes" and practicing "clean plate"

Meituan has motivated more merchants to offer "small portion dishes/rice," as well as adopting new models such as "group order discount" and "meal-for-one," providing consumers with diverse portion choices. Additionally, we developed and distributed eco-friendly small portion meal boxes free of charge.

Green Packaging of "Small Portion Rice"

Conducting training and promotion to enhance anti-food waste awareness

Meituan has presented online courses such as the *How to Reduce Food Waste in F&B Stores* and the *Actions to Reduce Food Waste in Food Delivery Business,* aiding merchants in improving their awareness and practical skills in combating food waste.

7.4M+

Varieties of small portion dishes have been offered by more than 1.1 million F&B merchants on Meituan by the end of 2023.

Promoting Eco-friendly Actions via Multiple Channels

Leveraging livestreaming

During the World Food Day, Meituan conducted live streaming themed on food conservation, offering limited-time sales of meal-for-one set from various F&B brands. Advocate for moderate ordering through activities such as prize-winning quizzes and lucky draw for eco-friendly gifts during livestreaming.

Calling for Public Act

Meituan partnered with organizations such as the China General Chamber of Commerce and China Cuisine Association to release the *Initiative on Encouraging Moderate Ordering in Food Delivery;* joined forces with the China Hospitality Association to launch the "Say No to Food Waste, Offer Small Portion Dishes" initiative; released the promotional video titled *Meituan Joins Hands with Various Stakeholders to Continuously Say No to Food Waste.*

Low-carbon Lifestyle on Bikes

Meituan Bike continues with the "one person cycling to reduce one ton of carbon emissions" campaign, and carries out "green mobility" activities across various provinces and cities nationwide. These efforts aim to encourage residents to adopt greener and healthier transportation options and collectively spread the message of civility.

A single ride on Meituan bikes and its electric mopeds averagely reduces carbon emissions by 79 grams and 130 grams respectively. Throughout the entire lifespan of a Meituan bike or electric moped, riding leads to a carbon emissions reduction of nearly one ton, with a comprehensive reduction of almost half a ton after deducting production and operational carbon emissions.

485.8K

Tons of carbon emissions were reduced through eco-friendly transportation used by Meituan Bikes and its electric mopeds users in 2023.

Serving Rural Revitalization

Meituan closely integrates its business with rural industry revitalization and talent development, contributing to the improvement of rural residents' living standards. This practical approach aligns with the country's rural revitalization strategy.

Propelling Rural Industry Development

Meituan continues to help quality agricultural products reach local communities directly from origin, improving various aspects of agricultural production, distribution, circulation, and consumption. For instance, Meituan Select actively develops systems such as cold chain logistics for fresh agricultural products, promoting the sale of local specialty farm-fresh produce to the national market. Xiaoxiang Supermarket has launched the "Local Top-notch Products" plan, with over 300 varieties now being rapidly distributed through the entire production and sales chain, consequently increasing farmers' income.

Additionally, Meituan actively engages in poverty alleviation endeavors through marketing campaigns. By leveraging major online shopping festivals such as the "Online Shopping Festival," "Chinese Farmers' Harvest Festival" and "Lunar New Year's Shopping Festival," we join forces with tens of thousands of merchants to host a wide range of promotions and sales exhibitions, procurement matchmaking, and live commerce activities. These efforts offer increased exposure and traffic for fresh products, grains and edible oil on our platform.

Supporting Employment Close to Home

Meituan strives to expand sales channels for agricultural products, directly or indirectly creating new opportunities for traditional roles such as product selection, processing, supply chain and logistics transportation, as well as nurturing new professions such as e-commerce operation assistant and fruit sugar tester. This generates a variety of employment opportunities and allowing rural youth the chance to work near their homes.

Case A Post-00s Man Returns Hometown to Become a "Professional Prawn Farmer"

Known as the "Hometown of Giant River Prawn," Gaoyao District of Zhaoqing City, Guangdong Province, is endowed with abundant freshwater aquaculture resources. It boasts over 100,000 mu (approximately 6,666.67 hectares) of giant river prawn, with production value exceeding RMB 3.2 billion. Aquaculture output and production value account for 70% of Guangdong Province and over 50% nationwide, but sales became a challenging issue.

