

Joyoung

+++++



2025

Joyoung Co., Ltd.

Corporate Social Responsibility
(CSR) Report

I ♥ JOYOUNG

+++++

CONTENTS



About this Report	01
Message from the Chairman	02
Key Performance Indicators (KPIs)	03



About Joyoung

Company Profile	07
Corporate Culture	08
Milestones	09
2025 Honorary Achievements	10



Sustainable Development Strategy



Sustainable Development Management

Board Statement	14
Stakeholder Engagement	15
Materiality Assessment	17



01

Compliance & Governance: Committed to Stable Development

Corporate Governance	21
Corporate Risk Management & Control	23
Adhere to Business Ethics	24
Responsible Marketing Practices	28
Strengthening Party Building Leadership	30

03

Innovation-Led: Focusing on Customer Experience

Accelerating Innovation-Led Growth	48
Protection of Intellectual Property Rights	51
Standardized Quality Management	52
Optimizing Customer Experience	56
Safeguarding Information Security	60

05

Uniting: Cultivating Joyoung Talents

Protecting Employee Rights & Interests	72
Supporting Employee Development	77
Protecting Employee Health	78
Caring for Employees	81

02

Green Environmental Protection: Co-creating a Low-Carbon Future

Addressing Climate Change	34
Promoting Green Operations	40
Advancing Energy Conservation & Emission Reduction	41
Biodiversity Conservation	44
Environmental Awareness Promotion & Training	45

04

Shared Responsibility and Governance: Driving Synergistic Progress

Partner Management	67
Industry-University-Research Integration	69

06

Working Together: Building a Better Society

Joyoung Charity	84
-----------------	----

Index of Indicators	89
---------------------	----

Feedback Form for Reader	91
--------------------------	----

About this Report

The Report focuses on and discloses the Company's series of efforts to actively respond to sustainable development requirements, seize opportunities, address challenges, and build an integrated economic, social and environmental value for stakeholders.

Reporting Scope



Unless otherwise specified, the material contents covered in this Report include Joyoung Co., Ltd. and its 11 subsidiaries, which is consistent with the scope of disclosure in the Company's annual report.

Reporting Period



This Report covers the period from 1 January 2025 to 31 December 2025 (the "Reporting Period"). To enhance the completeness of the Report, certain content and data are appropriately traced back to previous years or extended beyond the above scope.

Reporting Standards



This Report is prepared with reference to the Self-Regulatory Supervision of Listed Companies on the Shenzhen Stock Exchange No. 17 – Sustainable Development Reports (Trial) (the "Guidelines for Sustainable Development Reports") on the Shenzhen Stock Exchange (the "SZSE"), with the requirements for corporate social responsibility fulfillment and disclosure. It is also formulated with reference to multiple sustainable development reporting standards, frameworks and initiatives, including the Environmental, Social and Governance Reporting Code (the "Code") as set out in Appendix C2 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange"), the Sustainable Development Reporting Standards issued by the Global Reporting Initiative (GRI), the Sustainability Accounting Standards issued by the Sustainability Accounting Standards Board (SASB), the China Corporate Sustainable Development Report Guidelines (CASS-ESG 6.0) and the United Nations 2030 Agenda for Sustainable Development Goals (SDGs).

Data Source and Explanation



All qualitative and quantitative information disclosed in this Report is sourced from official internal documents, statistical reports and the annual report of Joyoung Co., Ltd., with the disclosure scope consistent with that of the consolidated financial statements. Any content with a scope different from the above will be specified in the Report. Unless otherwise stated, all monetary amounts mentioned in the Report are denominated in RMB. In case of any inconsistency with the financial report, the financial report shall prevail.

Access to the Report



This Report is available in electronic format. You may access the e-version via the Company's official website at <https://www.joyoung.com>. For any questions or suggestions regarding this Report, please contact us by email at 002242@joyoung.com or telephone at 0571-81639093.

Message from the Chairman



2025 marks a new journey for Joyoung as it enters its 31st year since establishment. It is also a pivotal year for us to return to our original aspiration, anchor long-term value, and rebuild the foundation for development. We have always adhered to our original aspiration of bringing a healthy lifestyle to every household. From the in-depth empowerment of “home kitchen” to the extensive expansion of “charity kitchen” and the technological iteration of “space kitchen”, we continue to take technology as a pen to write a new chapter in the development of healthy home appliances.

Looking back at 2025, the small household appliance industry has radiated new vitality amid a wave of transformation. Benefiting from the continuous intensification of national green and low-carbon policies and the in-depth advancement of home appliance trade-in programs, the industry is accelerating its march toward high-quality development characterized by intelligence and low carbonization. Meanwhile, the industry pattern has presented a new landscape: the deep integration of AI technologies and full-scenario smart solutions have gradually become core competitiveness, while consumer demand for healthy, intelligent, and energy-efficient products continue to grow.

Advancing Green and Low-Carbon Development to Build a Sustainable Ecological Future

The Company continuously improves its environmental management system, strictly abides by national environmental regulations and industry standards, and deepens energy conservation and emission reduction across the entire value chain. We optimize energy management in administrative and production operations and promote resource recycling. Simultaneously, the Company proactively incorporates climate risks into its comprehensive enterprise risk management system, formulates and implements targeted climate change response strategies, and uses climate scenario analysis to establish potential risk response mechanisms. By doing so, it continuously strengthens the promotion of sustainable development concepts, empowers employees to practice green office, guides consumers to develop low-carbon lifestyle.

Empowering Innovation with a User-Centric Focus

The Company remains focused on its core product categories, developing competitive and distinctive flagship products. We are streamlining our product line SKUs and adopting a K-shaped portfolio strategy, concentrating resources on products that truly deliver value to users.

We persistently pursue technological innovation. In response to the extreme space environment, the Company has overcome technical challenges including efficient heating and drinking water supply. In 2025, the Company achieved humanity’s first space cooking and ensured astronauts’ healthy diet and hydration for over 1,600 days aboard the space station. Joyoung’s 0-Coating Non-Stick Rice Cooker Model 40N9U Pro stood out among nearly 11,000 entries from 66 countries worldwide and won the German iF Design Award.

In 2026, we officially launched the inaugural year of Joyoung’s AI applications, positioning AI as a core tool to enhance product competitiveness and organizational efficiency. We leverage AI to gain deep insights into consumer needs, optimize product design, and improve end-to-end operational efficiency, enabling technology to truly empower user value creation.

Co-Creating Value Through Supply Chain and Industry-Academia-Research Collaboration

The Company continues to promote the comprehensive upgrading of cooperation from “in-depth integration” to “value co-creation”. Joyoung has

established a sound supplier management system, fostering high-quality suppliers and strengthening daily management and performance evaluation to build a responsible supply chain that is both resilient and sustainable. In addition, the Company has co-founded joint R&D platforms and technology transformation centers with multiple universities, focusing on key areas such as core technologies of smart home appliances, application of green materials, and implementation of AI technologies. This has become a cradle for nurturing new productive forces, and injecting lasting momentum into the sustainable development of the industry.

Pursuing Goodness and Building a Happy Life with Responsibility

Joyoung remains steadfast in its core value of “Gathering the Power of Kindness, Creating a Better Life with Health”, and conveys warmth with concrete actions. In 2025, we continue to advance the construction of charity kitchen programme while advancing the digital and standardized upgrading of existing kitchens. We funded the construction of 125 Joyoung charity kitchens, bringing the cumulative total to 1,743 facilities. These kitchens now benefit over 0.6 million students and teachers daily. The Food Education Workshop project takes root in healthy eating education through diversified activities such as public welfare courses, teacher training and food education summer camps. 2025, it funded the establishment of 50 Food Education Workshops, bringing the cumulative total to 356 over the years. In addition, the “Born to the Sun” project for unsupported children continues to make efforts. Currently, 144 adversity teenagers were being sponsored under the programme. We collaborate with volunteer teams to help these children grow up confidently and move forward toward the sun.

In the future, Joyoung will continue to thoroughly practice its corporate core values of “People Orientation, Teamwork, Responsibility, Health”. Centered on consumers and guided by retail, we will deeply integrate technological innovation throughout the entire product lifecycle. Together with all stakeholders, we will co-create long-term social value and advance toward a sustainable and prosperous tomorrow.

Chairman of Joyoung Co., Ltd.

