



SUNSHINE
MISSION

2019

Corporate Social
Responsibility
Report

ABOUT THE REPORT



■ Profile of the Report

The Report is the 12th Corporate Social Responsibility (CSR) Report issued by SUNING.COM CO., LTD.

■ Compilation Basis

The Report is prepared in accordance with GRI Standards of the Global Reporting Initiative (GRI) and with reference to *Guidelines for Social Responsibility of Listed Companies of Shenzhen Stock Exchange*, *Guidelines for the Preparation of China's Corporate Social Responsibility Report (CASS-CSR 3.0)* and *International Standard of Guidance on Social Responsibility: ISO 26000:2010* of Chinese Academy of Social Sciences and China's national standards of *Guidance on Social Responsibility Reporting (GB/T 36001-2015)*.

■ Time Span

The time span of the Report is from January 1, 2019 to December 31, 2019, with some information given beyond the aforementioned time span.

■ Release Cycle

The Report is an annual report, issued concurrently with the annual report of SUNING.COM CO., LTD.

■ Reporting Scope

The Report covers SUNING.COM CO., LTD. and its subsidiaries. See Note VI (1) (a) of the Company's 2019 *Annual Report* for details of its main subsidiaries.

■ Data Sources

Economic data in the Report comes from the audited annual report of SUNING.COM CO., LTD., while other data comes from the Company's internal documents and information statistics system which has been reviewed by relevant departments. Unless otherwise noted, the data is from SUNING.COM CO., LTD.

■ Reference Descriptions

In the Report, "SUNING.COM CO., LTD." is also referred to as "Suning.com" or "Suning", "the Company" or "We" (as the case may be) for short.

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About Us

Founded in 1990 in Nanjing, China, SUNING.COM CO., LTD. (Stock Code: 002024) is a leading O2O Smart Retailer in China. In 2019, Suning.com ranked among the Fortune Global 500 in 2019 for a third consecutive year, and rose fastest on the list among its fellow Chinese companies.

As of the end of 2019, Suning.com established an omni-channel global distribution network featuring various retail business patterns, including Suning.com Plaza, 3C Speciality Store, Carrefour, RedBaby, Suning Retail Cloud direct-sale stores and franchised stores. It operated 8,216 online stores, including 4,586 Suning Retail Cloud franchised stores being specially oriented to county/township markets. Its online platforms, including Suning.com, Suning Group Purchase and Suning.com Official Flagship Store (Tmall-Suning E-Commerce), witnessed a stable development over the past year, and in particular, Suning.com expanded rapidly its online business through its self-operated, open and cross-platform operation, leaping forward among the best performers in China's B2C market.

Corporate Governance

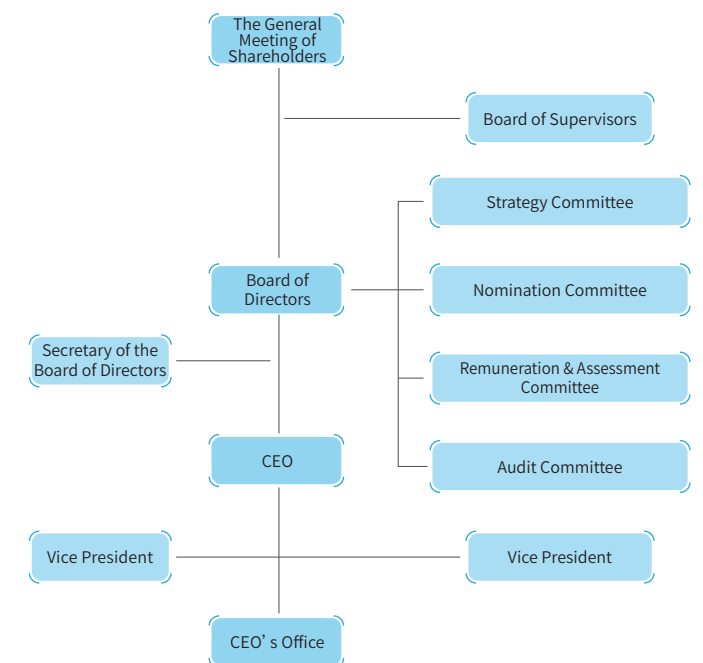
In 2019, the Company continued to standardize its governance operation and information disclosure in strict accordance with the requirements of laws and regulations and the related provisions of China Securities Regulatory Commission (CSRC).

The Company developed various normative documents and internal systems, including *The Rules of Procedure of the Board of Supervisors*, *The Work Rules of the Chief Executive Officer*, *The Work Rules of the Secretary of the Board of Directors* and *The Major Investment and Financial Decision-Making System*, and further clarified the Terms of Reference and the Work Procedures of the General Meeting of Stockholders, the Board of Directors, the Board of Supervisors and Senior Executives.

In terms of corporate governance structure, Suning established the Strategy Committee, the Nomination Committee, the Remuneration & Assessment Committee and the Audit Committee under the Board of Directors in accordance with the requirements of the *Company Law of the People's Republic of China*, the *Code of Corporate Governance for Listed Companies in China* and the *Guidelines on Protection of Investor Rights and Interests for SME Board* so as to ensure effective supervision from the Board of Directors over the senior management.

In terms of the electoral system of the Board of Directors, in accordance with the *Articles of Incorporation* and following the principle of openness, fairness, justice and independence, the Company elected and appointed the members of the Board of Directors, fully embodying the views and desires of minority shareholders. Meanwhile, in order to improve the discussion methods and decision-making procedures of the Board of Directors, the Company formulated the *Rules of Procedure of the Board of Directors*, clarifying the Terms of Reference and the Work Procedures of the Board in accordance with related laws. Without prejudice to the rights and interests of shareholders and in the light of the industry practice, the Company adopted a position-based compensation schemes, which consist of basic salaries, performance bonuses and employee stock ownership plans, to motivate the Directors to fulfill their duties faithfully and diligently. The standardized management has ensured individual Directors and the entire Board of Directors to fulfill their duties effectively and provided solid guarantee to the standard operation and the scientific decision-making of the Board of Directors.

Suning.com's Governance Structure



Zhang Jindong

Chairman of SUNING.COM CO., LTD.
Deputy to the 13th National
People's Congress

ADDRESS BY THE CHAIRMAN

The outbreak of the COVID-19 epidemic in the beginning of 2020 endowed the word "responsibility" with new significant connotations. In response to the epidemic, Suning has put the provision of social safeguards and assistance among the top priorities on its corporate agenda. Relying on its all-scenario online/offline business layout and its capabilities in integrated development, and leveraging the advantages of its multiple channels and global supply chains, Suning spared no efforts in supporting the anti-epidemic campaign by providing basic livelihood materials, ensuring continuous business operation and offering high-quality services to the broad society, contributing to securing the decisive victory over the calamity. These efforts fit with its original aspiration of "To Be an Enterprise of the Society", and also demonstrate its value proposition in the era of smart retail.

Based on its long-running accumulation, Suning carved out new ground for its industry development. In 2019, with the acquisition of Wanda Dept. Store and Carrefour China, Suning completed its all-scenario layout in smart retail and fostered an ecosystem that meets the diversified needs of consumers. While continuously providing shared resources and exporting its core capabilities to the society, Suning also actively promoted the empowerment and the opening-up of smart retail, and created a comprehensive and open system to power the innovation and upgrading of the retail industry and contribute to shaping a new open and inclusive pattern for further industry development.

With pioneering innovation in smart retail, Suning delivered brand-new experience to its customers. Focusing on its fundamental function: service, the Company has been committed to delivering the best experience to its users. On the strength of technological innovation as its core driving force, it constantly improved its services and revolutionized its customer experience. By combining customer participation, scenario-based interconnection networks and smart supply chains and deploying innovative technologies, such as AI, big data and cloud computing, Suning could understand more accurately needs of customers and provide more nuanced and customized services. With its constantly improved solutions, such as "One-hour Living Circle", Suning could respond to the growing aspiration of customers for a better life and promote the realignment of "customers, goods and scenarios".

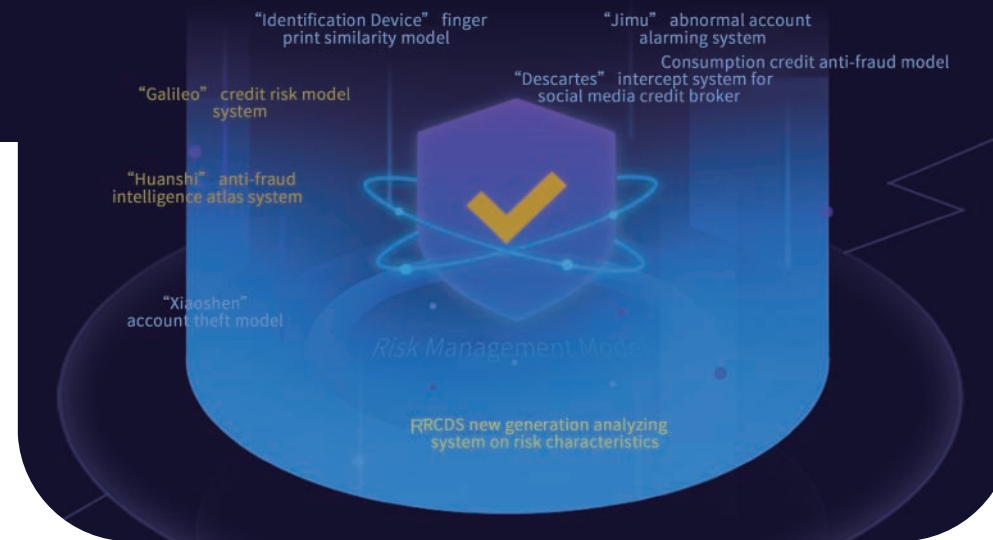
Staying true to its public welfare pursuits, Suning is willing to share its corporate development fruits with a broader society. Being committed to its positioning of a social enterprise, Suning has stuck to its value proposition of "To be an evergreen enterprise endorsing the benefit-sharing with its stakeholders" and has constantly contributed to the broad society. Valuing the contribution of its employees, Suning has upheld the conviction that Suning's development should be achieved by and for all Suning folks to enhance their sense of fulfillment and happiness. Leveraging its advantages in resources and platform, Suning has extensively performed public welfare undertakings, including poverty alleviation, education donation and disaster relief, to contribute to building a better life and a harmonious society.

Just as the ancient saying puts it, adversity makes one stronger just as polishing makes jade finer, the crisis in the spring of 2020 will all the more intensify Suning's the fighting spirit of rising to challenges and its determination to overcome difficulties, incentivizing Suning to make greater efforts to secure a decisive victory in its 10-year transition to the online retail model and usher in a promising new era in its explorative journey at its 40th birthday. In future, Suning will continue to focus its effort on cementing its service-oriented business essence, constantly improve its operational efficiency, share its open ecological resources, and work together with all parties to make new progress on the road of building a better life.

· Compliance Operation

Suning has strictly complied with related laws and regulations in all aspects of its business operation, established a sound management system for legal risks and improved its management system. Suning has identified and clarified the regulatory red lines, carried out compliance training at various levels, and enhanced compliance awareness. All departments at the Company work together to ensure all aspects of its operations are fully compliant with related laws and regulatory requirements.

In the fields of innovative businesses, such as Big Data, IoT, supply chain and inclusive finance, the Company conducts in-depth research on applicable laws, regulations, precedents and practices to guide their legal and compliant development. By applying modern information technologies, such as electronic seals and signatures, the Company has not only forestalling potential legal risks, but also improved its user experience and the modes of contract signing and fulfillment. In order to resolve conflicts and disputes more effectively, the Company has established a diversified dispute resolution mechanism to avoid litigation and improve efficiency. According to the requirements of information disclosure of listed companies and other relevant requirements, Suning has no major administrative penalties or lawsuits to be disclosed.



· Internal Risk Control

The Company has attached great importance to risk management and internal control. In 2019, being centered on the goal of controlling risks while promoting growth, the Company actively explored the application of emerging technologies, such as big data and AI, to its risk management and internal control. With its newly-erected risk monitoring model and risk management platform that supports the development, the Company could identify, predict, assess, monitor, report, inspect and rectify all kinds of risks in a timely manner, and have related persons accountable for them, thus safeguarding the value of the Company, improving management and operation and enhancing the capabilities in preventing and managing risks. With wider adoption and upgrading of risk control robots, the Company expanded its scope of risk monitoring, and enhanced the level of automation and intellectualization in fighting risks. The Company also improved the self-assessment and management rules on internal control and the working mechanism of internal control, organized internal control self-assessment exercises, further refined the risk management matrix, optimized business procedures and improved risk monitoring. The Company actively carried out risk control training on the staff to enhance their awareness and capability of risk-control management. Besides, the Internal Audit Department also played a more important role in helping the Company add value and improve operations.

· Combating Corruption and Building a Clean Company

The Company always adheres to the policy of "combining punishment and prevention": the Company has set up an internal reporting and acceptance system, accepting clues of illegal and non-compliant behaviors, especially commercial bribes, through various channels for public complaints and tip-offs, such as phone calls, mailboxes, WeChat official accounts, websites, among others, and making the progress of addressing related clues available in a timely manner.

In 2019, centered on the campaign of "Strengthen Internal Management, Foster Favorable Corporate Morality and Enhance Efficiency in Three Aspects", the Company held 269,390 person-times of training on combating corruption and upholding integrity in 20 sessions and 156,850 person-times of training on professional ethics in 9 lecture sessions, handled 532 cases, monitored 75 critical risks, and improved or rectified 29 key imperfections in the operation processes. The Company also introduced its idea of "Fairness, Integrity and Win-win Cooperation" in 9 common fields that online/offline outlets, employees and partners are exposed to. The valid reports on anti-corruption collected through various reporting channels increased 47.8% year on year in 2019. The Company published the handling information of typical commercial bribery cases on its websites in a timely manner, gave regular briefings on systemic cases, clarified and publized the behavioral limits-off for each position in the light of actual cases, and produced over 50 video clips of limits-off for positions in logistics, retail and information security, creating a sound environment for upholding integrity and self-discipline.

· Adherence to Fair Competition

The Company adheres to the concept of openness, justice, fairness, and integrity, strictly implements relevant laws and regulations, such as *Anti-Unfair Competition Law of the People's Republic of China* and *Interim Provisions on Banning Commercial Bribery*, and signs the *Sunshine Commitments* with all suppliers to protect fair market competition, improve the efficiency of economic operation, and promote the healthy development of the market economy. Meanwhile, the Company has strengthened publicity, education and training on employees' honesty and trustworthiness and signed Sunshine Convention with employees so as to comprehensively establish the business ethics of employees and deliver the concepts of honesty, trustworthiness and fair competition.

In 2019, the Company further strengthened the signing and implementation of the "sunshine clause" in the contract templates, vigorously promoted the standardization of the bidding procurement process, cooperated with audit companies and shared them the blacklist, and attached great importance to honest and clean operation.

· Protection of the Intellectual Property Rights

The Company attaches great importance to the protection of intellectual property rights, having formed a complete set of intellectual property protection systems and processes. On its basis, the Company has created rules for patent management and rewards, guaranteeing the quality of patents and improving the efficiency of patent application. The Company has also actively promoted information construction, adding the copyright management module to its intellectual property system and making breakthroughs in the application of RPA robots. In 2019, the Company registered 183 new trademarks, filed 46 new patents and obtained 14 new patent grants.

To better protect the interests of intellectual property owners, the Intellectual Property Right Protection Center of Suning has achieved cooperation with the Intellectual Property Right Protection Center of Sichuan, China, realizing multiple interactions among government, owners, platforms and professional institutions of intellectual property rights and creating an ecological development model of win-win cooperation for four parties. Meanwhile, the Company has held 13 "Suning Market" activities in the Trademark & Brand saloon in Nanjing, participated in and supported the Rule of Law on the Internet in Jiangsu Province saloon, creating a favorable atmosphere for protecting intellectual property rights by sharing experience, holding seminars and training sessions, and answering questions.

· Prevention and Control of Financial Risks

In strict accordance with the requirements of financial regulatory agencies, Suning operates within the scope of business as permitted by regulatory agencies.

In terms of credit risk management, it has established a credit approval center and risk management center. Adhering to the principle of "Prudence, Science, Comprehensiveness and Independence", the Company has realized the whole-process and full-coverage effective risk control of credit business before, during, and after loans.

In terms of products and process design, the Company has deployed various credit risk and fraud risk technologies, including "Astrology" Smart Marketing System, "Device Identification" Fraud Identifying Tool, "Jimu" Profiteer Identification System, "Fengsheng" Dark Industry Monitoring System, "Shichu" Consumption Loan Rating System, "Tianheng" Risk Management System for Micro Businesses, "Galileo" Credit Risk Matrix, "Xiaoshen" Model against Card and Account Theft, "Doppler" Risk Alarming Tool and "Qianxun" Smart Collection System, to conduct the risk monitoring and management in all links of the whole-process from marketing, examining and approving, lending, alarming and collecting, so as to realize real-time and accurate credit granting and financing services to small and micro enterprises and individuals.

Investor Relations Management

· Standardized Information Disclosure

The Company fulfills the obligation of information disclosure in strict accordance with the regulations of Shenzhen Stock Exchange and the Company's *Information Disclosure Management System*, and discloses the Company's information through *Securities Times*, *China Securities Journal*, *Shanghai Securities News*, *Securities Daily* and CNINFO (<http://www.cninfo.com.cn/>), the website designated by Shenzhen Stock Exchange, so as to ensure true, accurate, complete, timely and fair information disclosure, without cases of selective information disclosure. According to Shenzhen Stock Exchange's assessment of information disclosure of listed companies, the Company has been rated as "Excellent"/"A" every year since it became a listed company in 2004, which has played a good exemplary role in the market.

· Smooth Communication Channel

The Company has opened a variety of communication channels to shareholders, such as the investor hotline (025-84418888-888480/888122), the Secretary of the Board mailbox (stock@suning.com), "Shenzhen Stock Exchange IRM" platform (<http://irm.cninfo.com.cn/ircs/company/companyDetail?stockcode=002024&orgId=gssz0002024>), the general meeting of shareholders, communication with the management, visits of terminals, and others, providing smooth communication channels for all investors, especially small and medium shareholders.

Meanwhile, in order to encourage shareholders to experience the Company's products and services, the Company establishes a shareholder membership certification system (<http://mrs.suning.com/mrs-web/stockholder/check.htm>), guides shareholders to register as shareholder members, carries out shareholder-targeted activities, proactively collects shareholders' suggestions and opinions and feeds them back to relevant departments for processing. Many constructive opinions have been adopted by the Company.

· In-depth Communication and Exchange

The Company's general meeting of shareholders, board of directors, and board of supervisors operated in a standardized manner. In 2019, it held four general meetings of shareholders, 18 meetings of the board of directors, and 6 meetings of the board of supervisors, which were disclosed in accordance with the laws and regulations. In 2019, the number of announcements issued by the Company reached 121.

Suning pays attention to understanding the needs of investors and constantly enriches and refines the contents of information disclosure of the Company. The Company has in-depth exchanges with investors on the Company's status and planning, answers investors' questions, and communicates the business concepts behind the data and the Company's ideas for future business, so that investors can further understand and recognize the Company's strategy and business development.





Suning adheres to the concept of social enterprise, integrates the sense of social responsibility into the daily operation and management of the Company, and strives to make consumers relieved, investors satisfied, and employees happy, so as to achieve win-win results for stakeholders, social praise for the Company, and a better life for human. Suning has determined not only to be a benchmark enterprise in the retail industry, but also the most valuable enterprise for the sustainable development of the industry and society.

Social Responsibility Management



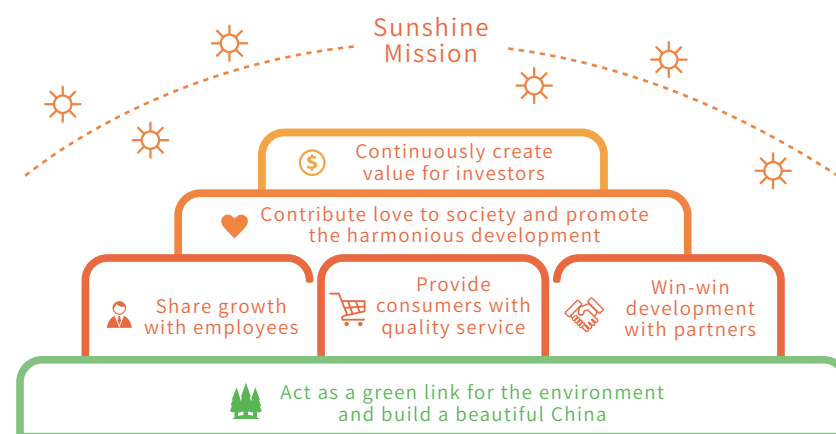
Background and Challenges of Sustainable Development

The COVID-19 epidemic highlights profound changes in the business environment for enterprises. Natural, social and environmental risks have added more external uncertainties to the development of companies. While paying attention to their own operational risks, companies need to have more in-depth thinking on the relationship between human themselves and between human and nature. Promoting the coordinated development between the economy, environment and society has become an inevitable choice and competitive factor for enterprises. In the new economic environment arising from consumption upgrading and technological innovation, Suning, as a leading enterprise in the retail industry, needs not only to identify the risks and opportunities for sustainable development but also to integrate its own business development with the overall sustainable development of the society. In addition to enhancing its sustainable development capabilities through management innovation, technology innovation and other means, Suning should give full play to the participation of stakeholders and actively promote the construction of sustainable ecology for enterprises, industries and the society.