Liang Guangyue, who returned to his hometown to start a business after graduation, harnessed the power of on-demand retail platforms like Xiaoxiang Supermarket to sell giant river prawn to major markets such as Guangzhou, Shenzhen, and Foshan. This move has greatly boosted the brand awareness of Gaoyao's giant river prawn and further increased its sales. "The increased sales of giant river prawn have also stimulated the enthusiasm of upstream prawn farmers. Now sales are no longer a problem," said Liang.

Conducting Agricultural E-commerce Training Sessions

Meituan initiated the "Training Program for Quality Agricultural Product Suppliers from the Source," which provides targeted training sessions on topics such as cold chain logistics and brand operation, aimed at facilitating seamless integration between "small-scale farmers" and "major markets."

2,000+

Quality agricultural product suppliers have been trained by Meituan as of the end of 2023. More than 600 suppliers have established partnership with Meituan's retail business, driving the sales of agricultural products to nearly RMB 1.3 billion.

Promoting Charitable Acts

Meituan is dedicated to mobilizing merchants, caring netizens, and employees to participate in social welfare activities, continuously advancing the Meituan Playgrounds for Rural Children Charity Project to promote healthy growth and happiness of rural children. In September 2023, Meituan received the 12th "China Charity Award."

Participating in Emergency Disaster Relief

In 2023, deadly rains after Typhoon Doksuri battered multiple regions including Beijing, Tianjin, and Hebei. Meituan partnered with charitable organizations to donate funds to support disaster relief efforts, including providing relief supplies, resettlement assistance and post-disaster reconstruction in severely affected areas such as Beijing's Mentougou and Fangshan districts, and Hebei province.

RMB 30M

In donation were made by Meituan for post-disaster reconstruction in Beijing's Mentougou and Fangshan districts, and Heibei province.

In December 2023, a 6.2-magnitude earthquake struck Jishishan County in Linxia Hui Autonomous Prefecture of Gansu Province, where essential medical supplies such as amoxicillin, oseltamivir, azithromycin and medical gauze were in short supply. Meituan Health, in collaboration with the pharmacy Deshengtang, immediately initiated preparations for these supplies, with 94,000 boxes of medical supplies transported via special vehicles to the Jishishan County Hospital of Traditional Chinese Medicine. Additionally, it launched a dedicated psychological counseling section on the "Ask a Doctor" homepage, specifically targeting residents of Gansu's Linxia and Qinghai's Haidong.

Meituan Playgrounds for Rural Children

A safe, well-designed playground is crucial for rural children. The Meituan Playgrounds for Rural Children Charity Project, initiated by Meituan and One Foundation, aims to build multi-functional playgrounds for rural children, promoting healthy growth and happiness. Each playground features specialized functional areas, providing diversified games to cater to children's needs for fun and development.

Charitable merchants and caring users can donate a floorboard (and other supporting facilities) for the playgrounds for rural children with every RMB 20 contribution. Through the donation tracking system, caring users and merchants can know the exact location of donated floorboards, making the use of donation transparent.

Meituan Playgrounds for Rural Children Charity Project introduced a "Donation to Hometown" initiative, aimed at calling upon the public to contribute to playgrounds in their hometown's rural kindergartens. Presently, this initiative enables donations for hometowns across 29 provinces (autonomous regions or municipalities) nationwide.

1,591

Playgrounds for rural children have been constructed by the end of April 2024, with the support of 795,000 charitable merchants and 634,000 caring netizens, benefiting 237,000 rural children across 1,090 townships in 29 provinces, autonomous regions and municipalities including Guizhou, Yunnan, Tibet, and Qinghai.

Charity Integrated into Daily Consumption

We are continually exploring the integration between charity and daily consumption scenarios, rallying merchants in various life services sectors such as hotels, F&B, and recreation and entertainment to join forces. These charitable merchants donate a portion of each transaction to support the construction of playgrounds for rural children. A cup of milk tea, a delectable serving of dumplings, or a bouquet of flowers purchased by users via Meituan may do something to the society, making each transaction more meaningful.