Yang Ningning

Key Performance Indicators (KPIs)



Environmental Performance

Performance Indicators	Unit	2023	2024	2025
Total greenhouse gas emissions (Scope 1 + Scope 2)	Tonne CO ₂ e	8,269.49	8,398.03	6,186.24
Total photovoltaic power	kWh	3,419,365	3,590,949	3,759,086
Purchased electricity consumption (electricity consumption against revenue of RMB10,000)	kWh/RMB in ten thousand	14.65	17.23	13.86
Water consumption (water consumption against revenue of RMB10,000)	Tonnes/RMB in ten thousand	0.20	0.20	0.20



Social Performance

Performance Indicators	Unit	2023	2024	2025
Total number of employees	Employees	2,577	2,342	2,100
Proportion of Female employees	%	37	38	39
Number of employee volunteers	Volunteers	516	426	401
Customer satisfaction	%	97.9	98.9	98.3
Number of intellectual property rights	Patents	13,181	14,262	15,070



Governance Performance

Indicators	Unit	2023	2024	2025
Signing rate of employees' Integrity Agreement	%	100	100	100
Signing rate of Suppliers Integrity Cooperation Agreement	%	100	100	100
Signing rate of Information Security and Confidentiality Agreements for newly admitted suppliers	%	100	100	100

ABOUT JOYOUNG

The background of the page is a soft-focus photograph. In the foreground, a light-colored, possibly wooden, table surface is visible. In the mid-ground, a potted plant with green leaves and a brown trunk stands on the table. The background is dark and out of focus, creating a bokeh effect with some green and white spots.

Company Profile	7
Corporate Culture	8
Milestones	9
2025 Honorary Achievements	10



Company Profile

Joyoung Co., Ltd. (Stock Code: 002242.SZ) was listed on the Shenzhen Stock Exchange in 2008, a modern enterprise focusing on the R&D, production and sales of small household appliances. Since inventing the world's first fully automatic household soymilk maker in 1994, Joyoung has taken "health and innovation" as its core DNA. Over the past 30+ years, the Company has pioneered the soymilk maker category from scratch, and continuously expanded the small kitchen appliance sector to create high-quality home appliances for users. As the developer of the manned space kitchen, its technical strength and innovation capability are widely recognized. With outstanding brand influence, Joyoung has been honored as the "Most Influential Small Home Appliance Brand" for 17 consecutive years. With the continuous development of the Company, Joyoung has always adhered to the principle of "user-centric and demand-oriented", relying on the dual engines of products and channels to drive growth. At the same time, it actively fulfills corporate social responsibility, initiating the establishment of the "Joyoung Charity Foundation" and focusing on building two core public welfare projects: "Charity Kitchen" and "Food Education Workshop" to continuously support the healthy growth of teenagers.

Adhering to the brand philosophy of "Enjoy Healthy Life", the Company empowers the quality life of the public with space technology. Currently, its product range covers small household appliance fields such as soymilk makers, high-speed blender, rice cookers, air fryers, water purifiers, electric kettles, noodle makers and floor washers, with hundreds of millions of products providing convenience for user families.



Corporate Culture



Vision

To become a respected national brand that symbolizes original innovation and a healthy lifestyle.



Mission

From a cup of fine soymilk to the nation's dietary health! Joyoung delivers unparalleled high-quality products and services, creates a healthy and refined lifestyle, promotes Chinese food culture, and enables people to enjoy a healthier, more fulfilling life.



Core Values

People Orientation

Respect employees, care for employees, cultivate employees, recognize employees

Take pride in the achievements and development of employees, and create equitable, fair and transparent working environment with people-centered development philosophy.

Teamwork

Encourage team collaboration

Encourage employees to consciously integrate into the team, rely on the team to achieve personal development, and cultivate the ability and habits of conscious communication and collaboration.

Responsibility

Be a responsible enterprise and benefit the society

Insist on being responsible to users, employees, partners and shareholders, and require employees to be sincere, pragmatic, and true to their words.

Health

Choose a healthy business, and make healthy products

Health is the core quality of our business. We pursue simplicity, efficiency and standardization to provide employees with a healthy working platform.

Milestones

1994

Joyoung invented the world's first fully automatic household soymilk maker, bringing the convenience of homemade hot soymilk to households everywhere and pioneering a brand-new industry.

2004

Joyoung's soy milk maker sales exceed 1 million units

2008

Joyoung was listed on the Shenzhen Stock Exchange (Stock Code: 002242.SZ)

2010

Joyoung donated RMB50 million to establish the "Joyoung Hope Fund" and launched the Joyoung Charity Kitchen programme.

2014

Joyoung officially undertook the responsibility of developing the space kitchen for China's first space station.

2017

Joyoung acquired 51% stake in SharkNinja (China) Company, initiating a dual-driver development mode covering kitchen and home appliances.

2020

Joyoung's sales revenue surpassed RMB10 billion, and the "The Joyoung Charity Foundation" was established.

2021

The "Space Kitchen" developed by Joyoung deployed China's space station with the Tianhe core module, ensuring astronauts' healthy drinking water and nutritious meal.

2023

Joyoung launched its Space Series 2.0 products, including the 0-Coating Non-Stick Rice Cooker, Less Noisy Blender, and Fast-Roast Air Fryer.

2024

Joyoung celebrated its 30th anniversary and launched the "space technology" 3.0 series product in 2024. Also received the "Most Influential Small Home Appliance Brand" for 16 consecutive years.

2025

The world's first hot air oven developed by Joyoung successfully sent to the China's space station, where Astronauts used it to cook chicken wings and steaks, achieving the feat of "mankind's first space cooking". This initiative demonstrated China's technological strength and reflected Joyoung's commitment as a national brand with a sense of mission and patriotic spirit.

2025 Honorary Achievements

In its ESG practices and development journey, Joyoung has secured multiple prestigious national and provincial honors in 2025 through technological innovation, product excellence, and brand influence, underscoring its leading position within the industry. The specific awards and honors are as follows:

Best Light Sound Wall-Breaking Blender of the Year – Recommended Product of the Year 2025 by ZOL.com.cn



“Safe Steam-Free Cooking, Faster and Better Taste – TRIZ-Based High-Pressure Steam-Free Cooking 2.0 Technology” Wins Second Prize at the 2025 China Innovation Methods Competition

Annual Product Innovation Achievement – 2025 China Home Appliance Innovation Achievement



“Safe Steam-Free Cooking, Faster and Better Taste – TRIZ-Based High-Pressure Steam-Free Cooking 2.0 Technology” Wins First Prize at the 2025 China Innovation Methods Competition Zhejiang Regional Finals

Most Influential Small Home Appliance Brand – 2025 China Home Appliance Innovation Achievement



China's Top 500 Private Enterprises in Invention Patents by 2025

2025 AWE Innovation Award: Shark 8.9 Floor Washer



2025 AWE Innovation Award: AI Smart Juicer



2025 AWE Innovation Award: Space Technology Series 3.0



2025 Reddot Design Awards



Securities Star ESG New Benchmark Enterprise Award



S&P Global CSA "Industry Best Progress Enterprise" Award

Beyond these honors and recognitions, Joyoung has also achieved breakthroughs in national and provincial key projects in the fields of digital transformation and smart manufacturing, with its digital development capabilities receiving high recognition from authoritative bodies. In 2025, the Company was successfully selected for the first batch of Zhejiang Province’s Advanced-Level Smart Factory list. The Company’s “Smart Kitchen Home Appliance Supply Chain Collaborative Ecosystem Digital Transformation Project” was approved to undertake the 2025 National Digital Economy Central Budget Investment Special Project construction task. This project centers on the upstream and downstream industrial chains of smart manufacturing, establishing a “Digital Collaborative Smart Manufacturing Platform” and a “Multi-Channel Single Inventory” model. It builds a collaborative digital empowerment platform to achieve seamless data integration and application across the entire supply chain, effectively enhancing production-sales coordination efficiency. This initiative constructs a transparent, efficient, and resilient digital supply chain system, driving high-quality development for the Company and its partner ecosystem. In the future, Joyoung will continue to leverage digital innovation as its driving force, deepening its commitment to smart manufacturing and supply chain synergy. By empowering industrial upgrades through technology and fortifying the foundation for sustainable development with digital capabilities, we will join hands with ecosystem partners to embark on a new journey toward high-quality, sustainable industrial growth.

Sustainable Development Strategy

We are committed to align our practice with the Sustainable Development Goals (SDGs) to demonstrate our dedication to sustainability. By integrating the principles and objectives of the SDGs into our business practices, we aim to collaborate with all stakeholders to create long-term social value and jointly advance toward a sustainable future.

Green Environmental Protection

Co-creating a Low-Carbon Future

As a brand dedicated to building a brand of sunshine, health, high value, and environmental sustainability, Joyoung strives to incorporate green and environmentally friendly principles into every aspect of our operations.

Innovation-Led

Focusing on Customer Experience

With independent innovation, Joyoung combines cutting-edge technology with consumer products, providing consumers with a healthier and more convenient lifestyle. This reflects our unremitting pursuit of technological innovation and healthy lifestyle.

Warm Community

Building Homes with Life's Warmth

Joyoung regards employees as the cornerstones of its development. We ensure the protection of their rights and foster a fair and inclusive work environment. Upholding the 30-year core value of "Gathering the Power of Kindness, Creating a Better Life with Health, we leverage our business advantages to carry out health-focused public welfare initiatives and support the healthy growth of teenagers.