Social Responsibility Model

According to the development strategy, brand reputation, industry influence, talent development and the expectations of all stakeholders, Suning takes "Sunshine Mission" as the core, promotes the concept of responsibility, and fulfills its responsibilities. Adhering to the principle that "service is the sole product of Suning", Suning continues to enhance its business ability, develops together with its employees and partners to achieve win-win results, and realizes environmental friendliness while contributing value to the society.

Value Mission: Continuously enhance profitability and be responsible for shareholders and investors
Win-Win Mission: Actively promote the development of the industry and be responsible for the development of partners
Service Mission: Continuously improve service abilities and be responsible for the rights and interests of customers
Employee Mission: Provide a platform for displaying talent and be responsible for the development of all employees
Environmental Mission: Work together with the upstream and downstream of the supply chain and be responsible for the construction of an ecological environment
Harmonious Mission: Strive to offer love and be responsible for the development of a harmonious society



Social Responsibility Management Procedures

Suning continues to improve its social responsibility management system and its social responsibility management institutions and promote the integration of social responsibility into the daily management and operation of the Company. The Company's management regularly discusses and deploys the Group's social responsibility strategies and planning and implements unified budget management for social responsibility projects. The executive organization of social responsibility composed of "CEO's Office-Administrative Management Center-Brand Department-Labor Union-Suning Public Welfare Foundation" is responsible for promoting the implementation of strategies and planning, formulating annual social responsibility work plan, and issuing social responsibility work instructions. The general manager office of each region shall coordinate with relevant departments to promote the effective implementation of the social responsibility work plan and the security plan.



Communication with Stakeholders

Suning has always been taking the expectations and requirements of stakeholders as the top priority, fully considered the impact of its own operation on all parties. Suning has also identified the subjects that interact with the Company's decision-making and operation activities based on the retail industry's feature of connecting consumers and producers. Through surveys on brands and the satisfaction of employees, meetings with shareholders and with suppliers and other ways, Suning understands the demands of stakeholders and actively respond to the concerns of relevant parties.



Stakeholders	Concerns and Expectations	Suning's Viewpoints	Communication Methods and Responses
Government	<ul style="list-style-type: none">Comply with lawsPromote social employmentPromote entrepreneurship and innovationPromote the development of the retail industryPromote the effective supply of factors of productionCope with climate changeConserve energy and reduce emissions	Suning's growth is inseparable from the support of policies and market environment featuring fair competition. Suning is committed to promoting the value of China's modern retail industry with its own continuous development, providing a platform for entrepreneurship and innovation, and promoting social employment.	<ul style="list-style-type: none">Comply with laws and regulations of the StateActively respond to government policiesShare resources, build platforms and support entrepreneurshipHave strategic cooperation with government departmentsExplore the transformation and upgrading of the retail industryGreen operation
Investors	<ul style="list-style-type: none">Promote sustainable value growthStrengthen risk managementEnhance transparency of information disclosureProtect the rights and interests of investors	With its development inseparable from the support of investors, Suning is willing to share the transformation-achievements with investors.	<ul style="list-style-type: none">Strictly follow the relevant regulations on information disclosure of listed companies to ensure true, accurate, complete, timely, and fair information disclosureAdd more channels and forms of information disclosure, maintaining close communication with investorsEncourage shareholders to go shopping in Suning and share their experiences, collect suggestions and opinions, and promote the development of the Company
Customers	<ul style="list-style-type: none">Enjoy quality shopping at any time, anywhere regardless of time and space and different situationsFree and smooth consumption processProvide safe, environmentally friendly and high-quality productsIntimate, reassuring and comfortable service experienceInternet transaction security	Customer demand is the most fundamental driving force for Suning's development. Suning's service will keep improving through innovation, so as to deliver the quality of life to users and achieve the value of consumption.	<ul style="list-style-type: none">Accelerate the construction of Smart RetailInnovate service modesImprove professional service capabilitiesStrictly manage users' information and transaction processes
Employees	<ul style="list-style-type: none">Protection of employees' rights and interestsDevelopment of employees' careersGood communication channelsHealth and safety of employeesEnrich employees' livelihood	Giving full play to employees' intelligence is the endogenous strength for Suning's development. Suning's continuous development assists employees to realize greater self-worth.	<ul style="list-style-type: none">Comply with relevant laws and regulationsProvide reasonable remuneration and benefitsCarry out various forms of trainingImprove internal communication mechanismsCare for employees' livelihoodEstablish labor unions at all levelsProvide a healthy and safe working environment
Suppliers	<ul style="list-style-type: none">Jointly abide by business ethics and the State's laws and regulationsShare the supply chain informationPromote industry developmentAchieve mutual benefit and win-win results	Suning regards suppliers as partners bound by more than simple economic relations. Each part should share platform value through win-win cooperation.	<ul style="list-style-type: none">Have regular communication between senior management of each sideHave regular meetings with suppliersCooperate in holding industry development forumsPromote "Smart Retail CPU", relying on "RaaS" to share technology, management and other background resourcesInnovate cooperation modes
Communities	<ul style="list-style-type: none">Promote the prosperity and development of the communityOffer disaster relief for the communityImprove the environment of communitySupport and encourage the establishment of a harmonious societyPromote environmental protection awareness	Communities are an indispensable part of Suning's development. Making contributions to communities can effectively convey Suning's Sunshine Value.	<ul style="list-style-type: none">Innovate public welfare modesCarry out volunteer activitiesSupport the development of education, sports and cultureCarry out the activities of "poverty alleviation"Build platforms for entrepreneurshipOffer assistance during major disastersParticipate in constructing the infrastructure of communitiesSpread green ideas
External supervisors (media/social groups/public etc.)	<ul style="list-style-type: none">Supervise the Company's operationHelp the public understand the Company more comprehensively and objectivelyThe development of the Company should not be at the cost of the environment	The positive interaction between Suning and the external supervisors will help to promote Suning's sustainable development and enhance its influence.	<ul style="list-style-type: none">Improve the self-discipline mechanism and consciously accept the supervision from the media and the publicHold press conferences and carry out brand buildingActively use new media and release social responsibility reportsGreen operationImplement environmental protection and public welfare

Analysis of Substantive Topics of Social Responsibility

In 2019, Suning followed GRI's G4 core program of *GRI Standards*. By conducting substantive analysis on social responsibility issues through the combination of internal evaluation, external organization evaluation, and surveys with stakeholders, Suning also focuses on the opportunities and challenges it faces and confirms substantive topics according to their priorities.

Based on Suning's corporate positioning and medium and long-term development strategies, "Smart Retail" has become the primary principle to judge the priorities of issues. Suning believes that the essence of Smart Retail is to use the internet and the IoT technology, fully perceive consumption habits, predict consumption trends, use the result to guide production and manufacturing, and provide diversified and personalized products and services to customers. The Report should disclose issues that affect Suning's Smart Retail or help stakeholders to perceive, understand, and share Suning's Smart Retail value.

Review: Review the substantive topics in the previous reporting period and provide a reference for the analysis of substantive topics in 2019 based on the feedback of stakeholders in *The 2018 Suning.com's Corporate Social Responsibility Report*.

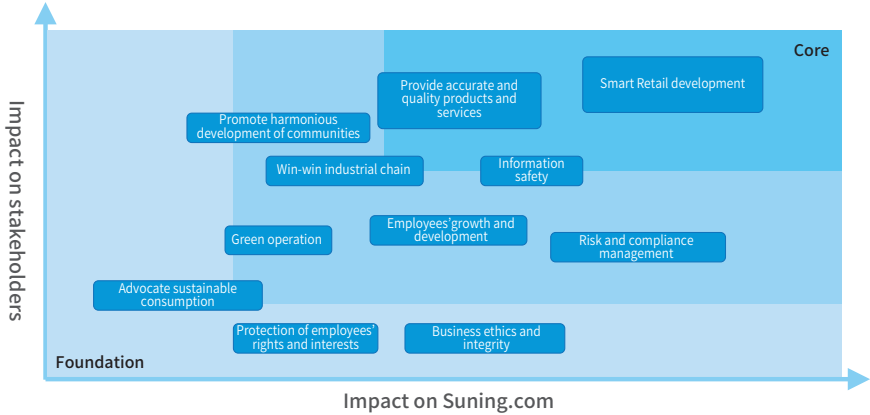
Identify: Substantive topics of responsibility. Identify the substantive topics of social responsibility based on the research and analysis of the national macro policy orientation and the domestic and foreign social responsibility standards, as well as the corporate development strategy planning, industry benchmarking, communication with stakeholders and other channels.

Assess: In order to further identify the materiality of each topic, all internal and external stakeholders of the Company are invited to assess the importance of the topics in the list.

Verify: Based on the strategic positioning of its Smart Retail, Suning verifies the results of the assessment of substantive topics, and comprehensively analyzes the material topics of social responsibility that have a significant impact on the Company and stakeholders.

Key Substantive Topics	Corresponding Indexes and Aspects in the G4 Program	Boundary
Core capacity building of Smart Retail	Economic performance; Indirect economic impact	Internal
Accurate and quality products and services	Customers' health and safety; Product and service identification; Compliance	Internal
Business ethics and integrity	Corporate governance; Anti-corruption; Anti-unfair competition	Internal
Online and offline integration	Economic performance; Indirect economic impact	Internal
Compliance with laws and regulations	Corporate governance; Compliance	Internal
Supply chain capacity building and support	Local communities; Indirect economic impact	Internal + external stakeholders
Transaction information safety	Customers' privacy	Internal
Protection of employees' basic rights and interests	Employment; Labor-capital relations; Diversity and equal opportunities; Equal pay for men and women; Non-discrimination; Training and education; Market performance	Internal
Green logistics	Materials; Energy; Exhaust emissions; Transportation; Sewage and waste; Compliance; Products and services	Internal + external stakeholders
Internet + precision poverty alleviation	Local communities; Indirect economic impact	Internal + external stakeholders

Finally, from the levels of impact on Suning and stakeholders, Suning determined the material topic matrix of corporate social responsibility of Suning in 2019, so as to show more clearly the focus of Suning's responses to the expectations of stakeholders.



Suning.com's Social Responsibility Substantive Topics Matrix

Be United Against the Epidemic and Firmly Committed to Our Responsibilities

Faced with the COVID-19 epidemic, Suning has fully implemented the decisions and deployments made by the CPC Central Committee with General Secretary Xi Jinping at its core. Suning has always been focusing on the overall situation of epidemic prevention and economic development, fulfilling its due obligations as a large private enterprise. The Company established the epidemic prevention team led by Chairman Zhang Jindong at once, and set up a front-line task force in Wuhan to actively raise and donate epidemic prevention materials in time. Suning focused on epidemic prevention front lines and the security of livelihood, devoted badly-needed resources to the key aspects of epidemic prevention and organized the “Base Camp” of materials of epidemic prevention and livelihood through its global supply chain. The Company has provided free logistic supports, broke through the “Life Line” of material supply, improved distribution efficiency of livelihood materials of terminal stores and stations, contributed to people’s safe “staying at home”, accelerated the R&D of products with its advantage on technological R&D, promoted “cloud epidemic prevention” in the society and surrender part of its interests to partners and merchants on its platform to make concerted efforts to overcome the difficulties.

Since the outbreak of the epidemic, Suning has actively donated funds and materials, provided free services, and supported the epidemic prevention actions while quickly flooding the markets with anti-epidemic livelihood materials and fair-price products through all channels. In February 2020, Suning.com announced that all users in Hubei would be given free membership of Super VIP for a month. To honor the medical personnel who contributed to the epidemic prevention, on March 28th, Suning announced a new loving program: the one-year Super VIP membership free for all national medical personnel upon logging in the Suning.com APP and submitting related documents. To help address problems, such as unmarketable agricultural products in Hubei, Suning has implemented the e-commerce assistance policy of “13 Articles to Help Hubei” on April 1st, launching special “grouping” actions to help Hubei, setting up “Buy Collectively with Hubei” activities and building “Hubei Products Zone” in multiple scenarios and channels to help Hubei resume work and production.

“In hard times, profitability should take the back seat to public welfare. All systems must focus on providing material security and assistance to the society.”

—Zhang Jindong, Chairman of Suning.com



Through its global supply chain, Suning actively allocated and donated urgently needed materials for epidemic prevention to the front line

Help Hubei and Donate Urgently Needed Materials

Suning has established a special fund for the donation of urgently needed materials, deployed the materials both at home and abroad for epidemic prevention, and donated them to the frontlines in time with the advantages of its global supply chains. Suning quickly supported the construction of Leishenshan Hospital, Huoshenshan Hospital and mobile cabin hospitals, donated urgently needed medical refrigerators, drinking devices, office supplies, daily supplies and other key equipment in great quantity. By March, 2020, Suning transported 600,000 masks, 770,000 pairs of medical gloves, 70 tons of disinfectant and other urgently needed materials for epidemic prevention to Hubei. Suning also set up the “One Day Delivery” channel from Yunan Province to the front-line hospitals in Hubei, donating hundreds of tons of fresh vegetables.

As one of the 20 online public platforms publishing donation information designated by the Ministry of Civil Affairs, Suning Welfare Online Platform encouraged more people to contribute to epidemic prevention, launching three public fundraising programs, including “Help Wuhan”, “Support Hubei” and “March with Hope”, for purchasing urgently needed materials for Wuhan and surrounding regions that were hit hard by the epidemic.

Suning has also actively responded to the policy of “preventing the epidemic and saving livelihood”, enhancing the security of livelihood materials in Hubei with full efforts. On January 23rd, Suning raised materials and transported them to Wuhan, ensuring the supply of vegetables, meat and eggs. On January 25, Suning set up the “Green Channel” in time, giving free transport for epidemic prevention materials. Meanwhile, Suning established the support team on aid materials in Suning Logistics at Wuhan and set up the special line 95315 for fast response and allocation.



“Fighting the COVID-19 Epidemic” Suning Welfare Online Platform



Suning spared no efforts in ensuring the quick delivery of materials of epidemic prevention and livelihood

To Ensure Livelihood Security in All Scenarios by Integrating Smart Retail and Industrial Ecology

At the early stage of the outbreak of the epidemic, Suning moved quickly to allocate resources through its global supply chains to combat the epidemic with its advantage on global procurement and national delivery. With the resources in LAOX*, Internazionale Milano and Suning International, Suning urgently purchased a great quantity of protective materials from Japan, the Republic of Korea, Europe and other countries and regions.

By giving full play to its advantage of integrating online and offline retail stores across the country, Suning has ensured consumers’ daily needs through ample material supply, sustainable operation, high quality service, strong supply chain of fresh foods and FMCG and the ability to serve the “One-hour Living Circle”.

During the epidemic, Suning’s employees stayed at front lines while the online platform of Suning.com, Carrefour’s dual-channel and its offline stores made urgent procurement and timely replenishment. The Suning Vegetable Store of Suning Convenience Store* ensured a stable main food and vegetable supply for citizens by having people placing orders online and getting their products offline. By the end of March,

online and offline channels of Suning.com and Suning Carrefour provided 53,500 tons of vegetables, 6,100 tons of pork, 14,200 tons of fruits, 4,950 tons of eggs and other key livelihood materials. Starting from March, in order to satisfy the need of the highly infected areas, Suning allocated 15 million masks to Hubei, making it possible for residents there to buy a mask at CNY 1.98 without any appointment.

As for online business, Suning has upgraded its delivery service system, providing 24-hour delivery services for consumers, making it possible for citizens to buy daily necessities conveniently. During the Spring Festival of 2020, Carrefour’s “delivery at door” orders increased 300% year on year, and the orders for fresh vegetables surged 600%, providing safe and convenient services for over one million customers. Suning.com APP also added access to the “One-hour Arrival of Carrefour” service, exhibiting the coordinated effect of its all-scenario supply chain. With Carrefour launching the “Intra-city Delivery” service, consumers were able to place orders on the Suning.com APP and enjoyed the “3 km-one hour” or “10 km-half a day” delivery service.

LAOX*: In the fourth quarter of 2019, LAOX Japan completed its share capital increase. Suning.com holds 29.77% shares of LAOX, and LAOX will be no longer included in the consolidated statements of Suning.com.

Suning Convenience Store*: By the end of June 2019, Suning.com completed the transfer of shares of Suning Convenience Store. The Company holds 35% shares of Suning Convenience Store, which will be calculated in equity method from July, 2019.

*“Suning” here refers to Suning.com and its related parties.



Suning's contactless delivery also became an effective method for consumers to stay at home and prevent the epidemic. With the power of AI and other technologies, Suning launched the cooperation mode of "Manual + Robot Delivery at Communities", realizing "contactless delivery". Suning also deployed some eligible 24-hour Suning Biu Store with 24 unmanned operation modes, realizing whole process self-service shopping at any time for consumers and decreasing the chance of man-to-man infections.

In the market of small cities and counties with heavy epidemic prevention tasks, daily needs from consumers were ensured thanks to Suning Logistics, Suning Retail Cloud Store, Suning Group Purchase and other advantages of their smart retail layout. Suning logistics service center at county level provided the "24-hour delivery and installment" service for rural customers. Suning Retail Cloud Store provided "remote sale" service from its online platform, supplying materials of epidemic prevention and livelihood through mini-software programs in micro stores which linked countless products. The "Collective Factories" of Suning Group Purchase and "Suning Villages" also stepped up the production of the urgently needed products to ease pressure in the market.

"Wolong" 5G unmanned vehicles performed the "contactless" delivery service

Make Concerted Efforts to Overcome Difficulties, Support Enterprises and Merchants in All Respects

Suning provided online and offline support in all aspects to small and medium enterprises which faced difficulties due to the epidemic.

For online efforts, Suning rolled out nine supporting policies targeting merchants on Suning Cloud, including extending contracts, service support, capital turnover, customer traffic support and others, to help merchants ease pressures and get through difficulties.



For offline efforts, Suning.com Plaza made some upgradings, including operation empowerment and creating a safe shopping environment. For brands and retailers that have already settled in Suning Shopping Center and Suning Dept. Stores, Suning provided three cooperation forms: platform, outlets and group purchase. Suning invited them to join its online platform and provided a series of important support policies, fighting the epidemic together with business partners.

By the mid of February, several general commodity brands expressed their intention to join the platform of Suning.com, and Zhoudasheng, Joeone and C. banner International Holdings Ltd. had launched their online operation there.

In rural areas, Suning took 18 measures to help farmers, including on-site picking, providing customer traffic support, opening green channels, and organizing powers, such as Suning Convenience Store and Carrefour, to help farmers transport and sell their products, not only providing safeguards to farmers but also ensuring a stable supply of fresh vegetables for city residents.

Safeguard Employees' Health and Safety and Fully Promote Employment

Throughout the epidemic, all Suning employees stood ready to make contributions, and in fact, many of them literally stayed in front lines, providing services during the epidemic. While ensuring dual-line operation of services, Suning also spared no efforts in keeping its frontline employees free of health and safety risks in terms of working environment, living environment and livelihood supply.

Through its internal software "Douya", Suning published Health Informative Paper, guiding employees on self-protection against the epidemic. Suning installed contactless infrared thermometry systems, disposable auxiliary buttons and other devices in its headquarter to provide the safety protection to employees at work. Suning Logistics arranged the COVID-19 insurance for employees at front lines. Suning Helper upgraded "Sound Services" in all aspects, protecting the health and safety of employees and customers with nine protective measures. Meanwhile, Suning Helper distributed subsidiaries to encourage employees to devote themselves to epidemic prevention.

As a large online retail enterprise with close relations with livelihood and employment, Suning eased its surging HR demands in various retail situations through sharing employees, opening positions and contactless spring recruitments, promoting employment while helping some of small and medium enterprises and individuals affected by the epidemic to overcome their difficulties.



