

Chengdu Jiziyou International Travel Agency Co., Ltd.

Sustainable Development Policy

I. The Significance and Purpose of Policy Formulation

As a global travel company deeply involved in China's inbound tourism sector, Chengdu Jiziyou International Travel Service Co., Ltd. is fully aware of the extensive impact of the tourism industry on the environment, society, culture, and economy. Therefore, we have formulated this Sustainability Policy to:

- Systematically guide the company's internal and external activities to promote resource conservation, environmental protection, cultural respect and social responsibility;
- Provide clear sustainable behavior guidelines and practical directions for employees, customers and partners;
- Build a transparent, responsible and future-oriented corporate image and actively respond to the United Nations Sustainable Development Goals (SDGs).

II. Scope of Sustainable Development Policy

This policy applies to:

- All staff and management of the headquarters
- Global travel agencies, local tour operators, hotels, restaurants, fleets, tour guides and other suppliers
- Customers, Partners and Communities
- Including daily office, product design, supply chain management, marketing, customer service and other aspects

III. Policy Statement

1. Company Policy

1) Sustainability management and legal compliance

The company has a sustainability coordinator and three assistants who are responsible for planning, promoting and supervising all sustainability-related matters of the company. Their responsibilities include:

- Draft annual sustainability report; coordinate communication with suppliers, customers, and third-party organizations; and set green goals.
- in company meetings , collect feedback from various departments, and propose suggestions for further improvements.
- Company management must encourage employees to incorporate environmental protection and responsibility into their daily work judgment and execution.
- All operations strictly comply with China's Labor Law, Environmental Protection Law, Tourism Law and relevant international industry standards (such as Travelife).

2) Internal Management: Social Policy and Human Rights

- All employees sign a legal labor contract before officially joining the company, which clearly lists job responsibilities, salary standards, benefits and resignation procedures.
- Employees enjoy five insurances and one fund, including pension insurance, medical insurance, unemployment insurance, work-related injury insurance, maternity insurance and housing provident fund.
- Employees can submit complaints or opinions to the Human Resources Department at any time in writing or through an anonymous online platform. HR will handle the complaint within 5 working days, and management is committed to "zero retaliation" for complaints.
- The company explicitly prohibits all forms of discrimination, harassment and forced labor, and implements gender-equal recruitment, promotion and

remuneration policies.

- Child labor, temporary unprotected employment, and internship exploitation are all prohibited.
- The company has established a health and safety system to ensure that the office space is well ventilated, the equipment is safe, and the fire protection standards are met, and it also arranges annual physical examinations and safety training.
- Each employee can participate in no less than 20 hours of internal or external training each year, covering topics such as tourist destination knowledge, foreign languages, digital tools, and sustainable development concepts and practices.
- The company encourages employees to participate in project-based tasks and helps them achieve career development through cross-departmental collaboration, open competition, mentoring mechanisms, and other means.

3) Internal Management: Environmental Sustainability

- All office paper is made of renewable paper that meets national environmental protection standards. Daily documents adopt electronic approval and electronic circulation mechanisms, reducing paper usage by an average of 70%.
- We also strive to be paperless in product promotion and customer communication, sending electronic brochures, electronic business cards, and electronic itineraries, etc.
- All printers are set to default to double-sided black and white printing, and departments advocate "don't print if you can avoid it."
- Cleaning products such as detergents have obtained the national Class A environmental certification, are non-toxic, low in residue, and safe for employees and water bodies.
- The office area is equipped with energy-saving lamps, LED lighting, low-energy copiers and computers, and employees are encouraged to turn off lights and

equipment when not in use .

- Reduction of Disposable Food & Drink Packaging: Staff are encouraged to bring their own reusable water bottles, mugs, and food containers to reduce the need for single-use items; Drinking water is provided through a central water dispenser; no bottled water is purchased for regular office use. Quantitative Goals: Phase out 90% single-use plastic items (e.g. disposable cups, plastic cutlery) in the office by 2026.
- The office provides locally sourced tea and snacks to support local businesses and reduce transportation costs .
- Garbage is collected regularly by the office building cleaning department according to four categories: "paper, plastic, electronic, and hazardous" to ensure compliance with regulations.
- Enhance employees' awareness of water conservation
- Encourage employees to use green commuting methods (such as walking, cycling, buses, and subways), provide monthly transportation card subsidies to long-distance employees , and implement flexible working hours .
- In terms of business travel, high-speed rail is preferred instead of short-haul flights, and batch visits and centralized meetings are encouraged to reduce unnecessary business trips.