Shared Responsibility and Governance

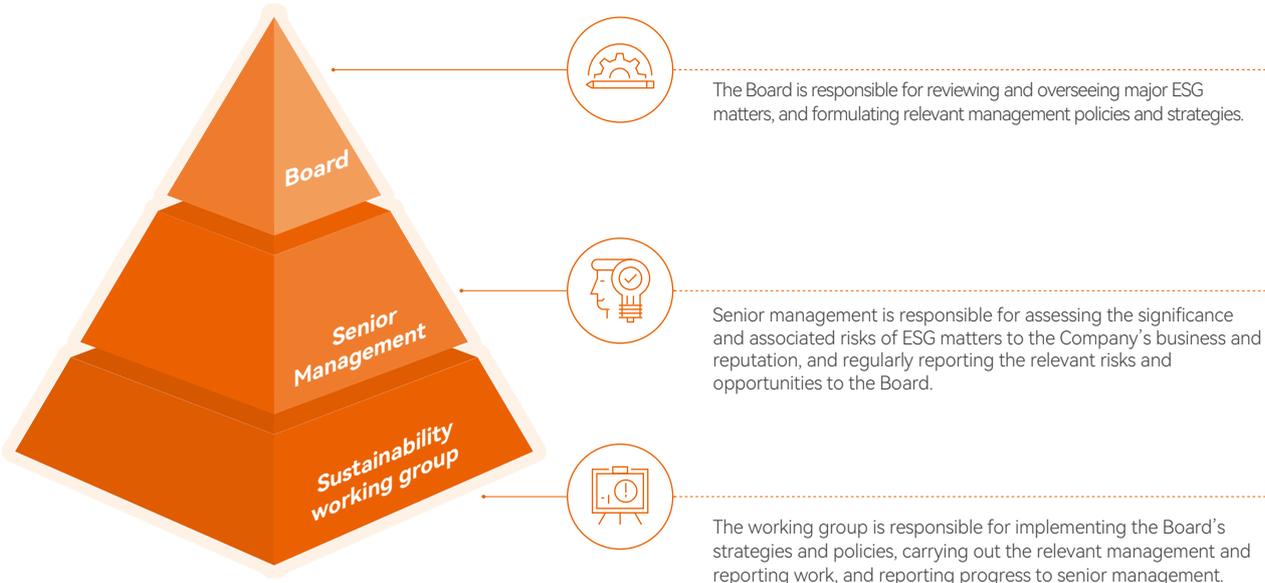
Driving Synergistic Progress

To continuously and stably provide high-quality products to consumers, Joyoung ensures the stability and smooth operation of the supply chain. By developing and nurturing high-quality suppliers, standardizing their daily management and performance assessment, and optimizing the supplier hierarchy, we work together to build a resilient and sustainable responsible supply chain.

Sustainable Development Management

Board Statement

The Company places sustainable development at the core of its strategy. To ensure scientific decision-making, effective management, and efficient implementation of sustainable development-related matters, we have established a solid organizational structure to support sustainability efforts. Currently, the Company has built an Environmental, Social and Governance (ESG) management framework consisting of the Board, senior management, and the sustainability working group. This structure clearly defines the responsibilities of each level, not only specifying the management and supervision responsibilities of each level for the impacts, risks, and opportunities related to sustainable development, but also clearly delineating the management hierarchy and the boundaries of powers and responsibilities, laying a foundation for the systematic advancement of sustainable development work.



Stakeholder Engagement

The Company recognizes the importance of effective stakeholder engagement and collaboration. As business operations involve various stakeholders, their opinions enhance the Company's ability to address sustainability challenges and opportunities in a timely manner. Feedback from stakeholders with diverse backgrounds also helps the Company understand evolving market demands and global sustainable development trends, enabling more informed decisions on its sustainable development practices, initiatives, and disclosures.

Stakeholders

Communication Channels

Expectations and Demands

Response Initiatives



- Company shareholders' meeting
- Annual reports and announcement
- Interactions Platform
- Company website

- Compliant operation
- Stable performance growth
- Protection of shareholder rights and interest
- Information disclosure
- Investor relations management
- Anti-corruption

- Standardized governance and prudent operation
- Strive for sustained high-quality development
- Improved risk management
- Complete, accurate and timely information Disclosure
- Sincere and unobstructed investor communication
- Zero tolerance for corruption and bribery



- Staff training
- Performance appraisal
- Social media

- Protection of employee rights
- Remuneration and welfare
- Sound development channels
- Occupational health protection
- Inclusive communication

- Strict protection of employees' rights and interests
- Sound compensation system
- Unobstructed promotion System
- Standardized management to ensure employee occupational health
- Diversified communication mechanisms and channels



- Supplier audit and assessment system
- On-site visits

- Supply chain management
- Honest and friendly cooperation

- Transparent and responsible procurement
- Supplier assessment



Stakeholders	Communication Channels	Expectations and Demands	Response Initiatives
 <p>Customers and distributor</p>	<ul style="list-style-type: none"> • Company website • Retails • Hotline 	<ul style="list-style-type: none"> • Provision of high-quality products and services • After-sales services • Protection of customers' privacy 	<ul style="list-style-type: none"> • Innovative R&D of high-quality products • High-quality and efficient customer service • Strict protection of user's personal information
 <p>Government and regulators</p>	<ul style="list-style-type: none"> • Regular visit • On-site inspections 	<ul style="list-style-type: none"> • Compliant operation • Compliance with regulatory requirements • Alignment with National Development Policies 	<ul style="list-style-type: none"> • Compliance with laws and regulations • Cooperation with regulatory inspections • Active implementation and precise execution
 <p>Community and the public</p>	<ul style="list-style-type: none"> • On-site communication during charitable activities • Social media 	<ul style="list-style-type: none"> • Social welfare • Rural revitalization • Promotion of local employment 	<ul style="list-style-type: none"> • Sponsorships and donations • Volunteer work • Provide employment opportunities

Materiality Assessment

As a key step in managing sustainable development matters and preparing for disclosures, Joyoung conducted a dual materiality assessment of ESG issues in 2025. Referring to the Guidelines issued by the Shenzhen Stock Exchange, we formulated the assessment process, scoring methodology, and prioritization model, and identified 21 sustainable development-related issues. The Company adopted a three-step process for materiality assessment: identification, prioritization, and verification. Through this process, the Company confirmed the most material sustainable development issues for its business and stakeholders.



Based on this year's dual materiality assessment results, we have developed the following dual materiality matrix.



Dimension	Issue	Impact of the Issue on the Company
Governance Related to Sustainable Development	18. Due Diligence on Bribery & Anti-corruption	Mitigate compliance and reputational risks to ensure stable corporate operations.
	19. Stakeholder Communication	Enhance the scientificity of decision-making and social recognition, so as to support long-term development.
	20. Anti-Bribery & Anti-corruption	Strengthen compliance foundations and uphold brand credibility.
	21. Anti-Unfair Competition	Maintain a fair order and safeguard legitimate business rights and interests.
Environment	1. Climate Change Responses	Impact of climate change on its strategy and business model
	2. Pollutant Emissions	Impact compliance, costs, and reputation; relate to environmental penalties and market access
	3. Waste Management	Resource efficiency, compliance costs, and environmental reputation, and are linked to circular economy objectives
	4. Ecosystem and Biodiversity Conservation	Impact supply chain stability and long-term development, mitigate ecosystem risks
	5. Environmental Compliance Management	Ensure lawful operations, avoid environmental penalties, and safeguard brand reputation and market access
	6. Energy Use	Enhance resource utilization efficiency in production and operations, and promote resource recycling
	7. Water Resources Use	Impact production continuity and compliance, affecting supply chain resilience and environmental requirements.
	8. Circular Economy	Drive efficient resource utilization and model innovation to enhance sustainable competitiveness
Social	9. Rural Revitalization	Enhance corporate social responsibility image, expand market reach, and contribute to common prosperity.
	10. Social Contribution	Enhance brand reputation and stakeholder trust to foster a conducive development environment.
	11. Innovation-driven Development	Empower product upgrades, enhance core competitiveness, and drive sustainable growth.
	12. Technology Ethics	Ensure compliance and social trust while avoiding ethical controversies and reputational risks.
	13. Sustainable Supply Chain	Ensure production continuity, mitigate disruption risks, and maintain customer trust.
	14. Equal Treatment of SMEs	Optimize the supply chain ecosystem to enhance resilience and fairness.
	15. Product and Service Safety & Quality	Safeguard consumer rights and interests, uphold brand reputation and market trust.
	16. Privacy and Data Protection	Safeguard information security, uphold customer trust, and avoid regulatory penalties.
	17. Employees	Influencing talent attraction and team stability, supporting core competitiveness and development foundations.