Suning employees measured temperature before entering the gate



Infrared temperature measurement

Give Full Play to Advantages to Ensure Supply; Provide All Services to Fight the Epidemic

With its advantages in integrating multiple industries with retail and the integrated all-scenario online/offline retail pattern, Suning gave full play to the effect and value of smart retail, providing strong support for epidemic prevention and ensuring supply of livelihood materials.

With an extensive logistic network across the country and an efficient delivery capability, Suning supported the transport of donated materials for free. By March, 2020, Suning's green logistic channel transported over 1,000 tons of epidemic prevention materials to Hubei. The channel has opened its warehouses to government, public and private institutions and charities for free, supporting the efficient and safe transport of epidemic prevention materials to front lines against the epidemic. It also enabled its community stores to provide temporary storage and mailing service for free while strictly followed "contactless delivery", protecting the safety and health of consumers and delivery men. Suning.com also launched "Voluntary Healthy Clinic" online services, helping users under home quarantine fight against the epidemic in a healthier and more scientific way. Suning Technology opened its "Suning Douya" distance and coordination work system to the society for free.

Under the firm leadership of the CPC Central Committee with General Secretary Xi Jinping at its core and with the concerted efforts throughout the country, the epidemic has been put under effective control. While ensuring epidemic prevention, it has become a consensus to promote consumption and revive the economy. Therefore, in the context of ensuring safety from the epidemic, Suning has continued to increase its efforts to promote consumption, stabled increase in a short term while increasing investment to retail infrastructure in middle and long terms, making greater contribution to consumption upgrading and economic development.



Stick to the Essence of Retailing and Strive for Value Creation

Suning has always been committed to technology-driven development and taken customer experience as the top priority. Circling around smart logistics, all-scenario retail, consumption patterns, coordination between supply chains and industry chains, Suning has explored its way to a smarter, opener and more flexible direction, bringing more efficient and accurate consumption experiences for consumers and promoting the development of smart retail with high speed and quality.



Main Progress in 2019

- Total revenue: CNY 269.23 billion
- Net income attributed to shareholders: CNY 9.84 billion
- Gross merchandise volume: CNY 378.74 billion (with tax)
- Commodity transaction scale of online platforms: CNY 238.75 billion (with tax)
- Registered members of Suning's retail system: 555 million
- Total number of assorted self-owned stores: 3,630

Mainly Involved Substantive Topics

Core capacity building of Smart Retail

Main Related Stakeholders

Investors

Strategy of Focusing on Smart Retail

Actively embracing technologies of the era, Suning has driven the development of smart retail with digital technology, innovated retail business patterns and reformed distribution channels. Circling around four dimensions including exclusive consumer service, accurate commodity operation, digital scenario and smart store, Suning creates an arrangement of all-scenario, omni-category and omni-channels, leading the reform of smart retail.

· Completing All-scenario Arrangement

At the beginning of 2019, Suning.com purchased all 37 stores of Wanda Dept. Store. On September 27th, Suning.com announced the completion of the transfer of 80% of Carrefour China's shares. The addition of Wanda Dept. Store and Carrefour China serves not only an entrance for offline customer volume, but also an important part for Suning's ecological circle. It completes Suning's all-scenario and omni-category arrangement of smart retail, enhancing the ecological effect of smart retail.

拥抱彼此，致敬未来 ——致家乐福中国员工的一封信

家乐福中国的同事们：

大家好！

经过双方团队三个月高效协作，苏宁并购家乐福中国今天已经完成交割。我谨代表苏宁易购，欢迎家乐福中国同事加入苏宁大家庭！

这是一个伟大的时代，也是一个变革的时代。

任何推动社会民生、引领行业发展、影响消费趋势的大事件，都有其必然性。苏宁携手家乐福中国是零售行业变革趋势下的共同选择，更是双方价值观、目标使命一致驱动的结果，也是行业升级的必然选择。我们有幸参与其中，成为中国零售历史的推动者和受益者。

家乐福进入中国24年，将世界先进的零售模式、管理经验带到中国，为亿万中国消费者提供了优质的服务，推动了中国零售及流通服务的发展，堪称一个时代的传奇。苏宁1990年创立，从一家小店到全国连锁，再到近十年智慧零售的变革与创新，逐步发展成为独立中国零售领域的领军企业。

今天，零售变革已进入深水区，零售业也迎来了新挑战。时代需要苏宁和家乐福这样在各自领域对零售本质有着深刻理解、拥有核心能力的企业走到一起，积极探索零售发展的新道路，为消费者提供更好的产品和服务。

从今起，

我们仍要坚守初心、心怀敬畏，为消费者提供极致性价比的产品和服务，无论任何时候，把握并满足消费需求变化始终是我们的根本。这要求我们，要和星辰空，更要脚踏实地；要戒骄戒躁，更要心怀敬畏，服务是苏宁唯一的产品，也是家乐福中国的坚守，我们要一起坚守初心，回归本质！

从今起，我们要迅速融合，实现资源互补、能力共享、团队协作。一是要加速产业链融合，我们要毫无保留，全心全意地拥抱彼此，打通资源，服务好双方上下游合作伙伴。二是要加速团队和文化融合。苏宁也是家乐福中国员工的苏宁，我们心往一处想、劲往一处使，精诚合作、共创伟业。

从今起，我们要一起坚定目标、勇敢行动，努力探索零售创新发展道路。零售是一场没有终点的马拉松。放眼整个中国零售业，互联网零售的发展仍处于起步阶段，还有很长的路要走，还有很多的障碍要逾越，也有很多的空间值得期待。在前进的道路上，我们唯有坚持、坚守，才能取得更大的成功。我们一定要朝着成为中国消费者最喜爱的零售品牌、中国零售发展的先进生产力的目标而努力。

未来，

我们要站在行业发展的前沿，为中国零售持续创造价值，为中国经济贡献力量。我们要积极拥抱新技术，全面推动中国零售数字化转型。互联网已成为影响人们生活方方面面的基础设施，零售要全面数字化是传统零售业向未来发展的第一要务。我们要积极拥抱新技术、应用新技术，从用户到商品，从后台到前台，全链路实现数字化改造。不仅要推动内部数字化，更要推动供应链上下游以及生态体系全面实现数字化，致力于推进行业效率提升。

我们要继续坚守本质，强化零售的核心能力。作为零售企业，为消费者服务、为合作伙伴服务是生存之本。因此，我们要围绕服务消费者和合作伙伴，持续加大店面创新、物流服务、科技研发等核心能力的投入，不断提升消费体验和运营效率。

我们要持续开放核心能力，全面赋能全行业中小零售商。今天的互联网发展，正在经历一场从消费互联网到产业互联网的效率革命。这就要求我们在强化自身能力的基础上，建立对外全面赋能的平台，全面输出场景、供应链、物流、IT等各项零售核心能力，赋能中小零售商。

中国经济迎来了高质量发展的新阶段，中国零售的发展肩负着不断激发消费活力、服务美好生活的时代使命。我们更要心怀梦想，拥抱未来，为服务国家、社会和消费者而不断努力。

回望我们从哪里来，展望未来，家乐福中国才24岁，苏宁也不到30岁，我们都还是中国零售业的90后青年，对未来要有充分的信心和创造力。

未来已来，心之所向，携手共进！在新中国成立70周年之际，让我们向每一个为中国零售事业坚持不懈的奋斗者致敬！愿我们坚定步伐，勇敢前行，再创佳绩！愿我们携手同行，拥抱彼此，致敬未来！

苏宁易购董事长

张近东

二〇一九年九月二十七日

SUNING 苏宁



◎Carrefour’s Delivery at Door Service Delivers the Best Experience

At the end of 2019, Suning purchased 80% shares of Carrefour China at a price of CNY 4.8 billion, reinforcing Suning’s business in FMCG. During the Single’s Day, as the new member of Suning’s “One-hour Living Circle”, Carrefour joined the “war” for the first time, launching the Delivery at Door service, benefiting 100,000 communities across the country and completing the fastest order with 16 minutes 57 seconds.

The efficient logistics is a result of the effective online and offline integration between Suning and Carrefour’s supply chain, which is the core competitiveness of the Company. By integrating with Carrefour with other businesses, Suning greatly increased the reach of an one-stop life center in communities, bringing about a better experience to consumers.

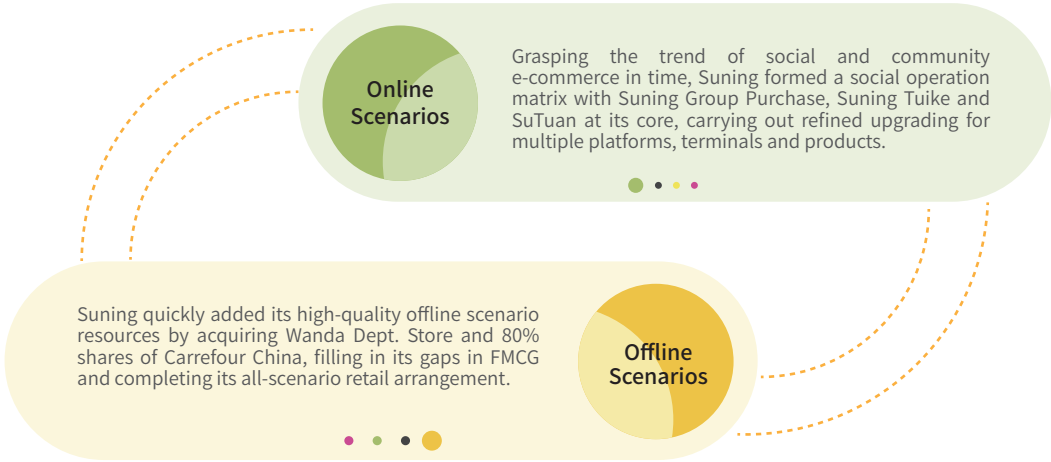
◎Purchasing Wanda Dept. Store, Widening Access to Consumption Retail Service

As one of the most important moves in the all-scenario retail arrangement, Suning completed its acquisition of 37 Wanda Dept. Stores and upgraded them to Suning.com Plaza.

Through acquisition and upgrading, Suning quickly built omni-category consumption scenarios in CBDs or downtown areas in first and second-tier cities, greatly enriching Suning’s all-scenario retailing pattern and omni-channel smart retailing pattern. Meanwhile, through digital iteration and empowerment, docking existing colorful business models and general products and making interactions and innovations, Suning created more innovative leading business models, providing better service experiences to consumers.

· Deepening All-scenario Development

In 2019, Suning realized parallel development of its online and offline businesses. On one hand, Suning conducted refined upgrading on online scenarios for multiple platforms, terminals and products. On the other, Suning carried out omni-chain digitalized transformation of its offline business scenes, creating a leading three-dimensional retail ecology in the industry and turning Suning into a full-fledged all-scenario smart retail company.



◎One-hour Living Circle, New Entrant in Local Life Service Sector

On the Single’s Day of 2019, Suning came out with a brand-new solution for all-scenario retail: the One-hour Living Circle, which focuses on systematically responding to the concerns from users and delivers various benefits to them, including reduced time, labor, cost and trouble. Within the circle, Suning connected its digitalized near field infrastructure, such as Suning Carrefour, Suning.com Plaza and other businesses to external merchants and brands to form a closely-knitted all-scenario network of service points to respond to user’s needs in a comprehensive, three-dimensional and systematic way within one hour, breaking through the barriers among different scenarios, including consumption, entertainment, and family life. In terms of delivery efficiency, Suning released “anytime” products. Relying on the arrangement of In-Store warehousing and front-desk warehousing, Suning expanded instant delivery service to all product categories, including maternal and infant articles, household appliances, digital products such as mobile phones, and others, truly serving customers at any time and taking orders from customers at any time.

Save Time

Relying on the all-scenario and three-dimensional service networks, Suning will realize the “lightning delivery” of 1 km, 30 minutes, and 1-hour delivery of Suning’s all businesses.

Save Labor

Suning has conducted the all-scenario upgrading of its service brand “Life Helper” by integrating with three main businesses: household appliances, life and package service. OMO trouble-free returns and exchanges will become the focus of Life Helper’s upgrading.

Save Cost

Suning has launched the “we’ll compensate if you buy products more expensive” service. Whether shopping in Suning Store around communities, or any other Suning shops, consumers are eligible for refunds at the nearest shop.

Save Worry

Suning will provide systematic “trouble-free solutions” through Scenario Membership, its fully upgraded membership system. Suning will cooperate with more quality platforms to extend scenarios in accordance with the demands of consumers, enrich its membership system and jointly build an all-encompassing and three-dimensional panoramic ecology.

Note: “◎” in front of article head indicates that the article is a case.



JIWIU flagship store in Chongqing

◎Lead Consumption Upgrading and Create Experiential Consumption

On September 6th, 2019, JIWIU flagship store in Chongqing went officially into service. By integrating online and offline scenarios, JIWIU creates an immersive living space for consumers that integrates dining, 3C digital and living home. Besides, through supply chain system and consumer big data from the dual-line platform, JIWIU provides consumers with more refined and personalized product customization services, which have been greatly welcomed by consumers. The immersive scene scenario arrangement created by JIWIU integrates consumption and life scenarios, providing consumers with an interesting shopping experience and one-stop shopping service.

·Reconstruct Ecological Values

Based on users' demand and industrial capacity, Suning has fostered a digitalized ecology combining technologies, products, scenarios and contents. Besides, through open platform and resources sharing, Suning has promoted technology transformation, realized intensive industrial development, reconstructed a new business ecology, and accelerated the digital upgrading of traditional retail stores.

◎Technological Empowerment, Smart Upgrading of Suning.com Plaza

Insisting on technology-driven and user-centered concept and combining cutting-edge technologies, such as big data, AI and blockchain, with its advantages in finance, logistics and services, Suning removed all barriers to online and offline retail and promoted the smart upgrading of Suning Dept. Store to Suning.com Plaza. Through the two-way link of membership, data and marketing, and relying on the store's two-way inbound marketing, Suning made breakthroughs in offline shopping scenarios. Suning also made the best of consumer data to create a complete consumer image to quickly identify their demands. By helping them complete shopping efficiently and without trouble worry, Suning has further enhanced service experience and built a new core competitiveness of its department stores.



Visually unmanned digital store, SUNING GO

Empower Retail Through Technological Innovation

Technological innovation is a key driving force behind smart retail development. Suning is committed to researches in various fields, including cloud service, big data, AI and blockchain. Through continuous explorations and innovations, Suning has improved its retail service and customer experience and promoted the rapid and higher-quality development of retail business.

◎Initiate 4.0 Era of Unmanned Store, Create Digitalized Convenient Experiences

During the 818 shopping festival in 2019, SUNING GO, the fourth generation smart unmanned store went officially into operation at its head-quarter in Xuzhuang, Nanjing. Relying on big data, AI, IoT and other tech solutions, consumers are able to "take and leave". This store supports various payment methods, including shared accounts and separate accounts, enabling 24-hour shopping. With the application of the accurate "visual identification + gravity sensing" system instead of the traditional RFID tag identification, cost is reduced while accuracy rate is increased to above 99%. The system can not only effectively identify the commodities that are wrongly taken, placed, put into bags or used on site and other abnormal shopping behaviors, but also realize a millisecond payment clearing for the first time.

Besides more convenient services and better commodities, SUNING GO can complete transactions on mobile phones from out-of-stock notice to smart replenishment, from product attention to accurate analysis of shopping habits through AI and the smart background management software "Store+", realizing accurate marketing and smart display of commodities. Its operation and management efficiency are 70% higher than ordinary stores, greatly easing pressures of managers and operators.

STICK TO THE ESSENCE OF RETAILING &
AND STRIVE FOR VALUE CREATION

Suning.com
2019 Corporate Social
Responsibility Report



Pool Global Resources

Faced with the new era, new layouts and new trends, in order to respond to new consumption changes and satisfy people's growing needs for a better life, Suning has constructed an globalized operation model of two-way closed-loop supply chain to facilitate the entry of overseas goods into China, the export of Chinese goods overseas, and the localization of multinational brands with its advantage of all-scenario retail arrangement and smart supply chain.

· Build Global Smart Supply Chain

In 2019, Suning established strategic partnership with Italy's Foreign Trade Committee, further improving its supply chains in Europe, especially in the fields of fashion, life and FMCG, and bringing more quality overseas products to Chinese consumers. Suning has given full play to its advantages in overseas resources and channels owned by Suning Carrefour and LAOX to quickly introduce quality products around the world to Chinese users.



Suning Carrefour signed a bill worth of CNY 150 million at the CIIE

◎Expand International Supply Chain for All-scenario Retail

During the 2019 CIIE, Suning Carrefour reached CNY150 million of procurement cooperation with Fonterra, Yihai Kerry, Evian France and other fresh food suppliers. Relying on Suning's platform advantage, Carrefour has introduced more overseas brands to China and added more overseas quality products to the "shopping carts" of Chinese consumers.

· Develop Cross-border E-commerce

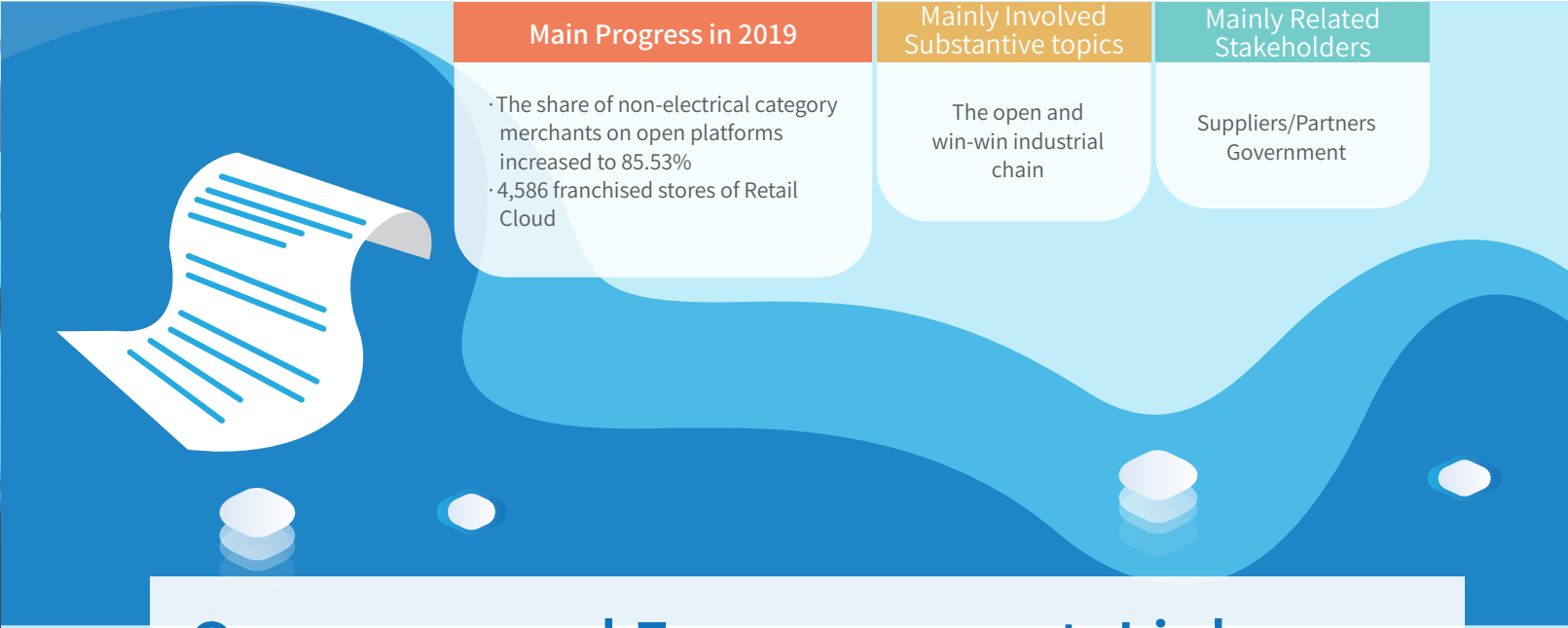
In 2019, buyers of overseas region of Suning cofounded the New Product Commission with the operation team of Suning International, sharing overseas trends at the first time to help consumers buy global commodities without leaving home. Meanwhile, Suning International applied blockchain technology to give each newly purchased imported commodity a unique "identity card", effectively avoiding the counterfeiting in overseas logistics.

Achieve Win-win Cooperation Through Open and Inclusive Partner- ship

Suning actively practices the concept of sharing, empowers its partners with an open system of smart retail, and explores new areas of cooperation with its partners while actively cooperating with the government to promote the development of the industry and creating value for the society with its practical experience.

Empower
Business

苏宁零售云



Openness and Empowerment, Link Industrial Resources

By integrating basic retail resources, strengthening technological support capacity, and building five “clouds” of retail infrastructure capacity, Suning has formed a comprehensive and open system of smart retail, which is open to and empowers partners. Through the fast export of its smart retail capacity, Suning links industrial resources and works with partners to build a community of shared destiny.