4) Internal procurement : environmental impact , social responsibility and economic value

- Support local producers and small suppliers, and prioritize purchasing local products to reduce carbon emissions during transportation.
- Support fair trade and protect producers' reasonable profits and labor rights.
- Support low-carbon production and suppliers that obtain eco-certification (such as organic, FSC, etc.).

2. Supplier Policy

1) City local tour operators and cooperative travel agencies

- Sustainable behavior clauses will be included in all cooperation agreements, including cultural respect, environmental protection, legal employment and safety management requirements.
- Conduct partner evaluation questionnaires regularly and adjust cooperation levels and priorities based on the evaluation results.
- Provide partners with sustainable tourism operation guidelines and online sharing sessions to enhance the sense of responsibility of the entire service chain.

2) Transportation providers

- Priority will be given to fleets or car rental companies with compliant operating qualifications, energy-saving vehicle configurations, and good driver health and safety records.
- For multi-day trips, it is recommended to use the high-speed rail connection + short transfer mode to reduce long-distance driving fatigue and carbon emissions.
- Reject any supplier that fails to pass the annual review or competes at low prices and poses safety risks.

3) Sustainable accommodation options

- We recommend accommodations with the following characteristics: B&Bs or hotels that have obvious energy-saving and emission-reduction measures, use environmentally friendly toiletries, employ local staff, and respect local cultural and architectural styles.
- The contract with the partner hotels clearly stipulates that the partner hotels shall not use child labor, sexually exploit children, or force children to work.

- Conduct a questionnaire survey on partner hotels to understand whether they implement the policy of not requiring daily changes of towels and bed sheets and whether they have green check-in options.

4) Sustainable travel activity options

- The following activities are explicitly prohibited: wildlife performances, contact-type wildlife interactions, stereotyped ethnic "role shows", and crossing the boundaries of nature reserves.
- Activities must fully comply with national laws and regulations, obtain appropriate permits , and be operated by authorized organizations with appropriate animal welfare standards;
- Physical contact, feeding, petting or riding of animals is not allowed , and no meals involving wild animals (such as snake soup, pangolins, bamboo rats) will be arranged .
- Activities must serve educational, scientific or conservation purposes, not commercial entertainment.
- We do not organize visits to wildlife markets known for illegal trade (e.g. snake markets, ivory stalls) .
- Souvenirs made from animal skins, bones, horns or products from endangered species are not sold.
- Identify and categorize all culturally and environmentally sensitive areas in each destination and establish clear codes of conduct for travel activities.
- Work with guides, operators, and transportation providers who demonstrate environmental awareness, social responsibility, and understanding of local culture.
- Communities are encouraged to participate in travel design and cultural interpretation , and the following experiences are encouraged to be arranged: Tibetan family tea parties, village hikes, intangible cultural heritage handicraft

experiences, and ecological monitoring volunteer activities (such as bamboo planting activities).

- Promote walking, electric vehicles and shared transport to reduce emissions, waste and disruption.
- Provides a pre-departure briefing including cultural sensitivity tips, conservation guidance, and sustainable travel practices.

5) Tour guides and representatives

- All cooperating tour guides are certified and have passed the annual review.
- All tour guides sign long-term cooperation agreements or short-term labor contracts, and the company does not engage in informal "part-time tour guide" practices.
- All tour guides must participate in annual sustainability and cultural sensitivity training, which includes: tourist behavior guidance, environmental protection interpretation skills, emergency response, etc.
- Choose an experienced local guide with knowledge of the destination's culture, history, and ecology.
- For tours involving Aboriginal culture, religion or heritage conservation, guides must have expertise and certification in these areas.
- For ecologically sensitive areas (e.g. wildlife sanctuaries, nature reserves), guides must have expertise in biodiversity and environmental conservation.

6) Destination selection and community development promotion

- We prioritize developing destinations with the following characteristics: good ecological environment, community reception capacity, no large-scale pollution or development pressure, and cultural core.
- The product development team needs to conduct on-site inspections and sensitivity analysis reports, and provide feasibility recommendations on cultural

reception capacity and ecological carrying capacity.