For Joyoung, the Group's top-priority ESG issues are employee development, product and service safety & quality, and privacy and data protection. These also form the cornerstone of its business operations. Comprehensive employee well being safeguards team stability and enhances operational efficiency; reliable product quality underpins brand reputation and market trust; data protection mitigates compliance risks while reinforcing consumer trust. Anti-bribery, sustainable supply chain, and innovation-driven development are key issues which serve as operational safeguards to consolidate corporate governance and supply chain stability. By implementing environmental compliance and enhancing stakeholder communication, the Group continuously promotes green and compliant operations while generating sustainable social value.

COMPLIANCE & GOVERNANCE

Committed to Stable Development

Goals and indicators Addressed in this Chapter:



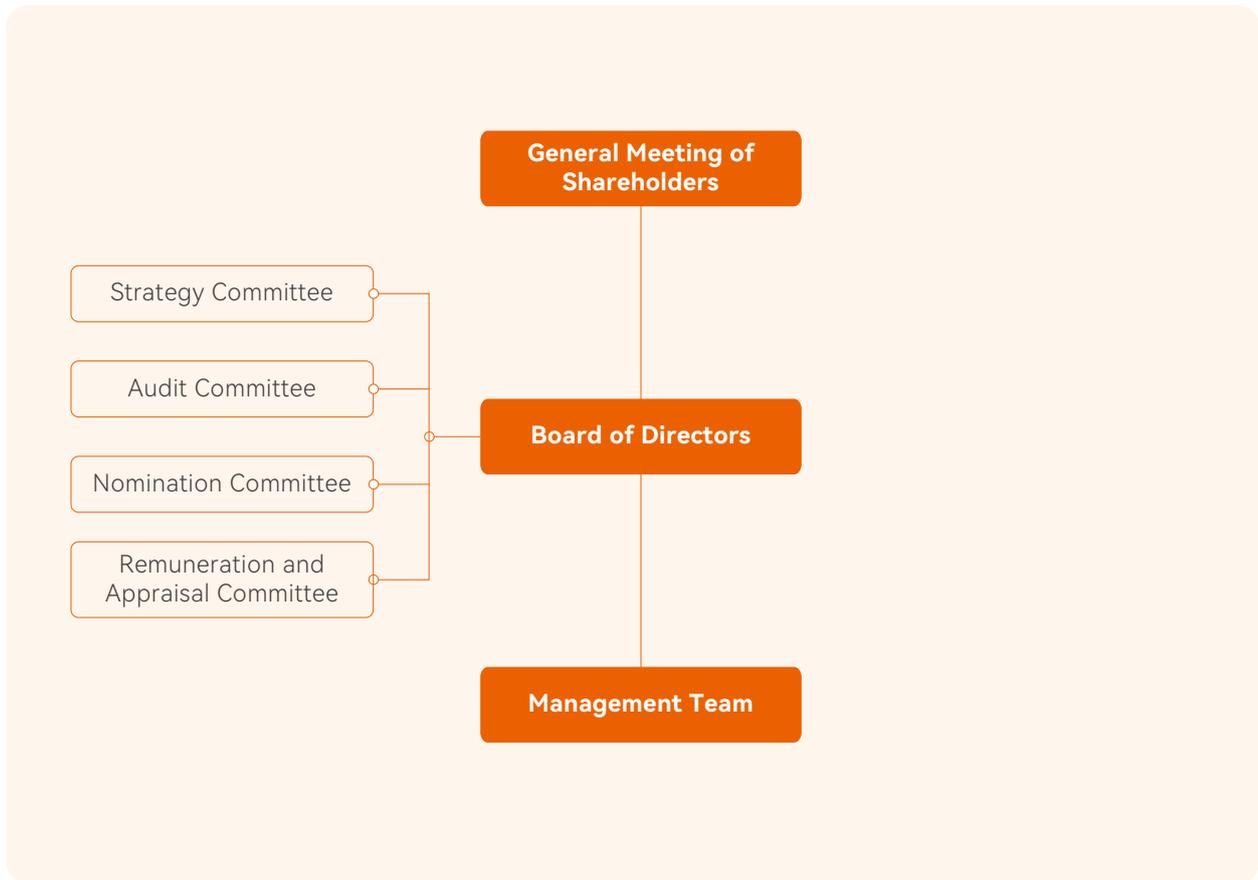
Corporate Governance	21
Corporate Risk Management & Control	23
Adhere to Business Ethics	24
Responsible Marketing Practices	28
Strengthening Party Building Leadership	30

九阳
生活家
Joy Lifestyle Home



Corporate Governance

Joyoung is committed to continuously enhancing its corporate governance capabilities and standards. Strictly adhering to relevant laws and regulations such as the Company Law of the People’s Republic of China, the Securities Law of the People’s Republic of China, and the Corporate Governance Guidelines for Listed Companies, the Company has established a multi-tiered governance system based on its articles of association. This system establishes an efficient governance structure comprising the general meeting of shareholders, Board of Directors, and management team, which clearly defines the responsibilities and authority of each level in decision-making, supervision, and execution, promoting standardized company operations and effectively safeguarding the rights and interests of the Company and all shareholders.



Joyoung’s corporate governance structure

General Meeting of Shareholders

As the highest authority of the Company, the general meeting of shareholders has voting rights on major matters concerning the Company’s operations. In accordance with relevant systems such as the Rules of Procedure for the General Meeting of Shareholders and the Code of Conduct for Controlling Shareholders and Actual Controllers, the Company effectively protects the legitimate rights and interests of all shareholders.

In 2025

A total of

4

general meeting of shareholders were held in 2025.

Board of Directors

The Board of Directors is a standing decision-making body of the Company, responsible for the general meetings. It exercises the Company's operational decision-making power in accordance with the law. It has four special committees under it: the Strategy Committee, Audit Committee, Nomination Committee, and Remuneration and Appraisal Committee. The chairpersons of the Audit Committee, Nomination Committee, and Remuneration and Appraisal Committee are all independent directors. This year, the Company held 6 Board meetings. The Board of Directors fulfilled its relevant duties effectively. Meanwhile, we have strengthened the remuneration management of directors and senior management. In the future, we will formulate relevant remuneration and performance assessment plans.

In 2025

Directors

7

Independent Directors

3

Accounting for

43%

Female Directors

3

Accounting for

43%

Supervisory Board

As the supervisory body of the Company, the Supervisory Board is accountable to general meeting of shareholders and supervises the Board of Directors and other senior management in performing their duties in accordance with the law.

In 2025

The Supervisory Board of the Company consists of

3

supervisors

Convened

3

meetings of the Supervisory Board

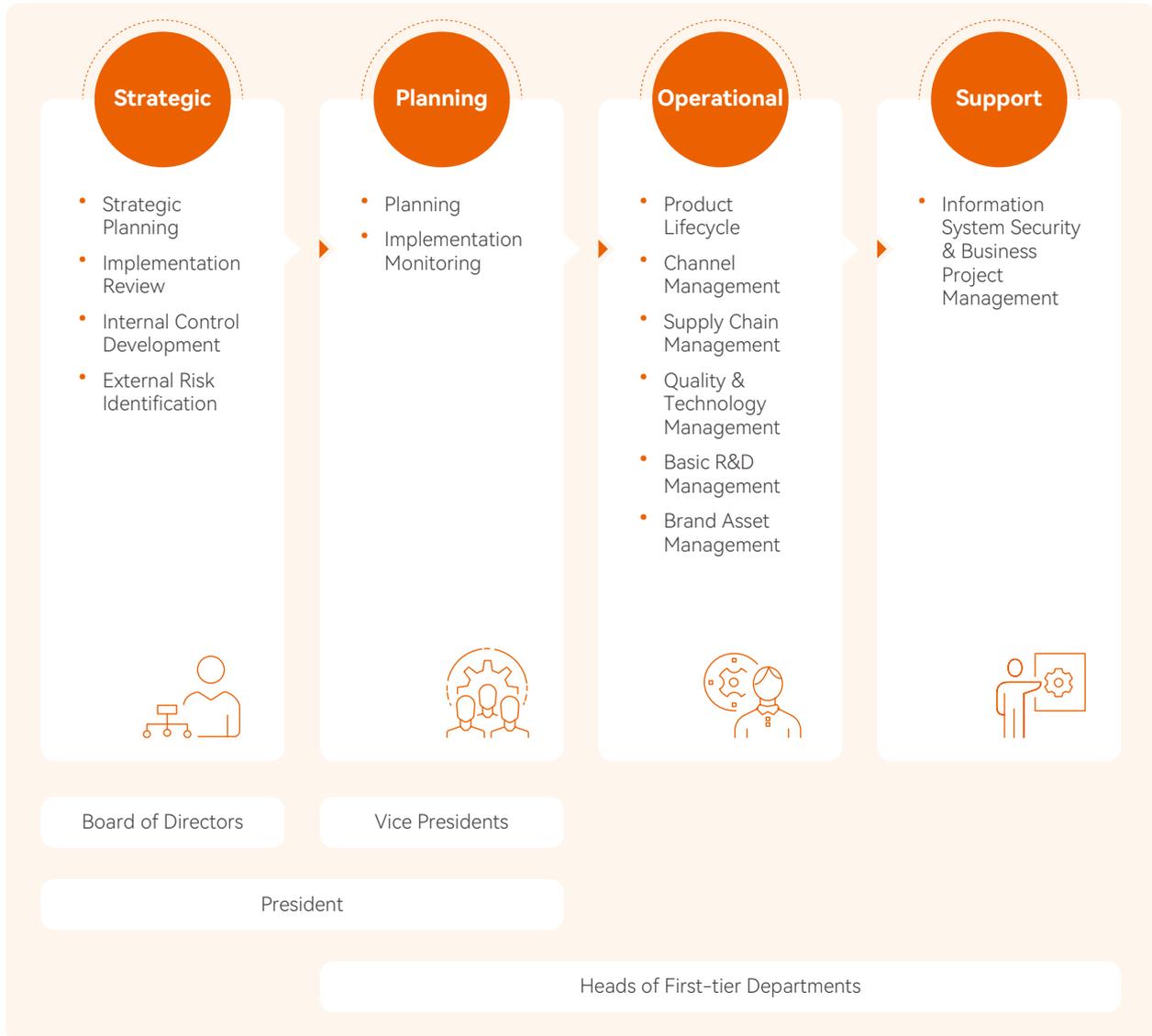
In August 2025, the Company abolished the Supervisory Board in accordance with the new regulatory requirements, and its principal functions have been assumed by the Audit Committee.