Five “clouds” of Suning Retail Empowerment

ACHIEVE WIN-WIN COOPERATION THROUGH OPEN AND INCLUSIVE PARTNERSHIP

· Supply Cloud

Supply Cloud is to dock services and match users, scenarios and commodities for operation through supply chain data. It applies to various cooperation models of Suning's eco-partners and solves all kinds of store opening problems in one-stop, the most typical of which is the output of "Retail Cloud".



Suning Retail Cloud winning the "2019 CCFA Retail Technology Innovation Award"

◎ "Retail Cloud" Empowers Small and Micro Merchants, Work Together to Serve County Markets

"Retail Cloud" is a smart retail service platform that serves small and medium entrepreneurs. Suning contributes its own brand, customer traffic, supply chain and other resources to help franchisees in county markets better run their stores. Retail cloud store is also the root channel for Suning to cultivate county markets, where consumers will have better commodities, more intimate services and experiences with better quality. As of December 31, 2019, Suning.com Retail Cloud franchised stores in county markets totaled 4,586.

· User Cloud

User Cloud is to create digitalized all-scenario experience and operation according to users' needs. Suning's digital stores and smart customer services are successful examples of providing users with better and more convenient experiences.

◎ Digitalization Restructures Store Value, Upgrades Consumption Experience

Suning has spared no effort to promote the digitalization of stores, applying cloud, big data, AI and other technologies to transform and optimize the retail industry and business processes, making multiple breakthroughs in store digital innovation, including human-machine interaction system, payment system, RFID system, self-checkout system, quick settlement slot system, theft-proof system and others, enabling consumers to have "senseless and seamless" shopping and payment experience through face recognition. Suning also provides users with smart and high-quality services in various consumption scenarios through new technologies, such as unmanned vendor machines, beauty testing machines, shopping guide robots and smart containers.

· Marketing Cloud

Marketing Cloud is a digitalized accurate marketing solution for all-scenario and omni-chains driven by big data. Suning developed Gold Mine, Ark, Light House, Data Yidao and other tools, created the Xinghe open platform, and launched docking program for supply chain system. These programs not only are convenient for its own development but also contribute to merchants' operation.



◎ Data Yidao Promotes the Opening and Sharing of Data Resources

In the era of big data, data resources are an important basis for ensuring connection and cooperation. Data Yidao is an official data statement product developed by Suning to provide data services for Suning's ecological omni-chain partners. It is an important achievement of the integrated development of Suning's smart retail and data-based management. Data Yidao effectively helps Suning's partners conduct better data analysis, enhances data sharing between Suning and its partners, and contributes to smart operation and data-based marketing. At present, Data Yidao has achieved omni-channel, omni-category and omni-role coverage, providing users with accurate, diverse and personalized products and services.



◎ Suning Logistics Publicly Launches Solutions to Three Major Scenarios of "To-warehouse, In-Store and Delivery-at-Door" for the First Time

In the all-scenario retailing, the business traffic-focused 2.0 era of logistics industry has given place to the resource-driven 3.0 era. At the Suning Logistics Partner Conference on August 5, 2019, Suning Logistics came out with solutions to three main scenarios: To-Warehouse, In-Store and Delivery-at-Door for the first time.

Focusing on the all-scenario retail, Suning Logistics is determined to enhancing its openness to the society, and providing overall logistics solutions to partners at the supply chain end.

To-warehouse is the first scenario for supply chain omni-chain services. To-warehouse service refers to all kinds of actions of commodities in warehouses. Suning Logistics has an industry-leading advantage whether on warehouse resource, warehouse arrangement and capacity planning.

There are some inconveniences in the In-Store service scenarios in terms of capacity, model, cost, system, and standards. In the very beginning of its retail business, Suning began to build up unique city distribution networks in its offline business arrangement. Based on this, Suning Logistics cooperates with many brand merchants and pioneers in the joint distribution model at lower costs. In 2019, Suning Logistics provided a well-known footwear brand by integrating its inventory and in-store service, merging its five warehouses in East China and reducing the storage area from 48,000 square meters to 20,000 square meters. More importantly, the store's replenishment efficiency has greatly improved. It took 48 hours to distribute goods with five warehouses, and now, with only one warehouse, it slashed the distribution time to 24 hours, and its cost by 40%.

Delivery-at-Door service focuses on the scenario of transporting commodities from the business side to customer side. In this scenario, brands place more emphasis on consumer's experience of taking delivery of goods. So, its solution mainly focuses on product safety, lead time, delivery at door and "delivery plus installment" for household appliances and other special value-added services.

· Financing Cloud

Financing Cloud is to open its capabilities to partners through mature supply chain financing, payment, consumption financing and other financing services.

Sticking to the principle of "All-scenario, More Inclusiveness", Suning Financing* has constantly developed its integrated online/offline services. Suning Financing is committed to providing diversified and convenient financing services with advanced financing technology, ensuring and improving shopping experience for all consumers, and contributing to consumption upgrading.

◎ Empower Franchisees with Financing Services

In response to the difficulties of financing of SMEs, Suning has implanted inclusive financing idea and provided one-stop financing solutions to franchisees of Retail Cloud by leveraging its advanced technological tools, rich industrial experiences and specialized risk control services.

On August 8th, 2019, the Second Retail Cloud Partnership Conference of Suning.com themed "Empowering Merchants" was held in Nanjing, attracting nearly 1,000 representatives from franchisees, brand merchants, and operators of Retail Cloud in the country. At the event, Suning briefed on the brand-new empowerment effects of digitalized financing on smart retailing. Loans, insurances, wealth management, payment and other comprehensive financing services and preferential activities in many aspects provided by Suning during the operation of Retail Cloud merchants have attracted wide attention across the industry.

In 2019, Suning provided 75,000 loans to franchisees of Retail Cloud, effectively sustaining the inventory capacity in a peak season at terminal franchisees and meeting their diversified financing needs.

Suning Financing*: By the end of September, 2019, Suning Financing Service has completed its C round of share capital increase, and is 41.15% owned by the Company and no longer incorporated in the consolidated statements of the Company.

ACHIEVE WIN-WIN COOPERATION THROUGH OPEN AND INCLUSIVE PARTNERSHIP



In July 2019, Zhang Jindong, Chairman of Suning.com, and Xu Liuping, Chairman of First Automobile Works Group Corporation, had an in-depth discussion on further cooperation in the automotive field at Suning Headquarters

Drive Closer Cooperation, Work Together on Fostering a Retail Ecology

With an open attitude, Suning has enhanced external exchanges, driven cooperation in a comprehensive manner, strengthened business coordination among enterprises and industries, improved its core competitiveness, and empowered more partners.

· Diversify the Business Structure, Work Together for a Better Life

Actively expanding cooperation fields with partners and exploring more innovative cross-industry cooperation models, Suning has promoted the high-quality development of partners and improved people's well-being through complementary technological and resource advantages. In 2019, Suning joined hands with its partners, including FAW, Easyhome, Junlebao and AUX Real Estate, in promoting further upgrading of smart retail and industries.

◎Empower the Broad Travel Industry with Smart Retail, Upgrade Cooperation with FAW

Thanks to increasing support for new energy vehicles in China and the official commercialization of 5G technology, the smart vehicle market has witnessed a rapid expansion. With the support of smart retail, Suning has aggressively marched into the emerging fields: new energy vehicle and internet of vehicles, and forged strategic alliances with the industry giant FAW.

In November 2018, Suning signed a strategic cooperation agreement with FAW Car on exploring new modes of vehicle sales. In 2019, Suning carried out innovative cooperation on a new retail model of vehicles with FAW Bestune and FAW Hongqi. Suning's in-depth cooperation with FAW has contributed to a better lifestyle.

◎Build up Strategic Cooperation with Easyhome, Continue to Forge House- hold Industry Chain

On May 30, 2019, Suning and Easyhome established in-depth strategic cooperation in four major fields: retail, logistics, procurement and smart household appliance, both contributing to Easyhome's three integration strategies and serving the purpose of Suning's smart retail development strategy. As smart household appliances are gaining in popularity, the cooperation between Suning and Easyhome is undoubtedly an important move to adapt to the trend of the retail industry. Over time, there will be a broader cooperation room for the partners in more fields, such as membership, big data, branding, scenario experience and supply chain.



Signing Scene of Strategic Cooperation Agreement between Suning and Easyhome

· Expand Scenarios, Innovate Cooperation Model

Being committed to innovating scenario retail, Suning is willing to open its platforms, expand cooperation scenarios, activate consumption experience through scenarios, increase its appeal to users, and deliver more benefits for all parties.



◎All-scenario Marketing: Cooperate with Hunan TV in Holding the First "Dancing Lion Evening Gala"

By innovating marketing means, Suning cooperated with Hunan TV in holding the first "Dancing Lion Evening Gala" on the evening of Nov. 10, 2019 and live-streaming it through Mango TV, PPTV, PP Video, Weibo and other platforms. Thanks to the excellent platform and presence of top-class guests and hosts, the 4-hour event won Suning a great number of registered Super VIP members, greatly increasing customer traffics to all Suning's businesses. Compared with separate efforts by individual stores in the past, the all-scenario marketing truly achieved the sharing of online and offline customers, not only distributing the customer cost and sharing the brand experience but also reducing the advertising and promotional expenditures.

◎Infinite Scenarios for One Membership: Cooperates with iQIYI.com and Tencent Video to Launch Joint Membership

On the eve of the Singles' Day, Suning cooperated with the leading video platforms: iQIYI.com and Tencent Video to launch the joint membership system, drawing on each other's strengths, greatly increasing the rights and interests of members, and providing more free entertainment rights and interests. This seemingly "simple and arbitrary" move in the interest of members demonstrates Suning's determination to take the lead in the "membership system" race and an important part of its business scheme of "Infinite Scenarios for One Membership".

Focus on Sharing, Create Social Value

Suning has been open to sharing the value of smart retail, enhancing cooperation with the government, and promoting high-quality and sustainable development of the regional economy. Meanwhile, with an open mind, Suning has shared its industry experience and interacted with other parties to become a driving force behind industry development.

Government-enterprise Cooperation Promotes Regional Development

In 2019, Suning concluded strategic cooperation agreements with various governmental agencies, including Shaanxi Provincial People's Government, Tongzhou District People's Government of Beijing Municipality, Yancheng Municipal People's Government and Fuzhou Municipal Bureau of Commerce, contributing to the industrial upgrading and sustainable development of the regional economy and society.



Suning inked a strategic cooperation agreement with Shaanxi Provincial People's Government



Suning inked a strategic cooperation agreement with Tongzhou District People's Government of Beijing Municipality, supporting the construction of Beijing Sub-center with smart retail



In November 2019, Suning inked a strategic cooperation agreement with Yancheng Municipal People's Government to promote the upgrading of traditional commerce, accelerate the layout for modern logistics, enhance financing data service, and advance high-quality development



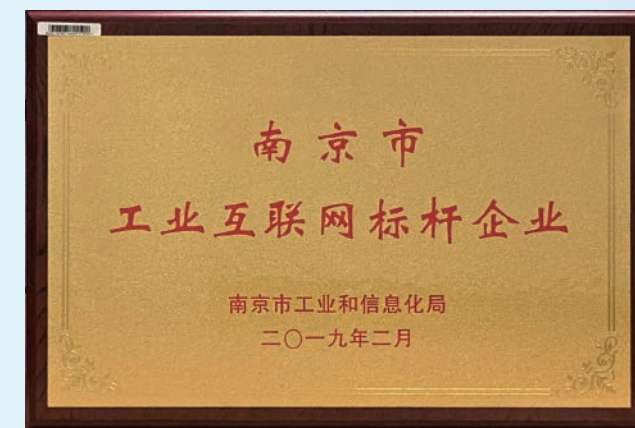
In November 2019, Suning, LAOX Japan and Fuzhou Municipal Bureau of Commerce signed a three-party cooperation agreement to build a smart complex in Fuzhou

◎Suning inked strategic cooperation agreements with Shaanxi Provincial People's Government and Xixian New District, Contributing to the High-quality Development of the Regional Economy

In October 2019, Suning signed strategic cooperation agreements with Shaanxi Provincial People's Government and Konggang New City of the Xixian New District. In the future, Suning will increase its investment in Shaanxi Province, conduct in-depth cooperation with Shaanxi Provincial People's Government in smart retail, smart technology and other fields, and work with Shaanxi Provincial People's Government in jointly building a regionally-leading national smart retail demonstration base. The cooperation between Xixian New District and Suning is an important measure to actively implement the strategic arrangements by Shaanxi Provincial Party Committee and Shaanxi Provincial People's Government. Suning has planned to invest in Xixian New District to build the Suning Commercial Complex, regional headquarter of new industries, smart technology production base, aviation logistics industry base and other projects. Meanwhile, Suning will cooperate with the Management Commission of the Xixian New District in terms of government services that will facilitate citizens.

Share Experience to Promote Industry Development

As a leading smart retail enterprise in China, Suning always has a strong sense of mission and contributes to the development of the industry. Suning has actively shared its successful and practical experience with all sectors of the society at various major industry events, including the 2019 China Internet Honesty Conference, the Sixth Taishan Business Forum and the Fifth China Life Service Industry Conference, the 2019 World Intelligent Manufacturing Conference, and *Fortune's* Global Technology Forum, promoting standardization and prosperity of the industry.



Suning was designated as the Demonstration Enterprise of Industrial Internet Development of Jiangsu Province. Relying on Suning's nearly 30 years of experience in the retail sector, Suning Industrial Internet Platform empowers partners with core technologies, helps them realize transformation and upgrading toward informatization, automation, digitalization and intellectualization.

中国智慧零售

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苏宁零售技术研究院
2019年11月

◎Publish Digitalization White Paper, Promote the Improvement in Industrial Interest and Efficiency

In November 2019, at the China National Retail Congress hosted by China Chain Store & Franchise Association, Suning released the *2019 White Paper on Digitalization of Smart Retail Stores in China* (hereinafter referred to as the *White Paper*). Drawing on Suning's practical experience in digitalizing its stores and focusing on major industry topics, such as discovery of user value, commodity management, SPM improvement and operation efficiency, the *White Paper* made an in-depth analysis of the current situation and development trend of the retail digitalization. Suning has shared its research achievements with the industry and facilitated the digital transformation and upgrading of the retail industry.

* The "Suning" in the Section of Government-enterprise Cooperation refers to Suning.com and its related parties.

Main Progress in 2019

- The overall satisfaction of complaint services is 94.9%
- By the end of 2019, Suning Logistics had a warehousing space of 12.1 million square meters and 25,881 express delivery outlets
- The after-sales service of “Delivery + Installment” was available in 318 cities
- 1,500 Suning Helper service centers were established in county-level markets

Mainly Involved Substantive Topics

High-quality products and services
Information safety

Main Related Stakeholders

Customers

Lead Service Improvement Through Promoting Trading-up

Service is Suning’s sole product and also its lifeblood. By bringing tangible benefits to customers, for example, quick delivery, considerate service, lower costs and less worry through smart retail innovations, Suning is committed to delivering the best user experience, leading continuous service improvement, and accomplishing its original aspiration and vision of continuously improving its service.

Worry-free Consumption

Aiming to enhance the user experience, Suning is committed to creating a convenient and worry-free shopping environment for consumers and continuously delivering high-quality, safe and smart services and experiences.

· Quality Consumption

With life quality improved, the aspiration for quality consumption is more and more acute. Under the circumstance of consumption upgrading, Suning spares no efforts to provide better quality products and services to consumers. In 2019, Suning came up with the Quality Control Fire Plan, effectively implemented four measures: Defective Goods Elimination, Whole-process Intervention, Genuine Product Guarantee and Quality Promotion to ensure all the products it sells to be authentic and high-quality to protect the legitimate rights and interests of consumers.

Defective Goods Elimination: Relying on big data technology, Suning established and operates a quality control center to monitor on product quality in a real-time manner, strengthens cooperation with authoritative third-party inspection institutions both at home and abroad in inspecting mystery shoppers’ purchases which had experienced higher complaint rates or at the center of strong public sentiments, and conducts the data analysis of product quality to improve the accuracy of unqualified product discovery, to identify and eliminate unscrupulous suppliers and detective products and completely ensure high quality of products it sells.

Whole-process Intervention: Suning has conducted whole-process quality control on both its online and offline operations and established a three-dimensional quality management architecture. With its layout advantage, Suning conducts the on-site inspection and annual reexamination of its suppliers and merchants to screen out unqualified suppliers and detective goods and ensure its commodity quality from the sources.

Genuine Product Guarantee: Suning operates a platform IPR protection system, and set up an IPR Protection Union to effectively safeguard its IPRs and actively respond to complaints about IPR infringements. In its cross-border e-commerce transactions, Suning adopts a supply chain link management model, insists on direct procurement from original suppliers, and strictly controls the sourcing process of its commodities.

Quality Promotion: Joining hands with authoritative third-party institutions, Suning refines its “quality inspection and selection” marking work, and has the inspection report on each product attached to its product description page. Meanwhile, Suning has established Suning Group Purchase Quality Inspection Union with third-party testing agencies both at home and abroad and main provincial quality inspection institutions to effectively promote its quality inspection and selection plan and provide better quality commodities to consumers.

Suning has also established a traceability system to improve its brand identification channels, and works together with law enforcement authorities, including market supervision administrations and public security organs, to investigate related clues and root out counterfeit and shoddy products. So far, it has established a suspicious brand and counterfeit goods identification channel on more than 500 brands, including electrical appliances and communication devices, conducts a monthly inspection on mystery shoppers’ purchases and maintains highly frequent inspections.



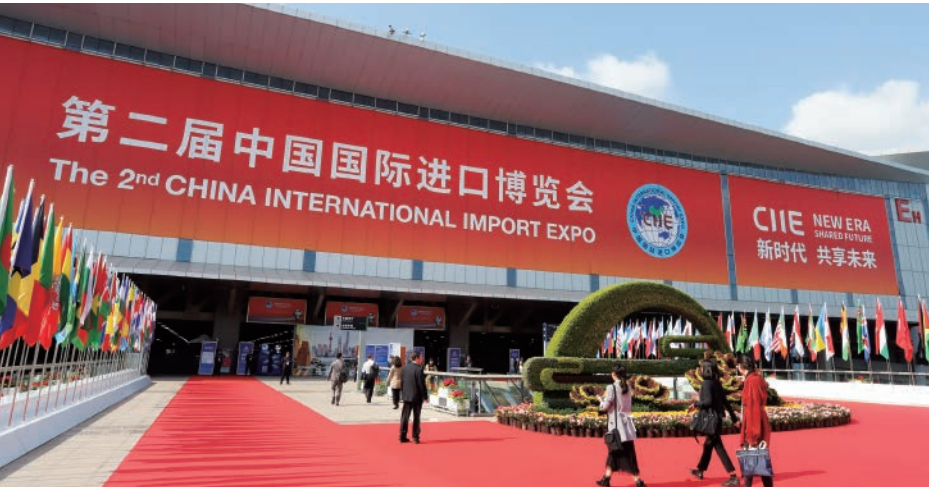
LEAD SERVICE IMPROVEMENT THROUGH
PROMOTING TRADING-UP



©Moutai Blockchain Traceability Brings “Reality” to Consumers

Attaching great importance to data security, Suning has stepped up its efforts in adopting new technologies, including blockchain, to enhance its risk prevention and control capability. The Moutai blockchain traceability on its platform is a successful attempt in this regard.

Moutai blockchain traceability assigns a code for each piece of goods. Customers can check the whole process information of each bottle of Moutai from procurement and warehousing to sales with the traceability code on its packing box to verify its genuineness. Moutai blockchain traceability relieves online consumer’s concern about the genuineness of goods, and guides the benign development of “Moutai Popularity with Consumers”.



©Make the Best of the CIIE opportunity, Promote Consumption Upgrading

The CIIE is the highest-profile trade event of introducing high-quality products around the world to Chinese consumers. With its all-scenario retail layout and its advantage in integrating various industries with the retail sector, Suning fully facilitates the smooth movement of high-quality products at the CIIE to Chinese consumers smoothly.

Suning built a domestic bonded warehouse network, providing a bridge between domestic consumers and overseas quality products. With its online and offline all-scenario retail, Suning helps overseas enterprises more accurately reach out to Chinese consumers. Relying on Suning’s big data, overseas enterprises can customize products, services and experience based on the demands and requirements of Chinese consumers. Suning won high recognition and praise from CCTV for its efforts in facilitating domestic consumption upgrading and ensuring the availability of overseas goods in domestic markets.