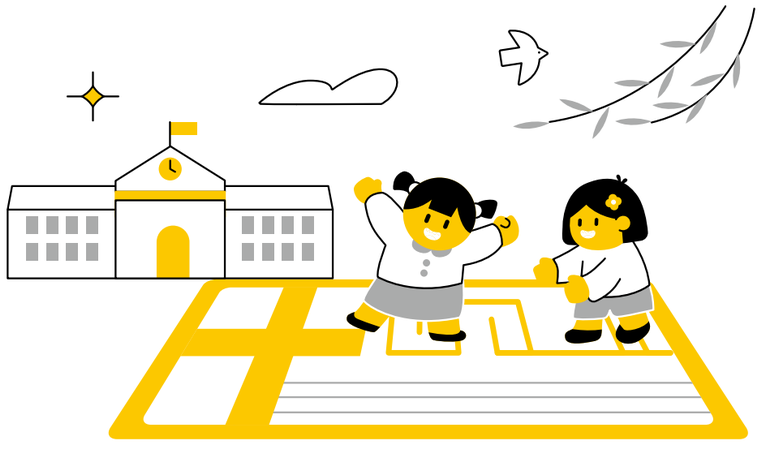
Charitable merchants that sign contracts online for Meituan Playgrounds for Rural Children come from diverse sectors including dining, accommodation, travel, shopping, retail, and entertainment. With a remarkable surge in sign-ups and increasing participation of various industries, Meituan Playgrounds for Rural Children Charity Project will support the healthy growth and happiness of more rural children.

Case **The 1,000th Playground Constructed with Children Singing the *Songs and Smiles***

In October 2023, on the Qinghai-Tibet Plateau at an altitude of 4,380 meters, children from Baila Village Kindergarten in Mabujia Township, Sa'gya County, Shigatse, reveled in their new playground with novel toys such as vaults and small trolleys. This playground, comprising 6,032 floorboards, marked the 1,000th Meituan Playground for Rural Children, thanks to donations from 1,054 charitable merchants and 57 caring netizens in Shanghai.

On that day, Ms. Xu Jieyun, a teacher from the Shanghai Little Star Chorus, brought blessings from Shanghai's children to Baila Village Kindergarten. She taught them the *Songs and Smiles,* a song composed by Gu Jianfen with lyrics by Wang Jian, which was first performed by Shanghai Little Star Chorus in 1986. This song conveys deep affection for children and fervent aspiration for a better life. 37 years later, teachers of the Little Star Chorus came here, singing the same song with children. Their voices transcended time and space, connecting the boundless love between Shanghai and Shigatse.

"Tibetan children are reserved, but seeing they freely express themselves on the new playground - a wonderful space made up of donated floorboards, reminds me of the positive impact of outdoor sports facilities on children's character," said Xu. She observed how initially shy children quickly overcame their inhibitions through interaction and communication on the new playground. This playground has become a joyous spot and a bridge connecting with the outside world.



Case **"Run for a Floorboard with Good Reviews," Swiftly Turning Kindness into Actions**

In December 2023, Meituan partnered with the Oriental Pearl Tower to host the "Run for a Floorboard with Good Reviews" creative activity, where a miniature playground for rural children was built at the Urban Square of the Oriental Pearl Tower in Shanghai, accompanied by a special sports event. Participants could sign up on-site, take special number tags and take part in the event. Those who completed the designated challenge would contribute a floorboard to the rural kindergarten displayed on the big screen, allowing participants to witness the playground's construction process in real-time.

This real-time playground construction creative event allows urban do-gooders to see their kindness swiftly put into action. Each floorboard connects the city Shanghai with distant rural areas through technology, supporting the construction of a flat floorboard in the rural kindergartens and symbolizing rural children's "good reviews" of the playground.

Looking ahead, Meituan will continue to motivate our merchants, users and internal business to provide more children with safe and versatile playgrounds, enabling them to grow happily in an environment filled with love and freedom.

美团乡村儿童操场
爱在那里被看见
Scan via Meituan App to donate for building playgrounds
Scan via WeChat to watch playground fun

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 sixth Corporate Social Responsibility Report published by Meituan. It primarily covers Meituan's social responsibility initiatives and performance from 1 January to 31 December 2023, 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/report.

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.

This report is made by eco-friendly recycled paper.