Management Team

Management Team is appointed by the Board and is responsible for organizing the implementation of resolutions of the general meeting of shareholders and the Board, as well as presiding over all operational activities of the Company.

Corporate Risk Management & Control

Joyoung adopts a comprehensive risk management model, integrating top-down strategic oversight by the Board of Directors and bottom-up operational processes across departments. This model ensures the identification of all key risks, the assessment of their potential impacts and likelihood of occurrence, and the effective control of risks through appropriate monitoring systems and response measures. The Company has formulated the Comprehensive Risk Management System and the Implementation Rules for the Comprehensive Risk Management System, which categorize risk management into four tiers: strategic, planning, operational, and support. Corresponding responsible personnel have been clearly designated for each tier. Meanwhile, risk management performance has been linked to the annual performance assessments of the President, Vice Presidents, and heads of first-tier departments.



Risk Management Organizational Structure

This year, the Company further optimized its risk management mechanism, establishing a complete closed-loop risk management process. Through the synergy of four tiers, the Company can promptly identify, assess, and respond to various risks, realizing the dynamic cycle and continuous improvement of risk management, thereby effectively safeguarding the stable development of the enterprise.

Joyoung conducts comprehensive risk control in accordance with seven core processes: risk identification, assessment, response, accountability assignment, implementation, inspection, and performance evaluation. Meanwhile, the Company actively carries out special audit work related to risk management. Through interviews with all mid-to-senior level management personnel, we completed the delineation of risk responsibilities and the listing of key risks under management. We established routine risk management mechanisms such as monthly rolling budgets and product committees to strengthen risk control. Departments including Audit and Systems conduct oversight, audits, and verification of major risk management implementations to ensure all control requirements are effectively implemented.

Adhere to Business Ethics

Joyoung strictly complies with laws and regulations including the Anti-Unfair Competition Law of the People’s Republic of China and the Anti-Money Laundering Law of the People’s Republic of China. The Company has formulated the Anti-Fraud Management System, Audit and Supervision Management System, and Complaint and Suggestion Management System, explicitly prohibiting any acts of bribery, unfair competition, fraud, and conflicts of interest, and striving to foster an ethical and clean operational environment.

Anti-Fraud, Anti-Bribery

We have established a sound governance structure and mechanism for business ethics, clarifying the business ethics responsibilities of employees at all levels. The Company’s Audit and Supervision Department is responsible for establishing and improving the anti-fraud management system, complaint reporting and investigation mechanism, receiving fraud reports, and putting forward handling opinions. Meanwhile, the Audit and Supervision Department is subject to the supervision of the Board and guides all departments in carrying out work related to building an anti-fraud corporate culture and environment. All other departments shall actively cooperate with the Audit and Supervision Department to jointly improve the Company’s business ethics governance.

› Anti-Fraud Practices

Upon receiving fraud clues, the Audit and Supervision Department conducts a clue assessment and sets up a special investigation team based on the assessment results to verify the facts. After the completion of the fraud investigation, the Audit and Supervision Department issues an audit report to the Human Resources Department. Upon receiving the report, the Human Resources Department formulates handling opinions on personnel involved in fraud and notifies the audited entity of the results. The audited entity shall recover the relevant funds from the involved personnel within 10 working days after receiving the results. Meanwhile, the Legal Affairs Center conducts a judicial assessment of the illegal facts, and initiates judicial procedures upon the Company’s approval to pursue legal liabilities of the involved companies or personnel.

› Audit and Supervision Work

Issues related to management optimization, process flaws, and risk control shall be referred to the audit department for corrective action within a specified time limit, with the Audit and Supervision Department tracking and supervising the effectiveness of these corrective measures.

Issues involving dereliction of duty or misconduct by management personnel shall be transferred to the Human Resources Department for responsibility identification and accountability.

Suspected illegal and criminal acts such as occupational embezzlement, misappropriation of funds, and corruption shall be immediately referred to the Legal Affairs Center to initiate judicial procedures, with evidence secured in accordance with the law and legal liabilities pursued.

In 2025

the Company conducted a total of

9

financial and operational audits and

8

special supervision and management audits.

› Whistleblowing Mechanism

The Company provides various channels for employees and other stakeholders to raise concerns. All information is treated with strict confidentiality, and anonymous reporting is available in accordance with applicable laws and regulations. We offers multiple avenues for stakeholders to submit feedback, empowering employees and stakeholders to report observed illegal or unethical conduct with confidence. We enforce a strict whistleblower protection system, prohibiting the disclosure of any reporter's identity or retaliation against them under any circumstances. Violators will face severe consequences.

All reported cases will be independently investigated, and appropriate actions will be taken in a timely fashion, including disciplinary actions, termination of employment, adjustment of variable compensation, and performance rating revision. We ensure that whistleblowers are protected against unfair dismissal, victimization, or unwarranted disciplinary action.

Reporting Channels



Complaint and Suggestion Hotline: 18758173358



Mail to: Audit and Supervision Department, No. 760 Yin Hai Street, Xiasha Subdistrict, Hangzhou Economic & Technological Development Zone (Postal Code: 310018)



Confidential Complaint and Suggestion Email: jytj@joyoung.com



Complaint and Suggestion WeChat Account: joyoungtj

In 2025, the Company received 142 complaints and reports, achieving a 100% follow-up rate. 2 employees were subject to disciplinary action or dismissal due to violations of business ethics. We are committed to acting with integrity, drawing lessons from past incidents, and fulfilling our responsibilities not only to customers and society at large but also to our employees, ensuring they take pride in their work. We strive to make decisions based on doing what is right for customers and will never compromise ethical standards or integrity.

› Integrity Culture Development

Joyoung advocates a culture of integrity, actively conducts business ethics training for employees, standardizes their professional conduct, and prevents occurrences that may harm the interests of the Company and its shareholders. Through business ethics training activities, Joyoung not only enhances employees' awareness of integrity in the workplace but also strengthens their compliance awareness and ethical standards, providing solid support for the Company's healthy development.

The Company provides training on relevant governance policies. All new employees must receive such training as part of their onboarding orientation. In 2025, the coverage rate of business ethics training for new employees reached 100%, and the signing rate of the Employee Integrity and Self-discipline Agreement hit 100%. The Company actively organized business ethics training sessions, focusing on specialized sessions and online pledge reminders for personnel and managers in high-risk positions prone to misconduct, such as procurement, R&D, quality control, and sales. In addition, the Company provides anti-corruption and risk management trainings for new employees joined through campus and social recruitments. In 2025, the total number of training attendances exceeded 3,000, with an average training duration of one hour per employee.

Case Study | Integrity and Compliance Advocacy

In 2025, Joyoung actively carried out its annual integrity and compliance advocacy through a combination of online self-learning and offline instructor-led training. The advocacy content comprehensively covered the Company's ethical standards, ethical red lines, the Integrity and Self-discipline Agreement, as well as in-depth analysis of specific cases involving compliance violations. By interpreting these cases, the Company helped employees gain a deeper understanding of specific regulations on anti-corruption, anti-bribery, and anti-monopoly, effectively enhancing their awareness of laws and regulations and their ability to identify risks. This training also introduced Joyoung's anti-corruption communication channels to employees, encouraging them to proactively report relevant issues to the competent departments, further advancing the development of the Company's integrity culture.