· Safety Consumption

Safety consumption is the basis for protecting consumers’ rights and interests. Suning protects the information and transactions of consumers in various ways and means from system construction to technology devices and personnel.

1. Improve the information security management system. The Company has established an information security task force led by the Executive Vice President of Technology Group for data security management of the system and users. It conducts the full-life-cycle security management on all the consumer data, especially identity authentication, authorization mechanism, access control, audit mechanism and asset protection, and implements and enhances its data security technologies and control measures to ensure the security of users’ transactions and information.
2. Strictly comply with related laws and regulations on personal information collection and usage. In accordance with related laws, regulations and national requirements, including the *Cyber Security Law* and the GB/T35273 *Personal Information Security Specifications*, the Company worked out the *Privacy Policy Instructions*, defining the scope and purpose of personal information collection and use for all its businesses. To strengthen data life cycle management, the Company enacted the *Rules on Desensitization of Sensitive Data* and the *Rules on Exportation of Information System Data* and other supporting regulations to effectively protect the information of users.
3. Continuously improve information security software/hardware facilities. To enhance the data security awareness and operational capabilities of employees, the Company usually conducts training on “required knowledge and skills in information security”, especially regular professional training and appraisal for sensitive information-related positions. At the same time, the Company operates advanced hardware/software devices, such as WEB application firewall, key management system, operation and maintenance audit system and demagnetizers, to further strengthen the terminal data leakage prevention system and database audit system, and has also instituted professional business risk control mechanisms and a risk data platform.

· Affordable Shopping

Being economic is the eternal pursuit of consumers. Suning has done its best to provide affordable commodities and services to consumers. On the Single’s Day (Nov. 11) in 2019, Suning and producers jointly launched the “10 Billion Subsidy Program”, making the promise to their customers of “Get the Lowest Price or Get the Compensation” for all items. That is to say, a buyer was eligible for reimbursing any price difference or returning the items at any near stores should the prices at Suning be higher than its rivals. By integrating member rights of various scenarios, such as shopping, entertainment and lifestyle services, Suning’s all-scenario membership system offers more benefits to consumers and liven up their experience.



· Highly Intelligent Service

As technology is the primary productive force, Suning is committed to empowering the retail sector by providing a highly digital and intellectual driving force of growth. AI technology is applied in every retailing scenario at Suning, and its AI devices, such as unmanned stores, attractiveness testers, vending robots, and smart receptionists are both cute and stylish. For example, its “Muniu” AI idea generation system and Suning.com smart search are very easy to operate and very helpful in providing consumers with convenient and efficient service experience, and its smart robot receptionists are an integral part of the customer service team. During the peak hours of customer traffic on Suning platform, such as on the Chinese Single’s Day (Nov. 11), these smart robot receptionists not only took some workload off the overwhelmed customer representatives but also improved operational efficiency, service quality and user experience.

Time-Saving and Efficient Logistics

In 2019, Suning continued to improve its logistics network, and strove to build three basic networks: the storage network, backbone network and terminal network. Meanwhile, it focused on logistics technology innovation, and had independently developed three digital information platforms, namely, Tianji, Legao and Tianyan. Driven by science and technology and efficiency, Suning continuously improved the logistics service experience of consumers and adhered to the principle of “being around and warm”.



Continued to Promote the Construction of Logistics Infrastructure

As of December 31, 2019, Suning Logistics had a storage and related supporting area of 12.1 million square meters and 25,881 express delivery outlets, and had set up a self-built logistics facilities network leading the industry. Starting from users' experience, Suning made continuous breakthroughs in timeliness and regional aspects. In terms of timeliness, there was an increasing number of cities covered by logistics timeliness products such as “punctual delivery”, “half-day delivery” and “next-day delivery”. In terms of regions, Suning Logistics put into operation 57 logistics bases in 44 cities, with 18 logistics bases under construction and expansion in 16 cities. With Carrefour China's eight central warehouses covering 53 cities across China, Suning improved the construction of the national supply chain storage and distribution network for large fast-moving consumer goods and reduced the logistics cost.

©Built a Domestic Bonded Warehouse Network to “Safeguard” Domestic and Overseas Shopping and Consumption

Bonded warehouses are “bridges” connecting domestic consumers and overseas products, and provide more opportunities for more consumers to enjoy high-quality overseas goods. Suning set up a global cross-border logistics warehouse network of “overseas warehouses + bonded warehouses”. With the help of global transportation links, distribution networks and powerful information systems across China, Suning gradually formed a global smart backbone warehouse network, which enabled users to enjoy faster, cheaper and quality goods from the globe.

Accelerated the Integration with the All-Scenario Store Business Types

With the development of retail business, Suning continued to expand terminal nodes, so as to fully engage in terminal scenarios in multiple forms, such as express delivery outlets, self-pickup, stores, helper and others. At present, Suning laid out frontline warehouses and strengthened close coverage of urban communities across China, with “one-hour delivery”, “same-day delivery” and “next-day delivery” available in many areas. Meanwhile, Suning Logistics strengthened the construction of its after-sales service capacity, with the number of cities increased to 318 covered by “integrated delivery and installation”; Suning CVS were used as carriers to provide after-sales services for community residents in areas such as home appliances, home decorations, express delivery and others. One thousand and five hundred county-level service centers of Suning Helper were constructed to provide users of counties, towns and villages with one-stop worry-free commodity services such as delivery, installation, maintenance, cleaning and others, so as to meet the demand of “delivery and installation within 24 hours” in lower-tiered markets.

©Instant Delivery Service Product “Anytime” Constructed “One-Hour Scenario-Based Life Circle”

On the “Single's Day” press conference in 2019, Suning officially launched the instant delivery service product named “Anytime”, which opened the “one-hour scenario-based life circle”. The instant delivery service product “Anytime” relies on Suning's multi-industry deployment and multi-level channels. Meanwhile, the instant delivery expanded from fresh products to multiple categories such as maternal and infant products, household appliances, mobile phones and other digital products and others, committing to “delivery of all categories in 30 minutes within one kilometer” and “delivery of all categories in one hour within three kilometers”, thus further improving logistics distribution and service efficiency. Meanwhile, it also met the multi-level shopping needs of users, providing a touching service featuring “reaching you anytime” for consumers. In terms of timeliness, the product “Anytime” is leading the industry.



Technology Empowered Smart Logistics and Improved Efficiency

Suning Logistics made a great deal of application-oriented investment and prospective layouts in smart development. At present, large-scale output was formed in smart cloud warehouses, automatic sorting and dispatching and unmanned delivery. The “smart station” system released in 2019 transformed Suning Logistics from individual smartness to group smartness. The application of face recognition, OCR, intelligent logistics algorithms and other technologies helped couriers quickly identify customers involved and optimize routes. The more refined application of smart applications in the field of logistics greatly improved efficiency and created a benchmark quality service in the industry.

©New-Generation Unmanned Warehouses Interpreted the Power of Science and Technology

In Suning's Yuhua Logistics Base in Nanjing, the new-generation unmanned warehouses were officially launched at the end of August 2019. Relying on the “compass” smart storage control system independently developed by Suning, the new-generation unmanned warehouses effectively integrated many “black technologies” such as unmanned forklifts, AGV robots, automatic packaging machines and others, having realized an unmanned whole process of goods from receiving, racking, and sorting. Meanwhile, Suning's unmanned warehouses monitored the increase and decrease of work volume through modular robots, and reasonably allocated equipment resources according to real-time situations, so as to effectively control the cost input. Suning's Smart Logistics achieved 600 pieces/hour in its goods-picking efficiency, five times higher than manual efforts. It could be completed with as few as 20 minutes from a consumer's placing an order to a commodity's shipping out of a warehouse, thus greatly improving the efficiency of Suning's Smart Logistics. Management personnel in Suning's unmanned warehouses said, “In the past, ten of our employees worked eight hours a day to carry 10,000-15,000 cartons of goods, which is equivalent to the load of a heavy truck. At present, robots can complete the daily workload in two hours which costs a whole day of ordinary employees.”



A Labor-Saving Suning around You

· Convenient Shopping Offered by a Friendly Neighbor in Your Livelihood

Adhering to the enterprise mission of “leading the industrial advancement and creating high quality of life for all”, Suning built a comprehensive smart retail ecosystem, and strove to build a “one-hour scenarios-based life circle”. With quick scenarios linkage and integration, consumers enjoyed faster, fresher, more convenient and diversified services.



◎Suning Food Market Makes “Food Baskets” Warmer

Offering online purchases and offline performance, Suning Food Market service is a new model of online technology, which leads the business trend. It effectively solved the frequent problems associated with foods not fresh or out of stock, or the lack of food markets near homes. After consumers placed orders online, Suning Food Market collected orders related to fresh products through technical means, and then purchased and distributed them in bulk, which greatly reduced the loss cost of the industry of fresh products and brought benefits to users.



· Life Helper, “A Considerate Butler”

Suning upgraded the existing service brand “Suning Life Helper” in an all-scenario and one-hour way. In the nearest places to consumers, Suning launched three convenient services featuring home appliance care, life care and parcel care. With reservation on a mobile phone app, one enjoys home services such as cleaning and repairing home appliances, housekeeping and laundry, self-pickup and parcel delivery, so that users could stay at ease with their time and efforts saved.



◎Life Helper Permeated All Scenarios of the Single’ s Day

Suning’ s “Single’ s Day” shopping festival not only offers favorable prices, but also high-quality services permeating to all scenarios of Suning. On the Single’ s Day in 2019, Life Helper was upgraded again, added with nine major service items such as door-to-door protective pad pasting, reinstalling PC systems, pet care, package collection, housekeeping, quick repair and others. Refunding and changing were available for goods bought through all channels, so that consumers could enjoy convenient and fast door-to-door services without leaving home.





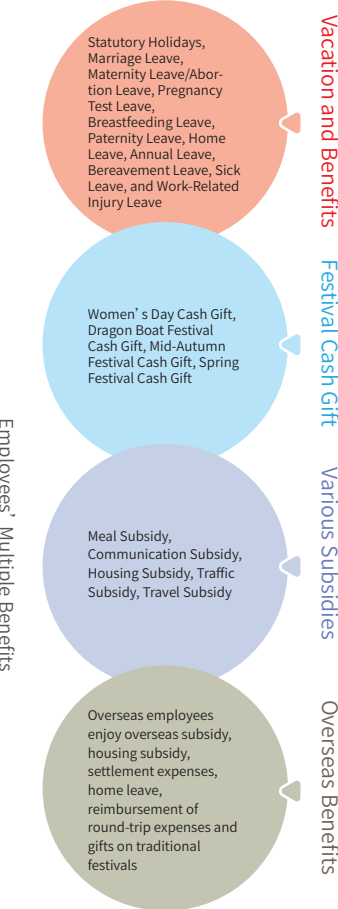
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Uphold the People-centered Concept and Inspire Ambitious Dreams

Adhering to the people-centered concept, Suning promoted the diversified development of every employee. Suning strictly abided by laws and regulations to safeguard the rights and interests of employees; provided employees with platforms for their rapid growth and talent display through a diversified and comprehensive training system; cared for employees' lives and set up a family-style working atmosphere. Suning and its employees worked together along the journey to co-create, co-shoulder and share a common cause.

Major Progress in 2019	Mainly Involved Substantive Topics	Major Related Stakeholders
<ul style="list-style-type: none">· The gender ratio between male and female employees was 54:46· The social insurance coverage rate of self-owned employees was 100%· Suning's employees had 4.1 million hours of training in the whole year, with per capita training of 96 hours· 3.5% of Suning employees were non-Han people (ethnic minorities and foreigners)· Women accounted for 45.45% of management posts	Employees' growth and development	Employees Government

Ensured Employees' Development



· Promote Employment and Diversified Integration

Facing slowing economic growth, Suning took the promotion of employment as an important responsibility. Meanwhile, it also reserved manpower for the development and enrichment of Suning's scenario-based retail system. In terms of talent recruitment, Suning attached great importance to the concepts of diversity and equality, adhered to the principle of fairness and justice, rejected gender discrimination, paid equal pay for equal work, and respected employees' human rights. Women accounted for 45.45% of management posts. 3.5% of Suning employees were non-Han people (ethnic minorities and foreigners).

Providing employment opportunities for the disabled is an important embodiment of Suning's discharging of its social responsibilities. Suning cooperated with China Disabled Persons' Federation to build Suning's cloud customer service in the form of "front stores and back yards", with its front stores providing jobs to the disabled persons and back yards serving as training schools for the disabled persons. This project was gradually cloned from Longtan Subdistrict, Qixia District, Nanjing City to the whole district and the whole province. It is now being carried out throughout China in the form of an e-commerce brand IP.

· Safeguarded Rights and Interests with Multiple Cares

Suning strictly implemented the relevant national and local laws and regulations, recruited and used its work force according to law, and fully safeguarded the legitimate rights and interests of employees. Suning also supported employees to carry out democratic management through the Workers Congress and the Labor Union organization. Meanwhile, Suning constantly improved its internal communication channels, so that the voices of employees could be fully heard. In addition to implementing various social welfare systems, Suning also provided multiple benefits and health insurance for employees, so that employees could work without worry.

Focused on Employees' Health

Provided pre-job physical examinations for employees, and health examinations and annual physical examinations for employees in catering positions

Formulated Regulations on Management of Work Injury-Related Accidents to provide employees with basic protection against work injuries

Created a Safe Workplace

Strengthened safety publicity and education among employees, and conducted regular safety inspections

Organized two fire drills each year and carries out first aid knowledge training and free medical counseling activities at the Group's headquarters

Health and Safety Management

Adhered to the Principle of Democratic Participation by Employees

Safeguarded the employees' rights to know, to participate, to express and to supervise. Multiple dimensions, such as the convening of the Workers' Congress and the Labor Union Congress and the establishment of an internal handling organization for employee relations, were taken to solve employees' complaints and reasonably guarantee employees' interests.



Democratic Management

Provided Multiple Communication Channels

In 2019, there were 2,374 face-to-face talks with high-level executives conducted cumulatively on business strategy and action plans.

Douya Wechat Account's "Suning Avenue No.1" section, Suning People newspaper and "Suning Cover Figures" series of reports told about outstanding stories of Suning people.

Internal software "Suning Douya" and Suning Cloud Emails were used for work communication and exchanges.

Assisted in Employees' Growth

Adhering to the concept of dedicated, professional and undertaking-oriented talents, Suning set up a variety of learning platforms and rich training courses in online and offline ways. It established characteristic training systems according to employees' different entry dates and job positions. With its clear promotion channels and incentive mechanisms, Suning helped employees strive to become Suning's "Business Managers".

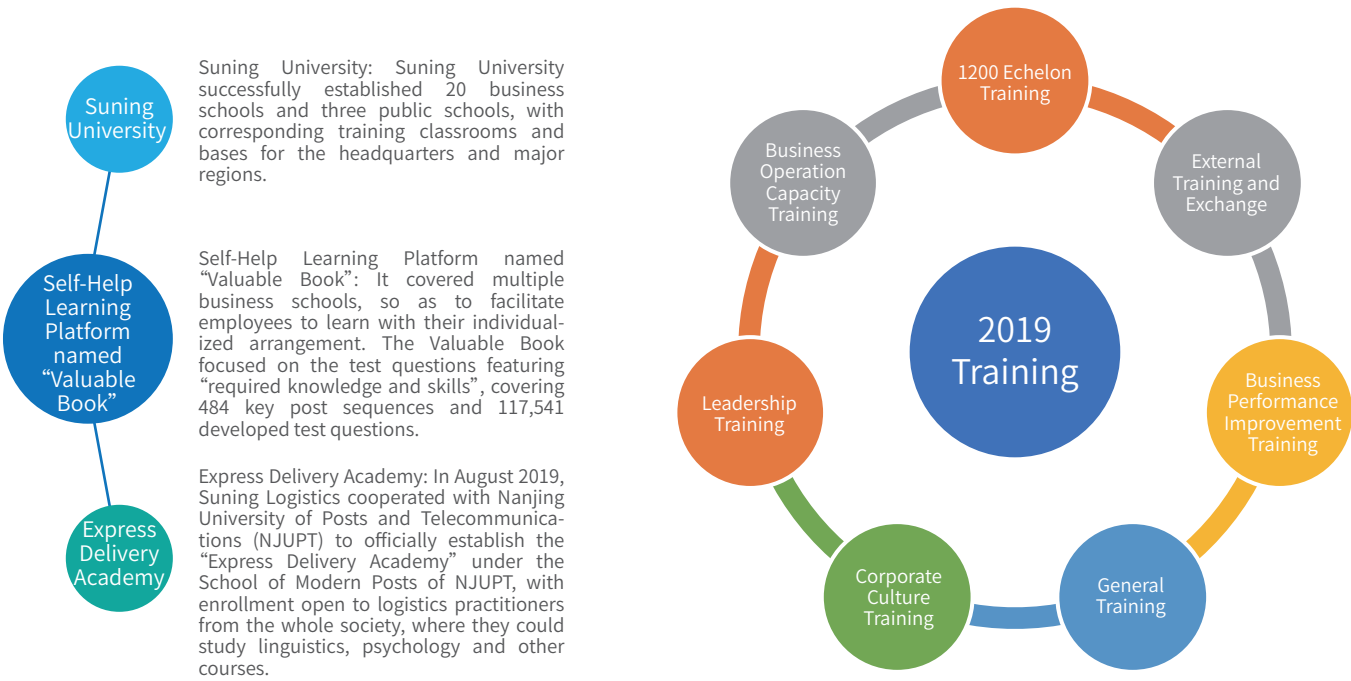
Systematic Training

In the digital era, Suning stays committed to building a learning-oriented organization, establishing and improving online and offline learning platforms, launching a variety of internet-based learning products, and helping employees achieve all-round career growth with ample learning resources.

Regardless of university graduates newly recruited or middle and high-level managers, Suning designed systematic training paths, and matched with rich learning resources, so as to help employees broaden their industry cognition and improve their strategic vision and comprehensive management capacity. In 2019, Suning's training for employees amounted to 4.1 million hours, among which there were six million unique visitors (UV) to the online training platform, up by 500% compared with 2018.



A Study Scene of the Express Delivery Academy



Promoted Professional Quality and Ability in the Express Delivery Academy

On August 27, 2019, the first professional academy to train "express delivery talents" in China was officially established in NJUPT. Jointly established by Suning Logistics and the School of Modern Posts of NJUPT, the Express Delivery Academy was also the first one of its kind with university-enterprise cooperation in the industry. After graduation, couriers in the classes obtain the certificates of completion on skills obtained through training.

Mr. Ma Weigang from Suning had deep feelings about returning to the classroom. "Someone asked me what I do?" he said. "When I mention express delivery, they will think it is just a labor job and that it can be done as long as one has strength." This was what Mr. Ma went through. "Now I have the courage to say 'no'. The jobs of couriers are also of vital significance as they can also study in colleges and universities. Like all professions, couriers can only achieve excellence through striving."

Suning has been appealing for caring couriers through various social actions. In 2019, Suning held the Third Couriers Festival, which was upgraded from focusing on benefits of couriers to "benefits + growth empowerment", so that couriers could improve their skills and service abilities and create their own value through learning.

Growth Channels

According to different recruitment methods, Suning developed a targeted training system. In 2019, Suning, adhering to the principle of "independent training and in-house promotion", continued to optimize the talent cultivation system of In-house Selection Echelon, Social Recruitment Echelon and 1200 Echelon around the development of Smart Retail, thus having formed the SEAB talent echelon plan, and strove to cultivate excellent enterprise successors at different levels. In addition, for its employees, Suning adopted an equity incentive and an employee stock ownership plan to motivate employees and share enterprise development achievements with them.

©Project 1200

"Project 1200" is a landmark project for Suning to cultivate talents independently. Through comprehensive, systematic and professional training, it aims to develop fresh college and university graduates rapidly into the backbone of the Group's middle-level management team and become the mainstay of Suning's future development. For this purpose, Suning established a complete mechanism and system featuring recruitment and selection, job rotation and internship, training and cultivation, assessment and incentive and promotion and raises, so as to realize systematic, comprehensive and specialized echelons and personnel development management. Project 1200 witnessed the implementation of policies featuring "Three Highs", that is, a high starting point, high responsibilities and being taught and guided by high-level management personnel, thus having clear career development paths. At present, employees of Project 1200 account for more than 50% of Suning's management cadre system.