- Recommend buying local goods, attending local markets, or supporting local artisans
- Recommend and arrange projects that have a social impact on local communities, such as community development planning, education and healthcare projects, and environmental protection projects.
- Guests are encouraged to purchase local handicrafts and traditional foods to help support small local producers and artisans .

3. Sustainable policy communication to customers

1) Customer privacy protection

- Strictly implement the Personal Information Protection Law and GDPR standards.
- Customer data is limited to what is required for travel and sharing with third parties is strictly controlled.
- Conduct data security self-inspection every six months .

2) Pre-trip communication

Customers will receive an electronic road book containing the following details:

- The destination's cultural background, ethnic customs, behavioral norms, environmental protection recommendations (such as bringing your own cups and walking as much as possible), and taboos (such as not taking photos of monks in Tibetan areas or touching the altar).
- Medical reminders include: an overview of local medical resources, such as high-reaction countermeasures in plateau areas, a list of commonly used medicines, etc., to remind customers to prepare for travel.
- Climate and clothing recommendations: Provide the average local temperature for the month of travel, clothing layering recommendations, and equipment to bring (such as sunscreen, windbreaker, mosquito

repellent, etc.).

- China's transportation luggage regulations and prohibited items

Sales staff will provide green suggestions based on the customer's itinerary:

- In terms of transportation, high-speed rail or carpooling are recommended instead of domestic flights.
- When it comes to accommodation recommendations, we tend to choose B&Bs that have energy-saving measures or community participation.
- Provide electronic itineraries and electronic tickets to reduce paper usage and encourage customers not to print paper documents.

If the itinerary covers sensitive areas (such as ethnic minority cultural areas), customers will receive relevant cultural reminders , including:

- Dress code (no shorts or vests allowed into the temple)
- Code of Conduct (Do not cross thresholds, do not walk in front of other people's scriptures, do not touch local children at will)
- Speech taboos (avoid discussing topics such as religion and ethnic conflicts)

3) In-line prompts

Notice " on the first day of reception , including:

- illegal souvenirs such as ivory, pangolins, furs , etc.
- Instruct customers on how to save electricity and water in the hotel (e.g. hanging up towels means no need to change them).
- Inform customers to avoid giving candy, snacks, and cash to children on the street to avoid encouraging begging culture.
- On public transportation, at tourist attractions, and before folk activities, tour guides will repeatedly remind customers to remain respectful and quiet, not to make noises or take videos at will, especially during religious activities.

- Independent travelers will receive a booklet containing the contact information of local embassies and consulates, a map of emergency medical points, and instructions for calling 120/110 to ensure that they can respond to emergencies without escort.
- For customers who plan long-term projects such as motorcycle tours/self-driving tours, the company will establish a dedicated WeChat group, where tour guides or operation specialists will push daily content including:
 - Today's road conditions and safety tips
 - Environmentally friendly toilets and garbage recycling points near tourist attractions or B&Bs
 - Encourage environmentally friendly behaviors (e.g., sharing a washing machine in the lobby with the host, using digital bills)

4) Post-trip feedback

- After the trip, customers will receive a satisfaction survey questionnaire covering dimensions such as service experience, cultural experience, environmental protection implementation, and transportation arrangements.
- The company encourages customers to give honest evaluations of the tour guide's environmental guidance performance, the accommodation's green measures, and whether they actively participate in local charity projects.
- Customers can submit complaints/suggestions online through email, travel agency agents, etc. All feedback will be followed up by a specialist within 5 working days and an internal service improvement report will be generated.
- At the end of each year, the company will summarize all customer sustainability feedback as a basis for product optimization and supplier evaluation, and publicly summarize progress results in the sustainability annual report.

4. Contact Person/Person in Charge

Sustainability Coordinator:

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Sustainability Assistant:

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5. Effective Date and Update Mechanism This policy shall take effect on

June 28 , 2025 .

The Sustainable Development Coordinator will organize a policy implementation effectiveness evaluation and update meeting with the participation of all employees every year to summarize the achievements and problems of the previous year and revise goals and strategies.

If the policy involves major revisions, it will be announced 15 working days in advance and feedback from employees and partners will be accepted.