› Integrity Culture Promotion

Joyoung firmly believes that fostering an integrity culture is not an overnight endeavor. The Company consistently integrates integrity principles into employees' daily work and lives, conducting comprehensive and synchronized publicity on integrity initiatives through multiple channels including the enterprise WeChat platform, the "Integrity Joyoung" official WeChat account, and Joyoung news announcements. The Company launched the branded campaign "Joyoung Integrity Talk", which helps build a fair, transparent, and honest integrity-focused atmosphere within the organization.



Anti-Unfair Competition

As a leading enterprise in the small home appliance industry, Joyoung consistently integrates fair competition and compliant operations into the entire value chain of its global business, consolidating the governance foundation for sustainable development. The Company strictly complies with domestic and international laws and regulations, including the Anti-Unfair Competition Law of the People's Republic of China and the Anti-Monopoly Law. On one hand, it regularly reviews and updates core documents such as the Anti-Fraud Management System and the Audit and Supervision Management System, explicitly prohibiting acts such as commercial bribery, unfair competition, and conflicts of interest. On the other hand, in light of its business feature of distributing products to multiple overseas countries and regions, the Company continuously revises and improves regional anti-monopoly compliance guidelines for different countries, ensuring that operational activities in various markets comply with local regulatory requirements. In 2025, the Company had no involvement in litigation or significant administrative penalties arising from unfair competition practices.

Responsible Marketing Practices

Responsible Marketing Commitments

Joyoung strictly complies with relevant national laws and regulations, including the Arbitration Law of the People's Republic of China, the Interpretation of the Supreme People's Court on Issues Concerning the Application of Law in the Trial of Labor Dispute Cases (II), the Anti-Unfair Competition Law of the People's Republic of China, and the Measures for the Administration of Compliance Audits on Personal Information Protection. The Company actively fulfills its compliant marketing commitments, fully protects customers' right to know, and strives to provide customers with higher-quality service experience. During the reporting period, the Company internally launched a new risk assessment project for finished product suppliers, and provided a series of training programs, including online courses on compliance and product detail page management via the Xiaoyang Study Hall, training through legal service official WeChat accounts, as well as offline onboarding training for new employees of batches J25/J26.

At the product promotion review level, the Company implements a standardized review process for product detail pages, packaging materials, nutritional recipes, and product promotion videos of all categories through its internal system, thereby effectively reducing false promotion incidents and ensuring the overall compliance of promotional content. Specifically, the review scope includes: verifying whether promotional content involves trademark infringement and ensuring copyright protection of product detail pages; confirming that detail page content complies with relevant provisions of the Food Safety Law, and ensuring the accuracy of the national standards, enterprise standards, and group standards on which it is based; checking whether the slogans used on detail pages comply with laws such as the Advertising Law and the Anti-Unfair Competition Law. For cited content involving data, the corresponding source (such as authoritative institution reports, industry research data, etc.) and complete report number must be indicated, and safety reminder content must be added to all product detail pages. In 2025, the Company had no major incidents involving violations of laws and regulations related to product and service information and labeling, and marketing promotion (including advertising, sales promotion, and sponsorship).



Online Sales Channel

The Company's online sales channels cover mainstream platforms such as JD.com, Alibaba, Pinduoduo, Douyin, Kuaishou, VIPSHOP, Xiaohongshu, and SUNING.COMCO. To standardize product promotion activities, the Company has formulated the Product Detail Page Management System, which explicitly requires that promotional slogans must strictly comply with relevant legal provisions. Information such as technical parameters, product materials, and specifications marked on detail pages must be consistent with the actual products, resolutely eliminating the transmission of false or deceptive information to consumers.

In 2025, the Company further optimized and improved this system, clarifying that the primary goal of product detail page management is to enhance the market competitiveness of product detail pages, thereby increasing product conversion rates. Meanwhile, the system added core contents including the optimization of detail pages for existing products, the definition of job responsibilities of the product detail page project team, the standardization of detail page acceptance processes, and the establishment of assessment criteria for detail page search conversion rates. In terms of system implementation, the Company has established a regular review mechanism, conducting special review and analysis on complaint and report cases involving false promotion every month to continuously optimize weak links in marketing and promotion work. In response to various sudden public opinions and issues, the Company will initiate emergency response procedures immediately and conduct timely review and summary after the incident is handled to ensure that similar problems do not recur.



Offline Sales Channels

The Company also regularly conducts systematic communication skills training for in-store sales personnel, requiring that marketing and promotion content must truly reflect product functions and prohibiting exaggeration. For different product series, the Company compiles detailed training materials, including training manuals and product introduction scripts, and assesses sales personnel through examinations after training to comprehensively verify training outcomes. In addition, the Company issued the Notice on 2025 Channel Incentive Policy, covering both online and offline sales channels such as specialty stores, mall counters, and supermarket stores. All dealers, regardless of their scale or operating years, are eligible to participate in this incentive policy. The Company aims to encourage dealers to actively develop new markets and customers, expand sales scope, increase product market share, drive sustained growth in sales performance, enhance brand awareness, reputation, and loyalty, and strengthen brand competitiveness.

Case Study | Compliant Marketing Training

In 2025, the Company carried out multi-occasion compliant marketing training through a combination of online and offline models, advancing in an orderly manner around three core directions: First, new product launch training, implemented via diverse formats including live streams, on-site sessions, and Tencent Meeting combined with on-site teaching. The content covered live stream training, offline customer enhancement training, promotion mobilization meetings, and supervisor cascaded training, totaling 2,908 sessions. Second, competition response training, mainly delivered through live streams and videos, with 12 live stream training sessions completed and 10 explanatory videos released simultaneously, achieving a cumulative view count of 12,000. Third, excellent experience sharing training, which disseminated outstanding shopping guide experiences in video format, featuring 24 videos that received 6,389 views.

Distributors Management

To better practice the concept of responsible marketing, the Company closely collaborates with partners across all sales channels and steadily advances the standardized governance of dealers. The Company signs the Joyoung Group Partner Code of Conduct Commitment and Distribution Agreement with dealers, clearly defining their responsibilities and obligations in areas such as consumer rights protection and advertising and promotion standardization. This lays a solid compliance foundation for product promotion and achieves standardized control over dealers' promotional activities.

To adapt to the Company's strategic development and business expansion needs, drive the sustainable and sound development of sales channels, avoid disorderly market competition and internal friction, and promote the efficient allocation and rational utilization of channel resources, the Company formulated the Management System for the Establishment, Change and Termination of Dealers in 2025, ensuring the compliance and rationality of the full-lifecycle management process of channels. Meanwhile, to safeguard the common interests of the Company and dealers, standardize the channel authorization process, and eliminate acts such as multi-party authorization that disrupt market order and damage the brand image, the Company issued the Channel Authorization Management System. Based on actual market demand and the Company's business strategy, it conducts overall planning and refined management of channel authorization to maximize brand value and market benefits.

In addition, to further empower dealers' development, standardize the dealer rating and assessment mechanism, maintain a healthy and orderly channel order, protect the legitimate rights and interests of both cooperation parties, and help channel partners achieve high-quality development, the Company formulated special policies such as the 2025 VIP Dealer Rating Management System and 2025 Dealer Rating Management System. It provides high-quality services to customers through a standardized management system. The Company's continuously improved management systems have built a channel management system with clear powers and responsibilities and standardized processes, providing solid institutional guarantee for the compliant and orderly conduct of the Company's marketing activities.

Strengthening Party Building Leadership

Joyoung adheres to the guidance of Xi Jinping Thought, and actively builds the “365” characteristic Party building activity mechanism to consolidate the foundation of internal Party building.

○ 3 Mechanisms

- Establish incentive mechanisms
- Establish performance evaluation mechanisms
- Establish responsibility implementation mechanisms



○ 6 Dimensions of Health

- Mechanism health
- Mental health
- Physical health
- Lifestyle Health
- Organizational Health
- Product Health



○ 5 Commitments

- Become a participant in corporate decision-making
- Become an executor of corporate development
- Become an innovation leader for businesses
- Become a builder of corporate culture
- Become a guide for employees’ mindset



“365” Characteristic Party Building Activity Mechanism

In 2025, under the guidance of the Party Committee of Joyoung, Joyoung achieved outstanding results in multiple activities and evaluations, earning honors such as “Strong Party Development and Strong Development” Enterprise and Top 100 Service Enterprises in Zhejiang Province. These accolades fully demonstrate the solid effectiveness of party development in Joyoung, injecting strong momentum into the Company’s healthy development while exploring a distinctive Joyoung path of development led by party development.



Strong Party Development and Strong Development



Top 100 Service Enterprises in Zhejiang Province

“Study the ideology, strengthen Party spirit, emphasize practice, and achieve new accomplishments.” The Party Committee of Joyoung leverages the guiding role of Party Building to actively identify and cultivate outstanding talent while expanding the roster of members. Concurrently, it prioritizes solidifying Party organization development by conducting multiple themed Party Day activities and Party member education initiatives.