An Induction Scene of Phase 17 of Project 1200



©Suning's Employee Stock Ownership Plan Motivated Employees with Shared Development

In 2019, Suning announced to buy back shares, with a total amount of no less than RMB one billion (including) and no more than RMB two billion (including), which would be used for the employee stock ownership plan and equity incentive, so as to implement the concepts of co-creating, co-shouldering and sharing. In recent years, Suning continued to buy back shares and used them to motivate employees, which showed the Company's confidence in its future development and determination to maintain its market value. Meanwhile, Suning has normalized the employee stock ownership. By establishing the benefit-sharing mechanism between employees and shareholders, Suning improved its governance, and was committed to striving for "three wins" among the Company, employees and shareholders.

Heartfelt Caring for Employees

·Work with Happiness

Suning provided employees with a comfortable working environment and smart working platforms. In 2019, Suning sorted out and completed the star rating standards for its office environment and prepared to complete 76 projects in major regions and the headquarters, so as to optimize the office environment. Suning also had a strong smart office system to help employees complete their work efficiently and conveniently.

In addition to its elegant working environment, Suning took good care of the food, housing and transportation of its employees. Canteens provided employees with a variety of dining options; shuttle buses transferred employees to and from work, and Yocar hitch-ride platform facilitated employees to travel with improved safety. In order to solve the housing problem faced by employees, Suning made a great deal of investment to safeguard employees' housing through its own Apartment 1200, public rental housing, agreement hotels, social real estate intermediary resources and other ways. Suning also carried out low-interest purchase loan projects for employees, so as to provide financial support for house-purchasing employees to bring them benefits with low interest. With Suning's considerate care, employees had fewer worries in their livelihoods and greater sense of gain and happiness.

©The Apartment 1200 Was Opened to Solve the Housing Problem for Nearly 1,000 Core Employees

Suning provided nearly 10,000 sets of dormitories and apartments for employees in Beijing, Shanghai, Guangzhou, Shenzhen, Nanjing, Hangzhou and other cities across China. Having invested billions in housing for employees, Suning solves the housing needs of tens of thousands of employees at least every year. In addition, in order to solve the housing problem of core employees, parts of housing resources of Zijin Jiayue of Suning Group were opened as Apartment 1200. By the end of June 2019, two batches of housing resources of Apartment 1200 were delivered together for nearly 1,000 employees to move in.



Food Guide from the Lion's
Family: a Bite of Suning



Vlog: Unveiling the Office
Environment



A Delivery Scene of Apartment 1200



Interior Views of Apartment 1200

· A Warm Life

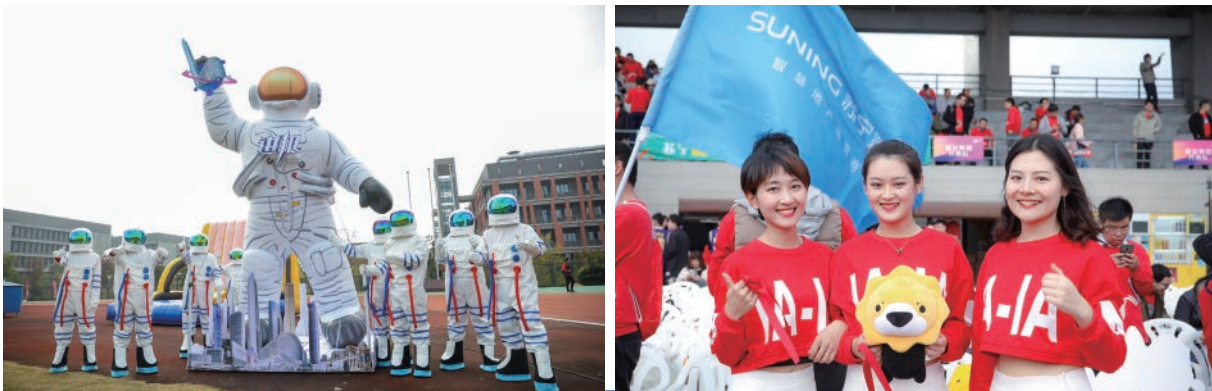
Suning paid great attention to the physical and mental health of employees, and provided activity centers to facilitate employees in their sports, fitness, movies and leisure activities. In various festivals, colorful activities were launched to relieve work pressure, enrich employees' lives, and care for employees in multiple ways. Through holiday greetings, cultural and entertainment events, free medical counseling lectures and friendship events, Suning created a family-like warm atmosphere for employees, thus promoting employees' cohesion and sense of belonging.

Recreational
Activities

Every year, Suning regularly holds family days, Suning's Summer, sports meetings, public welfare birthday parties, greetings on hot summer days, leisure and entertainment activities, and plans activities in various important festivals. In 2019, nearly 1,000 Suning employees and their families spent a warm and unforgettable kinship time in Suning through the family day event where they had enhanced mutual support and understanding. In November, more than 5,000 Suning's employees actively participated in the headquarters sports meeting where they released themselves in sports and entertainment.



2019 Suning's Summer



2019 Suning Headquarters Sports Meeting



Festival Activities

Health
Care

Suning organized free medical counseling, care-category lectures and other activities to help employees relieve work pressure and tackle sub-health problems. In 2019, Suning organized nine free medical counseling activities involving about 750 employees; nine care-category lectures covering about 800 employees of various types.



Special Free Medical Counseling, Lecture Activities

Friendship
Activities

Suning regularly organizes employees to participate in high-quality friendship activities and wins the Singles' Benefit Enterprise Award issued by the Communist Youth League.



"First Meet: Love in March" Friendship Party

青城计划

Be Committed to Environmental Conservation for a Green Life

Adhering to the concept of sustainable development and actively contributing to building a beautiful China, Suning strove to develop a green, low-carbon and circular business model, vigorously advanced green logistics, green operation and green procurement, promoted people's green consumption through promotion and publicity of green products, and led the sustainable development of the industry and society.



Main Progress in 2019	Main Material Topics Involved	Main Stakeholders Related
<ul style="list-style-type: none">· In 2019, the investment in the use of non-recyclable materials in a single store had a year-on-year decrease of 20%· The average annual power consumption per hour per 100 square meters per store had a year-on-year decrease of 0.79%	Green Operation	Community Government External supervisors



Green Logistics

Suning focuses on the green “revolution” of the whole life cycle of each parcel. Over the years, Suning has continued to practice and explore in the field of green logistics, and constantly innovated the logistics service modes and built a green logistics ecosystem. From the links of green storage, green transportation, green packaging and green terminal, Suning has promoted the minimalist, green and recyclable development of logistics.

As the holistic strategic plan of Suning's green logistics, the “Green City Plan” was successively implemented in Haikou and Wuxi. On the “Single's Day” Shopping Festival of 2019, it developed from a pilot project in a single city to urban agglomerations. Featuring the development from a single dimension including packaging and recycling to full links of green development, and from a local application to a large-scale and normalized development, it marked another upgrade of Suning's building of full-link green logistics solutions. In the future, Suning Logistics will expand the coverage of green packaging and green recycling around its self-built logistics system, reduce the waste of express delivery packaging, and promote the minimalist, green and recyclable development. Meanwhile, by building an urban green logistics ecosystem, it will collaborate with various forces to promote the sustainable development of nearly ten urban agglomerations in the Yangtze River Delta, Beijing-Tianjin-Hebei area, Pearl River Delta, Sichuan and Chongqing, Central China and others.

· Green Storage

Suning vigorously promoted the building of green warehouses. Through reasonable site selection, scientific planning and advanced design, Suning built energy-saving and environment-friendly warehouses. Suning also improved the smartness of green warehouses by combining Big Data, Artificial Intelligence, Internet of Things and other innovative sciences and technologies.

In 2019, Suning launched in its warehouses across China smart packaging which matched material types with users' orders. According to the “black technology” such as 3D packing algorithms and others which automatically recommends the sizes and locations of the packaging, the package filling rate was increased by 18.8%, which had effectively reduced the waste of packaging cartons.

· Green Transportation

Suning closely tracked the emission of carbon dioxide and other greenhouse gases in transportation, accelerated the upgrading of logistics transportation modes, constantly improved and upgraded the network setting and terminal distribution modes. It also started online and offline smart logistics systems plus new energy logistics vehicles, used smart algorithms to improve the proportion of short-distance deliveries from stores, and reshaped logistics efficiency. During the 618 Shopping Festival in 2019, new-energy vehicles appeared in 30 cities such as Guangzhou, Chengdu, Shenzhen, Xi'an and others. Replacing traditional fuel-tank trucks, they became the main force in transfer and allocation from stores and from express delivery outlets, delivery for the last mile and other delivery scenarios. Suning also replaced traditional vehicles in batches in various ways such as purchases, leases and others, for the purpose of popularizing new energy.

· Green Packaging

Suning focused on the R&D and promotion of green innovative packaging products and technologies, vigorously promoted large-scale application of green packaging, and continuously upgraded the green express delivery packaging.

1. Recyclable

In transfer and allocation, Suning Logistics normalized the use of circulation turnover cartoons and circulation transfer bags. In the packaging for customers, Suning applied shared express delivery cartons and circulation cold chain cartons. In addition, Suning Logistics laid recycling bins against packaging waste in the terminals of all scenarios, thus having built a recycling system of all links.

As early as 2014, Suning Logistics used the circulation turnover cartons in transfer and allocation, with a current coverage rate reaching 99.3%. Meanwhile, Suning promoted the use of recycling transfer bags in Suning Logistics (including TTK Express). Through upgrading the materials of the first batch of recycling transfer bags by selecting materials with higher wear resistance, the recycle times of recyclable bags was increased by 28%. At present, the acceptance proportion across Suning's network was 32.6%.



During the Single's Day Shopping Festival of 2019, Suning continued to add shared express delivery cartons in 11 cities including Beijing, Shanghai, Guangzhou, Nanjing, Shenyang, Wuhan, Chengdu, Shenzhen, Hangzhou, Zhengzhou, Chongqing and others. In addition to the shared express delivery cartons, Suning Logistics also launched recycled cold chain cartons for fresh products. While ensuring the quality of fresh products, the shell materials are 100% recyclable, featuring superior impact resistance and long-term uses.

Suning Logistics (including TTK Express) actively arranged recycling bins against packaging waste in the terminals of the whole scenarios. By recycling express delivery cartons, Suning reduced environmental pollution and resource waste caused by packaging, and guided customers to form a good habit of recycling packaging.



2. Reduction

Suning Logistics (including TTK Express) reached 100% in its nationwide rate of electronic express delivery bills. Compared with traditional paper bills, the use of electronic bills greatly saved the number of traditional paper bills. The green and minimalist packaging, such as narrower adhesive tapes, less fillers and others, achieved a coverage rate of 100%.

Strengthening cooperation with upstream suppliers, Suning Logistics put forward targeted packaging suggestions and customized e-commerce packaging, having reduced the proportion of secondary packaging, increased the proportion of original transport packaging and reduced the consumption of cartons.

In addition, Suning Logistics clearly required all business departments to strictly comply with national requirements, actively promote the R&D, procurement and use of green and environment-friendly packaging materials, with 45mm thin adhesive tapes comprehensively promoted. Suning's proprietary business controlled from the procurement side by formulating procurement plans. From October to December 2019, the procurement proportion of thin adhesive tapes reached 96%.



3. Green

Suning Logistics actively carried out the pilot use of biodegradation materials, mainly water-soluble tapes with kraft paper. In packaging printing, Suning Logistics (including TTK Express) adopted green printing for its self-owned express packaging products, with a printing area less than 50% of the surface area of a carton. Suning's headquarters incorporated the promotion of the use of green printing packaging materials into the procurement management system and comprehensively promoted the use of green printing and water-based printing procedures to produce packaging materials.

In 2019, Suning officially launched the building of "Green Lighthouse" express delivery packaging recycling system in communities. Based on the recycling of traditional cartons and circulation packaging, it gradually covered communities, campuses, shopping malls and other fields, so as to realize the recycling mode in all scenarios and create an open recycling network.

◎The "Green City Plan" Settled Down in Wuxi, with "Green Lighthouse" Launched to Promote Recycling in Communities

On April 22, 2019, the Earth Day, an event with the theme of "Co-Building Green Express Delivery Cities" was held in Wuxi, in which Suning Logistics announced that the "Green City Plan" settled down in Wuxi. Through four dimensions including green storage, green transportation, green packaging and green terminals, it promoted the "Green Wuxi" model and officially launched the building of "10,000+ Green Lighthouse" recycling outlets for communities.

Green Storage: Urban center warehouses, cold chain warehouses, frontline warehouses and other diversified warehouses in Wuxi were scientifically arranged to remold logistics efficiency.

Green Transportation: Suning Logistics put new energy vehicles into use. Meanwhile, it accelerated the upgrading of logistics transportation modes, which had constantly improved and upgraded the network setting and distribution modes at terminals.

Green Packaging: Suning Logistics promoted direct deliveries of the original packaging and shared express delivery carton solutions to settle down in Wuxi. In 2019, the proportion of green packaging in full links of Suning Logistics in Wuxi reached 80%.

Green Terminals: Suning Logistics officially began the building of "Green Lighthouse" express delivery packaging recycling system in communities, with more than 50% of Suning CVS witnessing the completion of the setting of community recycling stations.

Green Operation

To comply with the development trend of the times and the consumers' focuses, Suning established an environmental conservation project team in the Company to formulate long-term environmental conservation plans for the Company's utilization of natural resources and emission of various gases, and to integrate the concept of green operation into all aspects of construction, business types, services and others, so as to promote the formation of green and healthy ways of life and production and continuously improve its sustainable development capacity.



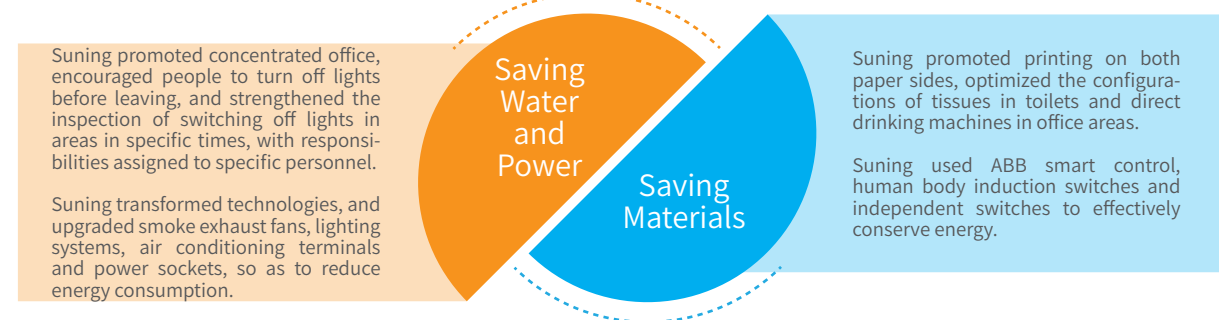
· Green Stores

Adhering to the concept of environmental conservation, Suning carried out management and upgrading transformation in its stores, so as to better the infrastructure and perfect energy management of the stores. Meanwhile, through the promotion and training on energy conservation and consumption reduction for the stores' staff, Suning practically implemented the concept of green stores. In 2019, the average annual electricity consumption of a Suning.com's store per 100 square meters per hour was 2.7301 kWh, saving by 0.79% compared with that in 2018; the water consumption per square meter was about 0.0895 ton per month, saving by 18.41% compared with that in 2018.

In 2019, Suning transformed the central air-conditioning hosts of its large-scale plant projects, with an average energy-saving rate of about 35%, saving about 80,000 kWh per year in a single store. Suning continued to promote the central air-conditioning transformation to its stores across China. In terms of materials, in the daily display of Suning.com's stores, the recyclable and alterable materials accounted for 80% of the total material expenditure. In 2019, the investment in the use of non-recyclable materials in a single store had a year-on-year decrease of nearly 20%. Meanwhile, Suning promoted the medium- and long-term pictures and brought in recyclable materials, thus reducing the frequency of material production and saving money from the use of materials. Suning prioritized the recycling and sales of expired materials to minimize environmental pollution.

· Green Office Work

Advocating green energy-saving office work, Suning integrated the concept of green work, green life and green development into the hearts of every Suning people, and encouraged employees to save paper, water and power and have green travels, so as to conserve resources and reduce emissions in its office work. In 2019, the headquarters' bases, by transforming LED lights, having mechanical lubrication and using energy-saving products, optimized and improved the building automation. Compared with 2018, the power consumption of the projects in the whole year was saved by more than 180,000 kWh, reducing about 179 tons of carbon dioxide emissions.



· Energy-Efficient Data Centers

With the increasing number and scale of data centers, building green data centers has become a global trend. Adhering to high standards to build green data centers, Suning made use of resource advantages and technological innovation to promote energy conservation and emission reduction of data centers, while constantly improving the stability, scalability, economy and practicability of data centers.

As one of the first batches of "national green data centers", Suning's Yuhua Data Center witnessed energy-saving transformation in 2018. The sealing of the freezing channels and the utilizing of the air conditioning and refrigeration scheme adopted in the second-floor machine rooms improved the operation reliability of the machine room and significantly reduced PUE* (dropped to 1.4 from 1.8 before the transformation). In 2019, the overall PUE of the second-floor machine rooms was 1.4 on average throughout the year. Since 2017, the PUE of the first-floor machine rooms also dropped to an annual average of 1.43.

*The abbreviation of Power Usage Effectiveness, the ratio of all the energy consumed by data centers to the energy used by their IT loads.

Green Emissary

Suning advocated the value concepts of green and low-carbon. Through green procurement, green consumption and green public welfare, Suning transmitted the concept of environmental conservation to the value chain and the whole society, and worked together with them to create a green, clean and sustainable beautiful home.

· Green Procurement

Actively practicing green procurement, Suning bridged green production and green consumption, preferentially selected green suppliers, procured green goods, and reduced the cost of environmental governance at its terminals. In 2019, Suning strengthened the procurement and recommendation of energy-efficient household appliances and increased the sales proportion of energy-efficient products.

In the logistics sector, Suning Logistics (including TTK Express) formulated procurement standards, which required bidders to provide environmental signs or third-party test reports for products. Suning Logistics Group established a green procurement system for internal packaging consumables, clarified requirements and standards for green procurement, and made a unified deployment and management across its whole network. In 2019, Suning's green packaging suppliers accounted for 61% of its total logistics packaging suppliers.

Meanwhile, Suning Logistics established a green procurement assessment system for franchise outlets and established a special group for green procurement, which comprehensively supervised the procurement quality and procurement channels of packaging materials, such as packaging materials, tapes, fillers and others. It conducted regular sampling inspections on the quality of packaging materials and piloted the green packaging procurement project for franchise outlets in Wuxi and Hangzhou, thus exploring a new path for the subsequent promotion of unified procurement projects across China.

· Green Consumption

Committed to promoting green consumption, Suning guided consumers to form sustainable consumption concepts and consumption modes and provided consumers with satisfactory green and healthy products, so as to promote the transformation and upgrading of the retail industry and the sustainable development of the society.

◎ Vigorously Promoted the Exchange of Old Products for New Ones to Improve the Utilization Efficiency of Resources

Exchanging old products for new ones is of great significance to improve the utilization efficiency of energy resources, reduce environmental pollution, and promote the development of circulation economy. Suning launched "the recycling of old electronic products" as a basic service in all stores across China. In February 2019, a special project department of "old products for new ones" was set up to integrate various brand factories to provide consumers with subsidies for exchanging old products for new ones, including subsidy vouchers for new electronic products, recycling vouchers with added prices and other subsidies to stimulate residents' consumption. Meanwhile, Suning integrated the processes of recycling old electronic products and buying new ones to provide orderly connected, regulated and standard services in all of its online and offline channels, so as to facilitate residents to "exchange old products for new ones".



◎ Promoted High-Efficiency Air Conditioning and Started an Elimination Campaign for Upgrading Energy Efficiency

During the 818 Shopping Festival in 2019, Suning launched the event of "Suning in Action for Delisting Air Conditioners with Fixed Frequencies" to help consumers upgrade to higher-quality air conditioners with variable frequencies at more favorable prices. Suning carried out energy-saving subsidies to steadily promote this event, orderly completed the delisting of air conditioners with fixed frequencies from first-tier and second-tier cities to the whole country, accelerated the promotion of high-efficiency air conditioners, and promoted energy conservation and emission reduction.

· Green Life

Suning consciously implemented the concept of green environmental conservation. By planning various forms of environmental conservation public welfare events, such as voluntary tree planting, recycling of old items and others, Suning passed on green and low carbon concepts, improved the public awareness of environmental conservation, and promoted the formation of a green and healthy lifestyle.



◎ Held Green Smart Experience Exhibitions to Bring Environmental Conservation to Households

To enable green and smart life styles to enter thousands of households, Shanghai Suning.com, together with Shanghai Science and Energy Saving Exhibition Hall, held the green and smart life style experience exhibition with a theme of "Meeting the Future" in May 2019, which displayed a great deal of green and smart home appliances and other home products. Meanwhile, the technical explanation of each product combined with immersive visual art enabled visitors to gain a new experience of the household appliance art and understand the changes in people's lives brought by green smart households, so as to transfer the concept and knowledge of environmental conservation.