In 2025, Joyoung conducted 12 party education sessions, 12 meetings of branch members, 4 party member training sessions, and 4 party lectures. The Company processed 1 membership application, identified 1 active member, admitted 2 probationary members and confirmed 1 member’s full membership.

Case Study

Live Broadcast of the “Commemoration of the 80th Anniversary of the Victory of the Chinese People’s War of Resistance Against Japanese Aggression and the World Anti-Fascist War”

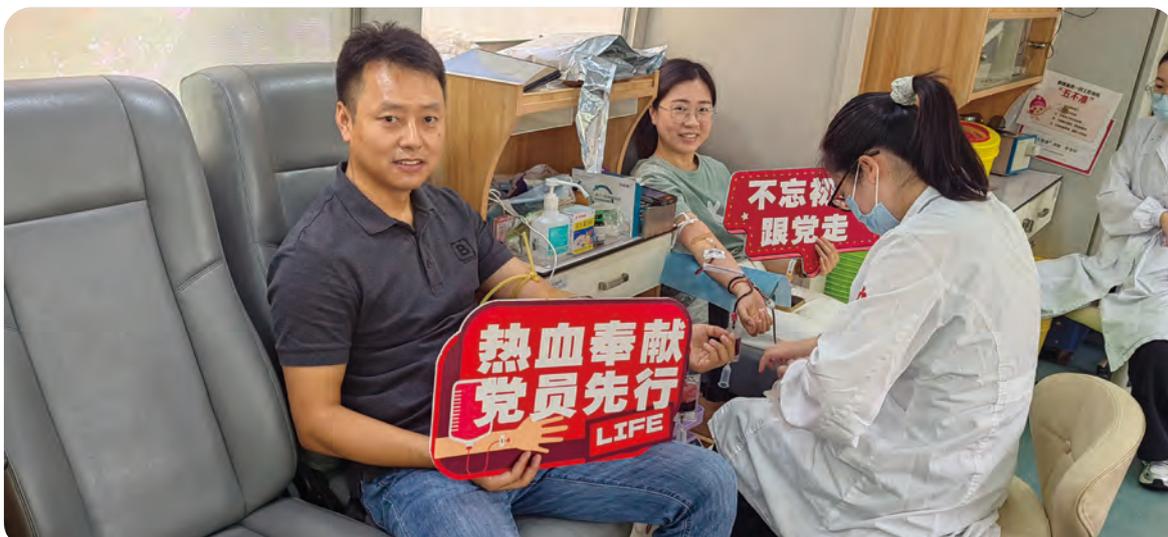
To carry forward the revolutionary legacy and promote the great national spirit centered on patriotism, inspiring all employees to remember history, honor martyrs, and unite in progressing forward, Joyoung organized a party development activity to commemorate the victory of the Chinese people’s war of resistance against Japanese aggression.

3 September marks the victory day of the Chinese people’s war of resistance against Japanese aggression. To commemorate the arduous struggle of the Chinese people against Japanese imperialist aggression, honor the martyrs who bravely sacrificed their lives during the war, and pay tribute to all who contributed to the victory, the Company organized all employees to watch the live broadcast of the “Commemoration of the 80th Anniversary of the Victory of the Chinese People’s War of Resistance Against Japanese Aggression and the World Anti-Fascist War.” This initiative inspired all employees to dedicate themselves to their work with greater enthusiasm, striving together for the Company’s high-quality development and the realization of the Chinese Dream of national rejuvenation.



Case Study | Party Members Donate Blood Out of Compassion

The Company organized a blood donation campaign for Party members, with Party members leading by example and demonstrating responsibility and compassion through concrete actions.



GREEN ENVIRONMENTAL PROTECTION

Co-creating a Low-carbon Future

Goals and indicators addressed in this chapter:



Addressing Climate Change	34
Promoting Green Operations	40
Advancing Energy Conservation & Emission Reduction	41
Biodiversity Conservation	44
Environmental Awareness Promotion & Training	45



Addressing Climate Change

Governance Framework

Joyoung advances ESG governance and performance improvement – including climate governance – through a three-tiered approach: oversight by the Board of Directors, implementation by senior management, and execution by working group.

Strategic work Board of Directors

- The Board of Directors, as the Company’s highest ESG governance and decision-making body, comprehensively oversees the Company’s management of climate change risks and opportunities, reviewing relevant strategies, policies, and performance targets.

Management Senior Management

- Joyoung’s senior management is responsible for assessing climate-related risks and opportunities, determining and implementing the Company’s climate change response strategy, formulating annual and medium-to-long-term plans, and overseeing progress toward performance targets.

Execution Sustainability Working Group

- The working group is responsible for coordinating joint efforts across departments, conducting regular reviews and summaries, reporting progress toward phased objectives to senior management, and supporting the implementation of climate-related strategies at the corporate level.

Climate Risk Management

Effective risk management is vital for the Company’s long-term development. The Company employs a structured, integrated management approach to identify, assess, prioritize and monitor climate-related risks and opportunities across all business operations and the value chain. This framework is supported by clear policies and standardized processes, integrating internal and external data, industry benchmarks and regulatory requirements to ensure coverage of all business units. All these elements are fully incorporated into the Company’s Enterprise Risk Management (ERM) system.

The Company conducts climate-related scenario analysis based on internationally recognized frameworks such as the Intergovernmental Panel on Climate Change (IPCC) and the Network for Greening the Financial System (NGFS) of central banks and regulators. This analysis provides a basis for risk identification and assesses potential impacts under different climate development pathways. Climate-related risk prioritization is integrated into the Company’s enterprise risk management framework, ensuring alignment with other strategic and operational risk management requirements. Continuous monitoring of climate-related risks is achieved through regular reporting to senior management and incorporation into internal audit processes, enabling timely updates to risk management strategies and implementation of corrective actions.

Countermeasures

We have established clear timeframes to effectively drive strategy implementation and track progress throughout. Each phase represents a deliberate action step, enabling us to build momentum in a systematic and measurable way. By defining objectives for each stage, we ensure that efforts remain focused, coordinated, and aligned with the overarching vision.



The Company assesses the resilience of its strategy and business model to climate-related changes through scenario analysis across short-term, medium-term, and long-term time horizons.

The Company conducted climate scenario analysis for two key timeframes—2030 and 2050—by selecting two categories of pathway scenarios. This analysis primarily drew upon two authoritative frameworks: First, the Shared Socioeconomic Pathways (SSPs) proposed in the IPCC Sixth Assessment Report (AR6), where SSP1 represents a relatively low-carbon emissions scenario and SSP3 a high-carbon emissions scenario; Second, climate scenarios released by the NGFS, an international platform comprising multiple central banks and financial regulators including the People’s Bank of China. These include the NGFS net-zero 2050 low-carbon scenario and the NGFS fragmented world high-carbon emissions scenario.

Evaluation Period	Climate Scenario Selection ¹
2030	Low-carbon Scenarios: SSP1, NGFS net-zero 2050 Scenario
2050	High-carbon Scenarios: SSP3, NGFS fragmented world

Note:

1. The IPCC Sixth Assessment Report features Shared Socioeconomic Pathways (SSP); the NGFS (Central Banks and Supervisors Network for Greening the Financial System) is an international platform comprising multiple central banks and financial regulators, including the People’s Bank of China. The NGFS collaborates with climate scientists and economists to design and release NGFS climate scenarios and analytical models.

Based on the results of scenario analysis, we have identified corresponding physical risks, transition risks, and opportunities. We have developed the following adaptation and mitigation measures and are seizing relevant opportunities:

Physical Risks

Climate Change Risks	Extreme weather events such as droughts, floods, and typhoons	Persistent high temperatures, rising sea levels, water scarcity, and other factors
Risk Description	<ul style="list-style-type: none"> • Destroy factories, office buildings, and equipment, resulting in property damage; • Harm to employee health; • Resulting in insufficient cooling water for the plant, disrupting continuous operations and potentially increasing expenditures for procuring backup water sources; • Disrupt supply chain continuity and stability. 	<ul style="list-style-type: none"> • Increased investment in refrigeration-related systems, thereby raising operational costs; • During periods of high temperatures, more employees face heat-related health risks, impacting operational efficiency; • Water scarcity has led to increases in municipal water supply prices, raising water usage costs.
Impact Timeframe	Long-term	Long-term
Countermeasures	<ul style="list-style-type: none"> • Develop emergency response plans for natural disasters and continuously improve the emergency response mechanism for natural disasters; • Select water-efficient equipment and retrofit existing equipment to enhance water resource utilization efficiency; • Proactively identify potential asset damage and purchase necessary insurance to mitigate potential risks. 	<ul style="list-style-type: none"> • Incorporate climate risks into our risk management and strategic planning; • Adopt more energy-efficient refrigeration equipment to reduce energy consumption and lower operating costs; • Implement water-saving initiatives and upgrade water-consuming equipment.