Stay True to Our Original Aspiration and Make Concerted Efforts for a Better Future

Suning* believes that social welfare is a form for enterprises to participate in the secondary distribution of social wealth, and there is no end for enterprises to perform social welfare. Based on social needs and giving full play to its own advantages, Suning has been committed to building a better life and a harmonious society.

* "Suning" here refers to Suning.com and relevant parties.



Main Progress in 2019

- In the offline channel, Suning went deep into the rural markets and opened Suning poverty alleviation training stores and Suning.com retail cloud stores in 184 national poverty-stricken counties.
- In the online channel, relying on channels such as China.Suning.com, Suning Group Purchase, Suning Supermarket and others, Suning brought benefits to more than 10,000 poverty-stricken villages and 7.61 million poor-stricken people in China.
- Suning promoted public welfare projects such as Suning.com's "One Step One Change", Football 1+1, the Dream Caravan-Suning and others.
- By the end of March 2020, Suning had accumulatively contributed about RMB 1.8 billion in public welfare, including poverty alleviation. Suning's public welfare internet platforms had raised more than RMB 20 million for projects of third-party public welfare organizations.

Main Material Topics Involved

Promoted the Harmonious Development of Communities

Main Stakeholders Related

Community Government External supervisors

Targeted Poverty Alleviation for Rural Revitalization

In recent years, Suning has organically combined the business of county and town markets with targeted poverty alleviation, which laid a solid foundation for promoting rural revitalization. Undertaking, transforming and upgrading the national poverty alleviation cause for rural revitalization has become the ambition of Suning's public welfare strategies in the new decade. It is an important area of Suning's commitment to the building of a moderately prosperous society.

◎A Post-90s Manager of a Suning Poverty Alleviation Training Store in a Mountainous Area in Guizhou

Weining Yi and Hui and Miao Autonomous County is a national poverty-stricken county. At the beginning of 2018, the first poverty alleviation training store in Guizhou was established in Weining. As the store's manager, Ma Xudong had an important job in e-commerce training. Ma Xudong introduced the promotion of e-commerce sales, operation skills and brand management awareness of agricultural products, which broadened the vision and ideas of the trainees. While setting up Weining Training Store, Suning also built and connected Weining Characteristic Pavilion. Led by Li Chenguo, the operator of Weining Characteristic Pavilion, it helped the sales of local special agricultural products, such as unshaped apples, potato and buckwheat. Through the online sales mode for agricultural products, it made local agricultural products in Weining gradually brand-oriented, specialized and industrialized.

By establishing "the poverty alleviation training store" and "the Chinese Characteristic Pavilion", the store manager, two coaches and archived supporting personnel rotating every month carried out pre-job training. Such a sales mode not only helped to tackle the problem of local employment, but also brought the local sales online, thus achieving rural revitalization and targeted poverty alleviation with practical actions.



Ma Xudong Conducting E-Commerce Training in a Poverty Alleviation Training Store



The Launch Ceremony of the Public Welfare Strategy of Suning in a New Decade

It has been Suning's tradition to celebrate its anniversary in the way of public welfare for 29 years. In 2019, on its 29th anniversary, Suning launched its decade public welfare strategy for the next ten years.

Suning will make use of its internal and external resources such as retail, finance, logistics, science and technology, public welfare and others; take Suning Village, Suning Chinese Characteristic Pavilion, Suning.com Retail Cloud, Suning Tuikou and other businesses as carriers; unite social forces to promote the upgrading of rural industries and the development of rural service industry. Meanwhile, Suning will provide more support for the youths returning to or staying at rural areas in their entrepreneurship and employment, so as to comprehensively facilitate in-depth rural revitalization.

Suning Village stays committed to building C2M agricultural production bases throughout the rural markets. Based on the development of Suning's Smart Retail channels, Suning Village has been driving and leading agricultural production and manufacturing to be industrialized, large-scale and brand-oriented. China.Suning.com has broken regional restrictions to enable more agricultural products to go to the whole country through internet channels.

Suning E-Commerce Retail Cloud focuses on 3C and home appliances. With empowerment from Suning's full value chain and omni-scenario digitalization, it solved tough issues in the home appliance markets in townships and towns and helped merchants to operate stores in the county, township and town markets.

STAY TRUE TO OUR ORIGINAL ASPIRATION AND MAKE CONCERTED EFFORTS FOR A BETTER FUTURE

◎With Unshaped Apples Becoming Golden Apples, Kedeng Village Turned into “Suning Village”

Featuring a high altitude, sufficient sunlight and greatly varying temperatures between day and night, Yanyuan County, located in Daliang Mountain, Sichuan Province, has these unique geographical conditions that give particularly high sweetness to apples produced here. In the past, despite their sweetness, apples in Yanyuan were purchased by individual retail merchants who went to the mountains. As a result, most apples remained unsalable and rotten in the fields.

In 2019, Suning built a “Suning Village” in Kedeng Village, Yanyuan County, Liangshan Prefecture, so that the fruit farmers’ apples went out of the high mountains, and Suning had its own sufficient high-quality source of goods, which enabled the consumers to have quality agricultural products with low prices. After access to Suning Group Purchase and other resources, the local apples realized order-based production. With markets opened, the apples witnessed rapidly improved brand influence. Within two months, the total sales of apples from Yanyuan reached 550,000 catties. In the past, villagers in Kedeng Village relied on farming, with an annual income of only RMB 7,000 or 8,000. At present, they learn about apple-planting technologies and put their apple on Suning Group Purchase, with an annual income of RMB tens of thousands. Since they joined Suning Group Purchase, three hundred and fifty-six (356) families in the village have moved themselves out of poverty, with greatly improved living conditions.

◎A Retail Sensation on Cangyuan Border

On the Cangyuan Border, Yunnan Province, there is a Suning.com retail cloud franchise store, which connects the local residents of Cangyuan and the residents of the Wa State in Myanmar. Kang Gengen, the owner of the store, was a guard on the border. In May 2018, with the help of Suning.com retail cloud team, Kang opened a retail cloud store in Cangyuan, and realized his entrepreneurial dream.

“In the first 20 days since the store opened,” Kang recalled, “partners from Suning helped me to get into the business and pass the run-in period.” Now, he is adept at the operation of the store. “The townships, towns, villages and stockades were closed. I feel very proud to see they have opportunities to use advanced and affordable home appliances.”



Kang and Suning.com Retail Cloud Team Discussed the Operation Plan

At present, this Suning.com retail cloud franchise store located on the China-Myanmar border has not only changed the life of Kang and his family, but also become an “infrastructure” to ensure the living standards of the people around the border.

· Comprehensive Advantages Supported Long-term Development

Suning implemented the requirements of the State to speed up the improvement of infrastructure in poverty-stricken areas, helped to support poverty-stricken areas by giving full play to its strong logistics advantages, and effectively opened the last-mile market services in poverty-stricken counties. In addition, Suning relied on its own strong “Financial Cloud” advantages to help poverty-stricken areas obtain financial support, provided loan support to qualified planting and breeding farmers, cooperatives and entrepreneurial youths in poverty-stricken areas, and helped more poor-stricken households improve their lives and started their own undertakings.

◎Multiple Channels on Chinese Characteristic Pavilion Helped Selling Golden Autumn Pears

On September 17, 2019, the golden autumn pears in the Xiangxi Poverty Alleviation Pavilion of China.Suning.com concluded a purchase and sales contract of 100,000 catties. Suning, through inviting leaders from media and influencers from self-media, made in-depth interviews and drew materials from the bases, so as to enhance promotion and publicity through media and self-media and lead other channels and customers to purchase. Through online and offline promotion on China.Suning.com, Suning CVS, Suning Group Purchase and others, the golden autumn pears reached sales of more than 20,000 catties in just three days.



With Everyone Engaged in Public Welfare for Everyone, Love Stays Within Reach Forever!

With its own business expertise and resource advantage, Suning actively cooperated with public welfare organizations to promote public welfare undertakings.

As one of the 20 public welfare information platforms in China, “Suning Public Welfare” platform, with Suning’s advantages in technology and platforms, attracted dozens of social public welfare institutions to settle in and release public welfare projects in education, poverty alleviation, medical assistance, natural conservation and many other directions. “Suning Public Welfare” platform built a transparent public welfare bridge by providing public donation channels and networks to connect donors and those in need. In 2019, “Suning Public Welfare” platform launched such influential public welfare projects as “Wangdrak’s Rain Boots”, “Three-Kilometer Lighthouse Public Welfare Plan”, “Dream Fulfillment Action of Project Hope in Jiangsu Province”, “Respiratory Health Aid Trip to Xinjiang”, “Back to Campus”, “Action E-10000”, “Water Tower Construction Aid Project” and others. Up to now, Suning’s internet-based public welfare platform raised more than RMB 20 million for projects of third-party public welfare organizations and from about two million donations from good-hearted people.



◎“Wangdrak’s Rain Boots” Public Welfare Plan Cared for Poverty-Stricken Children in Tibetan Areas

Through the four seasons, he wades across rivers, treks past snow-covered grounds and stumbles on his ways to the school. Wangdrak, the protagonist of the movie titled *Wangdrak's Rain Boots*, is a young Tibetan farmer who overcomes the rugged environment to pursue his dream. His story has moved many people. In order to help poverty-stricken children in Tibet, Suning.com Plaza, Suning Public Welfare Foundation and others jointly launched the “Dream Rain Boots” public welfare plan. Suning not only planned a series of response activities, but also took the lead in donation. For every pair of shoes sold during the Single’s Day Shopping Festival in 2019, RMB one was donated to children in Tibetan areas, so that more children can have shoes and feel the joy of running in rain and snow.



STAY TRUE TO OUR ORIGINAL ASPIRATION AND MAKE
CONCERTED EFFORTS FOR A BETTER FUTURE



©Three-Kilometer Lighthouse Public Welfare Plan Opened a New Mode of Healthy Life

At present, sub-health is the No.1 enemy of human lives. According to a predictive WHO's survey, the proportion of sub-health population in the world reached 75%, mainly manifested in three major problems, namely, unhealthy diet, inactivity and obesity.

In order to improve the public's health awareness, Suning Public Welfare Foundation and China Population Welfare Foundation launched the "Three-Kilometer Lighthouse Public Welfare Plan" to convey the concept of healthy life to social groups in 2019.

Through relaxing, interesting and convenient online and offline ways, the plan attracted the participation of the public, especially young people. Relying on Suning Public Welfare, Suning CVS and other platforms, the plan promoted, raised funds and disseminated health-related ideas and scientific knowledge, so as to achieve sustainable and healthy development. In 2019, the plan witnessed four "Vigorous Running" activities in Changsha, Nanjing, Chongqing and Beijing so as to let everyone relieve pressure and start a healthy new life.



Dream Caravan - Suning

Suning School Dormitories

Suning invested in education-based poverty alleviation for many years. Through the "Suning School Dormitories" project, it supported the construction of infrastructure in schools to solve the problems of "difficulties in accommodation" for about 100,000 students. It donated money as grants to help students in need. It also enriched children's spiritual life and comprehensively broadened their visions through innovative activities such as Dream Caravan, Sunshine Kindergarten and others.

Suning hoped to release greater value through public welfare activities and gather more forces for a caring society. In the "Sunshine 1+1" public welfare project, volunteers earnestly practiced what they advocated. Through Suning.com's "One Step One Change" and "Three-Kilometer Lighthouse Public Welfare Plan", they attracted extensive social participation and broadened the paths for the development of public welfare.



Suning.com
2019 Corporate Social
Responsibility Report

LOOK INTO THE FUTURE



The year 2020 marks the 30th anniversary of Suning's establishment. At the age of 30 in which one is supposed to be independent and steadfast as believed in traditional Chinese culture, Suning will continue to implement the concept of "Service is Suning's sole product, and users' experience is the only standard in testing its service." With its advantage in laying out all scenarios, Suning will focus on creating value for users, bringing ultimate experience for users, constantly giving back to the society and building Suning to last for one hundred years.

Output Smart Retail Core OS to empower partners. Starting from its own development needs and users' new experience needs, Suning will build a business infrastructure to adapt to the new era of retail, that is, Smart Retail OS, which will be open to empower more ecological enterprises, so as to provide more possibilities for the vigorous development of enterprises of various types.

Develop lower-tier markets and promote innovation and entrepreneurship. Suning will continue to improve its abilities to share its retail cloud, comprehensively enhance the business operation and empowerment of its stores, upgrade its retail cloud financial products and help agricultural products to go online, so as to join hands with small- and medium-sized businesses to build a community featuring innovation and entrepreneurship.

Establish an efficient C2M supply chain to respond to customers' needs. Suning will go deeper into the sources of the supply chain and use Suning's big data of users to carry out C2M reverse customization of goods. With its ultimate products and services, Suning will meet the personalized and diversified needs of users and bring users greater excellent and richer consumption experience.

Promote rural revitalization and help to secure the victory in achieving a moderately prosperous society in all aspects. Suning will focus on the Rural Revitalization Strategy. By centering around on rural empowerment, employment support, internet-based poverty alleviation and other areas, Suning will put the "Rural Revitalization Plan" into practice, further invest its enterprise resources and business capabilities into "customized" plans, help the promotion of rural revitalization and contribute to building a moderately prosperous society in all aspects.

A tower is not made of one wood and a vast sea is not the home of just one river. Suning will continue to stay true its original aspiration and repay the society. Driven by its sense of mission, it will assume greater social responsibility. Meanwhile, by continuous innovation and development, Suning will serve the overall economic and social development and a better life for the people.

Third-party
Evaluation



Yin Gefei

Chief Expert of GoldenBee Thinktank, Joint Secretary General of ISO 26000 Stakeholder Global Network (SGN)

The issuance of social responsibility reports for 12 consecutive years is the externality of Suning's Sunshine Mission. It fully demonstrates the role that the social responsibility reports strengthen the communication externally and promote the management internally. In this year's report, it is impressive to see Suning's responsible performance in giving play to its own advantages to fight against COVID-19 and its win-win responsibilities in utilizing Smart Retail to empower the industries and promoting its partners' development. Timely and comprehensive, the Report is highly substantial. Meanwhile, by benchmarking GRI's sustainable development reporting standards and contributing to realizing the *UN 2030 Sustainable Development Goals*, Suning, as a leading Smart Retail enterprise, embodies its global responsibility and vision. It is a model report of social responsibility in the retail industry.

President of China Chain-Store & Franchise Association

In recent years, the new technology has greatly reshaped the retail industry, and brought breakthroughs in business models. In the fight against COVID-19, Suning insisted on exploring the online and offline integration and innovation, and fully demonstrated its energy and value. Suning actively led the transformation and development of the industry, shared its retail capacity to empower partners and drove consumption upgrading with innovation, vigorously promoted the high-quality development of the retail industry and improved the international influence of Chinese commercial enterprises. Facing the post-epidemic era, there will arise new changes in consumption patterns and habits. It is hoped that Suning will continue to focus on innovative retail development, promote quality consumption and contribute to the cultivation of sustained driving forces for economic growth.

Pei Liang



Executive President of Inner Mongolia Yili Industrial Group Co., Ltd.

Suning is Yili's long-term strategic partner. Both sides continue to strengthen and consolidate cross-industry innovation cooperation to create a safer and better consumption environment for consumers. In 2019, Pan Gang, Chairman of Yili Group and Zhang Jindong, Chairman of Suning Holding Group, met each other to upgrade strategic cooperation in multiple fields. Yili's all products were integrated with Suning's all scenarios. By opening and sharing Smart Retail's core capacities, it would create a more efficient supply chain system, promote the symbiosis and common prosperity of partners of the industrial chain, and add a new impetus to realize the dream of "sharing health with the world".

Zhang Jianqiu



Vice President of Jiangsu Yanghe Distillery Co., Ltd.

As leading enterprises in Jiangsu Province, Yanghe and Suning began cooperation in 2012. As their cooperative relationship deepened, they became strategic partners.

The settling of Yanghe's brands improved the brand structure of Suning. Meanwhile, with Suning's platforms, Yanghe further integrated its online and offline resources to help promote its brands and sales of products, which had achieved remarkable results.

Since the signing of the strategic partnership in 2018, the two sides have further deepened cooperation in Smart Retail, logistics, finance, big data and others. In the future, Yanghe will also utilize Suning's all scenarios, channels and other advantages to quickly link consumers, transfer Chinese wine culture and lead healthy and happy life concepts, so as to create new value for users in both material experience and spiritual pursuit!

Lin Qing



Appendix

CSR-Related Honors of Suning and Its Related Companies in 2019

Time	Award Name	Awarding Unit
January 10	Employment Contribution Award	www.ce.cn
January 15	Sina 2018 Science and Technology Billboard - the Most Socially Responsible Company of the Year	Sina
January 26	Best Customer Service Award of the Year in the E-commerce Industry	http://ts.21cn.com/
March 12	"A Meritorious Unit with 30 Years of Sincere Service for Consumers in China" s Home Appliance Service Industry", "A Meritorious Unit with 30 Years of Business Development for the Association" and "Enterprise of 2019 3·15 Consumers Home Appliance Service Satisfaction and Integrity"	China National Household Electronic Appliance Service and Maintenance Association
March 31	Top 50 Precision Poverty Alleviation Cases of Chinese Enterprises	Social Poverty Alleviation Department of the State Council Leading Group Office of Poverty Alleviation and Development, China Social Responsibility 100 Forum
April 23	2018 Corporate Social Responsibility Edelweiss Award	<i>Beijing Business Today</i>
April 25	The Second China Excellent Poverty Alleviation Cases: Industry-Based Poverty Alleviation Project	Guided by <i>People's Daily</i> and the State Council Leading Group Office of Poverty Alleviation and Development; Jointly Sponsored by People.com and <i>China Poverty Alleviation</i> magazine office.
May 10	2019 My Favorite Chinese Brand	China National Brand (http://www.chinanationalbrand.org.cn/)
July 25	Annual Outstanding Responsible Enterprise of the Internet Industry	<i>Southern Weekly</i>
August 21	2019 Amity Honor Award for Rural Revitalization	Suning Public Welfare Foundation, The Amity Foundation
November 17	Top 10 Private Enterprises in China' s CSR Development Index in 2019	Chinese Academy of Social Sciences
November 28	Precision Poverty Alleviation Enterprises in 2019	<i>International Financial News</i>
December 5	GoldenBee 2018 Excellent CSR Report · Evergreen Award	<i>China Sustainability Tribune</i>
December 10	The Most Influential Company in 2019	<i>Investment Times</i>
December 27	The 14th CSR Award of Private Enterprise of the Year	People.cn

Key Performance

	2015	2016	2017	2018	2019
Operating revenue (Unit: CNY 100 million)	1355.48	1485.85	1879.28	2449.57	2692.29
Number of various self-owned stores (domestic and abroad)	2649	3491	3867	8881	3630*
Signing rate of suppliers of <i>Sunshine Commitment</i>	100%	100%	100%	100%	100%
Customer satisfaction	95.57%	96.59%	94.60%	94.00%	94.90%
Training time per employee (Unit: Hour)	87.40	82.50	85.85	89	96*
Average annual power consumption per hour per 100 square meters per store (Unit: kWh)	-	-	2.7544	2.7518	2.7301
Monthly water consumption per square meter per store (Unit: Ton)	-	-	0.1680	0.1097	0.0895


3630*: Suning CVS and LAOX were not consolidated in the company in 2019, with the statistics of the number of stores being as of December 31, 2019. Thus those stores are not included therein.
96*: Data of offline training and online learning (the system and department daily training and online learning) for Suning' s self-owned employees. In 2019, online training was vigorously promoted, with improved training duration per capita.
*In order to improve the scientific accuracy of the calculation, adjustments were made in the calculation formula of power and water consumption in stores in and after 2017.



UN’ s 2030 Sustainable Development Goals

On January 1, 2016, UN’ s 2030 *Sustainable Development Goals* officially entered into force. Having proposed 17 sustainable development goals and 169 targets, the 2030 *Sustainable Development Goals* commits to (SDGs) wiping out all forms of poverty, achieving equality and tackling climate change, while ensuring that no one is left behind. In the past four years, the world has carried out various actions to realize SGD.

China actively responds to and promotes the implementation of the 2030 *Sustainable Development Goals*, adheres to the development concepts of innovation, coordination, green, openness and sharing, promotes high-quality economic development, and comprehensively and thoroughly implements the 2030 *Sustainable Development Goals*.

As a bridge connecting consumers and producers, the retail industry supports the government and works with other industries and consumers to achieve these goals through innovation and development. Based on its own reality, Suning.com contributed to realizing the 2030 *Sustainable Development Goals* with practical actions and characteristic practices.

UN' s 2030 Sustainable Development Goals	Goal Content	Suning.com' s Practices
	End poverty in all its forms everywhere	Suning launched the 521 <i>Plan for Rural Revitalization</i> , which, through the construction of Suning Villages, featured pavilions on China.Suning.com and retail cloud stores, empowered rural areas; vigorously carried out poverty alleviation based on education, e-commerce and others; and had voluntary activities.
	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Suning' s enterprise resources was imbedded in the industry, rooted in rural areas and integrated into the society, providing convenient sales channels for agricultural products with Suning' s own advantages.
	Ensure healthy lives and promote well-being	Suning provided employees with a healthy and safe working environment, carried out health management and help employees to balance life and work; Suning carried out activities such as the "One Step One Change Walking Program", the "Three-Kilometer Lighthouse Public Welfare Program" and others to promote a healthy lifestyle.
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	As one of the 20 public welfare information platforms in China, "Suning Public Welfare" platform released public welfare projects in the directions of education and assistance to students; supported the development of education and sports through public welfare activities such as "Suning School Dormitories", "Dream Caravan", "Dream Fulfillment Action of Project Hope in Jiangsu Province" and others. Suning supported the development of employees and provided them with diversified education and training opportunities.
	Achieve gender equality and empower all women and girls	Suning pursued a non-discriminatory employment policy, providing equal pay for equal work; provided benefits and subsidies such as maternity leave and breastfeeding leave; and cared for female employees.
	Ensure availability and sustainable management of water and sanitation for all	Suning formulated environmental conservation plans, saving water in stores, offices and other scenarios; and launched public welfare activities such as "Water Tower Construction Aid Project" to improve public awareness of conserving water resource.
	Ensure access to affordable, reliable, sustainable and modern energy for all	In the logistics sector, Suning actively put in new energy vehicles; carried out energy-conserving transformation of stores and used recyclable materials; and promoted green office work.
	Promote inclusive and sustainable economic growth, employment and decent work for all	Suning protected the legitimate rights and interests of employees and provided benefits and guarantees; recruited talents to promote employment and provided employment opportunities for the disabled; supported innovation and entrepreneurship by relying on its own resources such as building platforms such as the retail cloud, Suning Village, China.Suning.com.

UN' s 2030 Sustainable Development Goals	Goal Content	Suning.com' s Practices
 9 Industry, Innovation and Infrastructure	Build resilient infrastructure, promote sustainable industrialization and foster innovation	Suning opened and shared resources and outputted core capabilities to the society, so as to lead the development of Smart Retail and help the high-quality development of regional economy.
 10 Reduce Inequalities	Reduce inequality within and among countries	Suning enabled employees and the society to share the Company' s development achievements; expanded overseas partners, linked foreign high-quality resources, so as to bring in more overseas high-quality goods and cutting-edge technology to China.
 11 Sustainable Cities and Communities	Make cities inclusive, safe, resilient and sustainable	Suning utilized the “Living Circle of One-Hour Scenarios” to serve the communities’ needs; gave full play to the advantages of e-commerce to improve the farmers’ abilities to cope with disasters; and participated in rescue and disaster relief, post-disaster reconstruction.
 12 Responsible Consumption and Production	Ensure sustainable consumption and production patterns	Suning accurately matched the supply and demand relationship through the construction of a smart supply chain; practiced green procurement; carried out “old products for new ones” and other actions to promote green consumption and convey green concepts to consumers.
 13 Climate Action	Take urgent action to combat climate change and its impacts	Suning established an environmental conservation project team to formulate long-term environmental conservation plans for utilizing natural resources, emitting various gas and other purposes; and integrated the concept of green development into all aspects of its operation.
 14 Life below Water	Conserve and sustainably use the oceans, seas and marine resources	Suning reduced the use of plastics and related products, thereby reducing the impact of plastics on the marine environment.
 15 Life on Land	Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss	In the logistics link, Suning reduced the use of cartons, recycled and shared express delivery cartons; advocated green office work by saving paper to reduce the impact on the forests; and carried out voluntary tree-planting activities.
 16 Peace, Justice and Strong Institutions	Promote just, peaceful and inclusive societies	Suning strictly abided by laws and regulations, adhering to the principle of “simultaneous punishment and prevention” and opening channels for combating corruption and advocating cleanness; consciously accepted the supervision from the media and the public; carried out democratic management and attached importance to employees’ participation.
 17 Partnerships for the Goals	Revitalize the global partnership for sustainable development	Suning actively participated in industry associations, alliances and actions to promote the industry.

GRI Standards Index

This report follows the core program of GRI Standards. *

*According to the substantially, Suning selected some indicators to benchmark.

Organization profile	Index Number and Descriptions	State	Section of the Report	Brief Description
	102-1 Organization name	Full disclosure	Company Profile	SUNING.COM CO., LTD.
	102-2 Activities, brands, products and services	Full disclosure	Company Profile	Suning is China’ s leading Smart Retailer, operating categories covering home appliances, 3C, maternal and child, department stores, supermarkets, clothing, etc.
	102-3 Location of headquarters	Full disclosure	Company Profile	Nanjing, Jiangsu Province
	102-4 Location of operations	Full disclosure	Company Profile	Domestic and abroad
	102-5 Ownership and legal form	Full disclosure	Company Profile	Private enterprise
	102-6 Markets served	Full disclosure	Company Profile	Domestic and abroad
	102-7 Scale of organization	Full disclosure	Company Profile	Suning had 8,216 internet-connected stores in China
	102-8 Information on employees and other workers	Full disclosure	Uphold the People-centered Concept and Inspire Ambitious Dreams	The ratio between male to female employees was 54:46
	102-9 Supply chain	Full disclosure	Stick to the Essence of Retailing and Strive for Value Creation	Suning built a global smart supply chain and constructed a double-way closed-loop supply chain operation mode featuring global integration
	102-10 Significant changes to the organization and its supply chain	Full disclosure	About Us	No significant change
	102-11 Precautionary principle or approach	Full disclosure	Corporate Governance	Suning adopted multiple measures, such as improving the risk management platforms, applying Big Data and AI technology, strengthening training and others, so as to improve risk prevention and management abilities of the Company
	102-12 External initiatives	Full disclosure	—	Suning contributed to the progress of the industry by joining <i>Convention on the Integrity of E-commerce</i> , participating in launching the Internet-Based Poverty Alleviation Proposal, the “initiative for a green, healthy and ecological China’ s air conditioning industry” and others
	102-13 Membership of associations	Full disclosure	—	Suning joined China Chain-Store & Franchise Association and other industry associations, deeply participated in formulating DevOps standards, thus contributing Suning’ s experience to promote the industry

	Index Number and Descriptions		State	Section of the Report	Brief Description
GRI 206: Improper competition	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Corporate Governance	Suning strictly implemented <i>Law of the People's Republic of China Against Unfair Competition</i> , <i>Interim Provisions on Banning Commercial Bribery</i> and other relevant laws and regulations, and signed the <i>Sunshine Commitment</i> with all suppliers
	Topic-specific disclosures	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Full disclosure	Corporate Governance	No legal proceedings against improper competition, antitrust and monopoly practices have taken place
GRI 302: Energy	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Be Committed to Environmental Conservation for a Green Life	Suning strove to develop green business models, promote and publicize green products to promote green consumption and green operation
	Topic-specific disclosures	302-1 Energy consumption within the organization	Full disclosure	Green Operation	In 2019, the overall PUE of the second-floor machine rooms of Suning Yuhua Data Center is 1.4 on average throughout the year. From 2017 on, after the energy-conserving transformation, the PUE of the first-floor machine rooms also dropped to an annual average of 1.43
		302-4 Reduction of energy consumption	Full disclosure	Green Operation	The power consumption per 100 square meters of Suning.com' s stores per hour had a year-on-year decrease of 0.79%. After the transformation on the central air conditioning hosts of large-factory projects, every store saved about 80,000 kWh per year
		302-5 Reductions in energy requirements of products and services	Full disclosure	Green Operation	In terms of logistics, Suning promoted new energy vehicles. On packaging, Suning achieved a 100% coverage of minimalist green packaging by using narrower adhesive tapes, less fillers and others
	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Be Committed to Environmental Conservation for a Green Life	Suning actively promotes green logistics and green operation to reduce greenhouse gas emissions
GRI 305: Emission	Topic-specific disclosures	305-5 Reduction of GHG emissions	Full disclosure	Be Committed to Environmental Conservation for a Green Life	The annual power consumption of the bases of the headquarter saved over 180,000 kwh in 2018, reducing about 179 tons of carbon dioxide emissions
	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Uphold the People-centered Concept and Inspire Ambitious Dreams	Suning strictly implemented the relevant national and local laws and regulations, abided by <i>the Labor Law of the People's Republic of China</i> and <i>the Labor Contract Law of the People's Republic of China</i> , safeguarding the legitimate rights and interests of employees
GRI 401: Employment	Topic-specific disclosures	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Full disclosure	Ensure Employees' Development	All Suning' s employees shall enjoy the welfare benefits stipulated by relevant laws and regulations
		401-3 Parental leave	Full disclosure	Ensure Employees' Development	Employees are entitled to the maternity leave, breastfeeding leave, paternity leave, and others

	Index Number and Descriptions		State	Section of the Report	Brief Description
GRI 403: Occupational health and safety	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Ensure Employees' Development	Suning has formulated Regulations on <i>Management of Work-Related Injuries and Accidents</i> and passed the GB/T28001-2011 certification of occupational health and safety management system
	Topic-specific disclosures	403-2 Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	Full disclosure	Ensure Employees' Development	Employees' work-related injury rate of 0.025%
		403-4 Health and safety topics covered in formal agreements with labor unions	Full disclosure	Ensure Employees' Development	Suning brings health and safety issues into the formal agreements with the Labor Union
GRI 404: Training and education	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Help Employees Grow	Suning attaches great importance to the growth and training of employees and adheres to the principle of "In-house Training and Promotion"
	Topic-specific disclosures	404-1 Average hours of training per year per employee	Full disclosure	Help Employees Grow	4.1 million hours of training in 2019
		404-2 Programs for upgrading employee skills and transition assistance programs	Full disclosure	Help Employees Grow	Suning continues to optimize the talent training system of internal selection, social recruitment and 1200 echelons
GRI 405: Diversity and equal opportunities	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Ensure Employees' Development	Suning adheres to the principle of fairness and justice, the equal employment of men and women and equal pay for equal work
	Topic-specific disclosures	405-1 Diversity of governance bodies and employees	Full disclosure	Ensure Employees' Development	The ratio between male to female employees was 54:46; Suning provided employment opportunities for the disabled
		405-2 Ratio of basic salary and remuneration of women to men	Full disclosure	Ensure Employees' Development	Suning follows the principle of the same responsibilities and pay for the same post
GRI 406: Non-discrimination	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Uphold the People-centered Concept and Inspire Ambitious Dreams	Suning adheres to the principle of fairness and justice, the equal employment of men and women and equal pay for equal work
	Topic-specific disclosures	406-1 Incidents of discrimination and corrective actions taken	Full disclosure	Ensure Employees' Development	No discrimination occurred during the reporting period
GRI 409: Forced or compulsory labor	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Ensure Employees' Development	Suning strictly implements the relevant national and local laws and regulations, abides by <i>Labor Law of the People's Republic of China</i> and <i>Labor Contract Law of the People's Republic of China</i> , safeguarding the legitimate rights and interests of employees
	Topic-specific disclosures	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Full disclosure	Ensure Employees' Development	No forced or compulsory labor occurred in the reporting period

	Index Number and Descriptions		State	Section of the Report	Brief Description
GRI 413: Local communities	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Stay True to Our Original Aspiration and Make Concerted Efforts for a Better Future	Suning actively participates in public welfare and philanthropy based on its own resources and industry advantages
	Topic-specific disclosures	413-1 Operations with local community engagement, impact assessments, and development programs	Full disclosure	Stay True to Our Original Aspiration and Make Concerted Efforts for a Better Future	Suning strives to communicate and cooperate with local stakeholders to discover the real needs of the community in its operations
		413-2 Operations with significant actual and potential negative impacts on local communities	Full disclosure	Stay True to Our Original Aspiration and Make Concerted Efforts for a Better Future	Operation venues without actual or potential significant negative impact
GRI 414: Supplier social assessment	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Achieve Win-win Cooperation through Open and Inclusive Partnership	Suning and all suppliers sign <i>Sunshine Commitment</i> to protect fair market competition
	Topic-specific disclosures	414-2 Negative social impacts in the supply chain and actions taken	Full disclosure	Achieve Win-win Cooperation through Open and Inclusive Partnership	No negative impact on the supply chain
GRI 416: Customer health and safety	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Lead Service Improvement through Promoting Trading-up	Suning has always been committed to creating the ultimate users' experience and leading the continuous upgrading of its services
	Topic-specific disclosures	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	Full disclosure	Lead Service Improvement through Promoting Trading-up	No non-compliance
GRI 417: Marketing and labeling	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Lead Service Improvement through Promoting Trading-up	For more information, please refer to Suning's website on customer service http://www.suning.cn/cms/servicePrinciple/index.htm
	Topic-specific disclosures	417-1 Requirements for product and service information and labeling	Full disclosure	Lead Service Improvement through Promoting Trading-up	For more information, please refer to Suning's website on customer service http://www.suning.cn/cms/servicePrinciple/index.htm
		417-2 Incidents of non-compliance concerning product and service information and labeling	Full disclosure	Lead Service Improvement through Promoting Trading-up	No non-compliance
		417-3 Incidents of non-compliance concerning marketing communications	Full disclosure	Lead Service Improvement through Promoting Trading-up	No non-compliance
GRI 418: Customer privacy	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Lead Service Improvement through Promoting Trading-up	Suning improved employees' awareness and operation abilities of data security, reduced risks of consumers' information leakage, strengthened the management of network and information security in the payment field, and prevented and controlled fraud risks and credit risks
		418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Full disclosure	Safety Consumption	No non-compliance

	Index Number and Descriptions		State	Section of the Report	Brief Description
	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Safety Consumption	Suning always strictly abides by laws and regulations and stays honest and trustworthy, so as to ensure the compliance of products and projects
	Topic-specific disclosures	419-1 Non-compliance with laws and regulations in the social and economic area	Full disclosure	Safety Consumption	No non-compliance

	Index Number and Descriptions	State	Section of the Report	Brief Description
Strategy	102-14 Statements by senior decision-maker	Full disclosure	Address by the Chairman	—
	102-15 Key impacts, risks and opportunities	Full disclosure	About Us	Suning conducted an in-depth analysis of the challenges and opportunities of sustainable development of enterprises and integrates them into strategic decisions
Ethics and integrity	102-16 Values, principles, standards and norms of behavior	Full disclosure	Social Responsibility Management	Suning’s “Sunshine Mission”
	102-17 Mechanisms for advice and concerns about ethics	Full disclosure	Corporate Governance	Suning adheres to the principle of “Concurrent Punishment and Prevention” to fight against corruption and build a clean company
Governance	102-18 Governance structure	Full disclosure	Corporate Governance	—
Stakeholders’ participation	102-40 List of stakeholder groups	Full disclosure	Social Responsibility Management	—
	102-41 Collective bargaining agreements	Full disclosure	Uphold the People-centered Concept and Inspire Ambitious Dreams	The signing rate of collective contracts is 100%
	102-42 Identifying and selecting stakeholders	Full disclosure	Social Responsibility Management	—
	102-43 Approach to stakeholder engagement	Full disclosure	Social Responsibility Management	—
	102-44 Key topics and concerns raised	Full disclosure	Social Responsibility Management	—
Reporting practice	102-45 Entities included in the consolidated financial statements	Full disclosure	About the Report	For more information, see <i>2019 Annual Report of SUNING.COM CO., LTD</i>
	102-46 Defining report content and issues’ boundaries	Full disclosure	About the Report	The report covers SUNING.COM CO., LTD. and its subsidiaries
	102-47 List of substantive topics	Full disclosure	Social Responsibility Management	—
	102-48 Restatements of information	Full disclosure	About Us	No restated information
	102-49 Changes in reporting	Full disclosure	Social Responsibility Management	No significant change
	102-50 Reporting period	Full disclosure	About the Report	The reporting time span is from January 1, 2019 to December 31, 2019, with some information given beyond the abovementioned time span

	Index Number and Descriptions		State	Section of the Report	Brief Description
Reporting practice	102-51 Date of the most recent report		Full disclosure	About the Report	The last report was released in March 2019
	102-52 Reporting cycle		Full disclosure	About the Report	Once a year
	102-53 Contact point for questions regarding the report		Full disclosure	Feedback on the Report	brand@suning.com
	102-54 Claims of reporting in accordance with GRI Standards		Full disclosure	About the Report	The Report is prepared in accordance with GRI Standards of the Global Reporting Initiative (GRI)
	102-55 GRI content index		Full disclosure	Index	——
GRI 201: Economic performance	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Social Responsibility Management; Stick to the Essence of Retailing and Strive for Value Creation	Suning was deeply engaged in Smart Retail
	Topic-specific disclosures	203-1 Directly generated and distributed economic value	Full disclosure	Stick to the Essence of Retailing and Strive for Value Creation	Net profit attributable to shareholders of listed companies: RMB 9.843 billion
		203-2 The financial impact of climate change and other risks and opportunities	Full disclosure	Be Committed to Environmental Conservation for a Green Life	Adhering to the concept of sustainable development, Suning strove to develop green, low-carbon and circular business models, vigorously promoted green logistics, green operation and green procurement, and promoted people' s green consumption by promoting green products
GRI 203: Indirect economic impacts	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Achieve Win-win Cooperation Through Open and Inclusive Partnership; Stay True to Our Original Aspiration and Make Concerted Efforts for a Better Future	Suning is committed to sharing development achievements with the industry and society
	Topic-specific disclosures	203-1 Infrastructure investments and services supported	Full disclosure	Focus on Sharing and Create Social Value	Suning actively responds to the calls of the governments, further promotes the cooperation between governments and enterprises, and boost regional development
		203-2 Significant indirect economic impacts	Full disclosure	Love and Contribution for “Public Welfare” Together	Suning set up public welfare platforms and extensively carried out precision poverty alleviation, public welfare through cultural and sports events, disaster relief and others
GRI 205: Anti-corruption	GRI 103: General requirements for reporting the management approach	Explanation of the material topic and its boundary; The management approach and its components; Evaluation of the management approach	Full disclosure	Corporate Governance	Suning always adheres to the policy of “Concurrent Punishment and Prevention”
	Topic-specific disclosures	205-2 Communication and training about anti-corruption policies and procedures	Full disclosure	Corporate Governance	Suning established an internal reporting system and formulated and promoted forbidden areas and red lines for all jobs, so as to create a good atmosphere and environment featuring integrity and self-discipline

Feedback on the Report

Feedback Form

Distinguished Readers,

Greetings! The process of preparing The 2019 Corporate Social Responsibility Report of SUNING.COM CO., LTD. is one of comprehensively reviewing and systematically summarizing the concepts and practices of corporate social responsibility of Suning.com, as well as the process of further enhancing communication with stakeholders. We hope you can provide feedback on *The 2019 Corporate Social Responsibility Report of SUNING.COM CO., LTD.*, so as to help Suning.com improve its ability and level of responsibility performance. We will listen to your feedback carefully and extend our heartfelt thanks to you.

—Brand Department, SUNING.COM CO., LTD.

Choice Questions: (Please tick the corresponding position)

- 1. Your general impression on the Report is:
☐ Very good ☐ Good ☐ General ☐ Poor ☐ Very poor
- 2. In your opinion, the quality of the social responsibility information disclosed in the Report is:
☐ Very high ☐ High ☐ General ☐ Low ☐ Very low
- 3. In your opinion, the structure of the Report is:
☐ Very reasonable ☐ Relatively reasonable ☐ General ☐ Poor ☐ Very poor
- 4. In your opinion, the layout design of the Report is:
☐ Very reasonable ☐ Relatively reasonable ☐ General ☐ Poor ☐ Very poor
- 5. In your opinion, the readability of the Report is:
☐ Very good ☐ Good ☐ General ☐ Poor ☐ Very poor

Open Questions:

- 1. What are your suggestions on the social responsibility work of SUNING.COM CO.,LTD.?
- 2. What deficiencies do you think exist in the Report?
- 3. What valuable social responsibility information do you think the Report provides you?
- 4. What other social responsibility information do you think needs to be disclosed in the Report?

If any, please send a letter to: No.1, Suning Avenue, Xuzhuang Software Park, Xuanwu District, Nanjing City, Jiangsu Province, China; or send an E-mail to: brand@suning.com



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