Transition Risks

Climate Change Risks	Policies and Laws	Technology	Market	Reputation
Risk Description	<ul style="list-style-type: none"> Stricter policies and regulations may increase the operational compliance burden for businesses, and related lawsuits or claims may also rise; Emissions quotas and carbon pricing regulations may impact upstream raw material production costs, potentially leading to increased procurement costs for the Company. 	<ul style="list-style-type: none"> The Company must transition to low-emission technologies and invest in energy-saving and emission-reduction technologies. However, the returns on such technological investments are uncertain and require careful evaluation and management; Failure to promptly identify and adopt low-carbon technologies has resulted in the Company's low-carbon product transition lagging behind its peers. 	<ul style="list-style-type: none"> Failure to adequately meet consumer demand for green and low-carbon products; Frequent extreme weather events negatively impact supply chain stability and will lead to rising raw material costs. 	<ul style="list-style-type: none"> Stakeholders expect the Company to establish and achieve energy conservation and emission reduction targets to mitigate climate change. Failure to effectively address stakeholder expectations may impact the Company's reputation.
Impact Timeframe	Medium-term, long-term	Medium-term, long-term	Medium-term, long-term	Medium-term, long-term
Countermeasures	<ul style="list-style-type: none"> Closely monitor changes in domestic and international environmental laws, regulations, and policies, and respond promptly; Promote energy conservation, emission reduction, and green procurement in the Company operations. 	<ul style="list-style-type: none"> Continue researching and applying low-carbon technologies while actively pursuing industry collaboration; Optimize mechanisms for attracting, developing, and retaining technical talent to enhance the Company's R&D capabilities. 	<ul style="list-style-type: none"> Actively develop green and low-carbon products to meet consumer demand; Promote green procurement and collaborate with suppliers to explore low-carbon solutions. 	<ul style="list-style-type: none"> Establish a regular communication mechanism to proactively address stakeholder concerns; Enhance the Company's sustainable development capabilities and actively address climate change.

Opportunities in Climate Change	Market	Technology	Resource Efficiency	Climate Resilience
Opportunity Description	Increased market demand for green and low-carbon products.	Green and low-carbon materials and technology R&D; Expand the Company's intellectual property portfolio.	Utilize more energy-efficient production and office equipment, buildings, and technologies.	Develop or participate in renewable energy projects.
Impact Timeframe	Medium-term, long-term	Medium-term, long-term	Short-term	Short-term
Countermeasures	Continuously invest in low-carbon technology R&D, develop more innovative green and low-carbon products, and continuously enhance technological capabilities and product competitiveness.		Actively explore the application of new technologies, equipment, and processes to enhance resource utilization efficiency, thereby achieving cost reduction and efficiency gains.	The costs of renewable energy sources such as solar and wind power are projected to continue declining in the future. Actively developing renewable energy projects or procuring renewable energy can reduce energy-related costs in the medium-to-long term.

Climate-Related Transition Plan

Based on our identified climate-related risks and opportunities, along with assessments of business model resilience, we have developed a climate transition plan to address climate change. This plan focuses on reducing greenhouse gas emissions and adapting to climate impacts. It begins with a comprehensive assessment of the current situation, including emissions inventories and vulnerability identification, followed by the establishment of clear short-term, medium-term and long-term goals centered on achieving net-zero emissions.

Key strategies include utilizing renewable energy, enhancing energy efficiency, promoting sustainable transportation, and improving waste management. Meanwhile, we prioritize adaptation measures such as upgrading infrastructure and implementing efficient water management practices. Engaging stakeholders through community participation and partnerships is essential to secure support and resources. Proactively developing climate-friendly policies is critical for effective implementation, supported by regular monitoring and reporting to ensure transparency. Investments in innovative technologies will raise awareness and drive tangible actions toward climate goals.

Case Study | Photovoltaic Renewable Energy Project

To reduce reliance on traditional energy sources and mitigate the risk of extreme weather disrupting energy supply, Joyoung is committed to increasing the proportion of renewable energy by developing photovoltaic and energy storage projects. We strive to reduce carbon emissions and contribute to achieving the nation's "carbon peaking and carbon neutrality" goals. We actively explore photovoltaic power generation and integrated photovoltaic-storage systems, prioritizing environmental sustainability while lowering operational costs and seizing climate opportunities presented by climate change.



Hangzhou Industrial Park Rooftop Photovoltaic Power Generation Equipment

In 2025, total photovoltaic power generation reached 3,759,086 kilowatt-hours, with Joyoung consuming 3,350,036 kilowatt-hours. The surplus fed into the grid amounted to 408,050 kilowatt-hours, representing an 89% self-consumption ratio.

Case Study | Water Resource Pressure

We conducted short-, medium-, and long-term analyses of the physical risks facing the Company, using water resource pressure as a specific example. Water scarcity will lead to increases in municipal water prices, raising the Company's operating costs, limiting production capacity, and impacting normal operations. Using low-carbon and high-carbon scenarios, we assessed potential risks for each office location and its province from now until 2050. Findings indicate that under the high-carbon scenario, Joyoung's offices face elevated medium-to-long-term water scarcity risks. To address this, we have developed a series of risk adaptation and mitigation strategies:

- Establish a comprehensive water management system to strictly monitor and manage water usage throughout the production process, eliminating drips and leaks.
- Optimize existing production processes to reduce water consumption during manufacturing.
- In production and manufacturing processes, prioritize the use of water-saving components such as high-efficiency water pumps and valves to reduce water waste at the source.
- Through promotional materials, official accounts, and other channels, raise awareness among production staff about the importance and significance of water conservation during manufacturing processes to enhance their water-saving consciousness.

Climate and Nature-Related Targets

The Company rigorously monitors all relevant greenhouse gas emissions within its assessment scope. Our primary greenhouse gas emissions stem from direct emissions (Scope 1) generated by the Company's combustion of gasoline and natural gas, and indirect emissions (Scope 2) from purchased electricity.

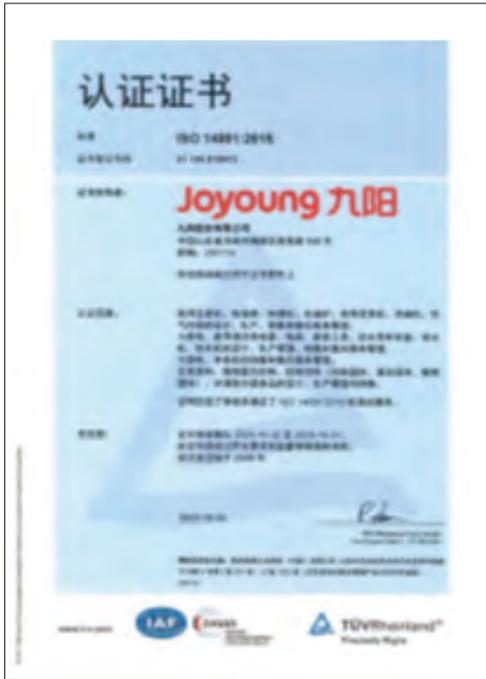
Indicators ²	Unit	2025	2024
Scope 1 greenhouse gases	Tonne CO ₂ e	178.97	215.67
Scope 2 greenhouse gases	Tonne CO ₂ e	6,007.27	8,182.36
Total greenhouse gas emissions (Scope 1 + Scope 2)	Tonne CO ₂ e	6,186.24	8,398.03
Greenhouse gas emissions intensity ³	Tonne CO ₂ e/RMB10,000 revenue	0.008	0.009

Note:

- Greenhouse gas emissions data are presented in carbon dioxide equivalents and reference standards including but not limited to the Greenhouse Gas Protocol: Accounting and Reporting Standards for Enterprises published by the World Resources Institute and the World Business Council for Sustainable Development, the Hong Kong Exchanges and Clearing Limited's "How to Prepare an ESG Report – Appendix 2: Reporting Guidance on Environmental KPIs," the Announcement on the Release of the 2023 Electricity Carbon Dioxide Emission Factor issued by the Ministry of Ecology and Environment of the People's Republic of China in December 2025, and the 2024 Sustainability Report of HK Electric Investment.
- As of the end of 2025, the revenue within the reporting scope amounted to RMB8,209,763,100 (2024: RMB 8,849,314,700). This figure is also used to calculate other intensity metrics.

Promoting Green Operations

As a Company committed to building a transparent, healthy, high-value-added, and eco-friendly home appliance brand, Joyoung strives to integrate green and sustainable principles into every aspect of its production and operations. We strictly comply with laws and regulations including the Environmental Protection Law of the People’s Republic of China, the Water Pollution Prevention and Control Law of the People’s Republic of China, the Air Pollution Prevention and Control Law of the People’s Republic of China, and the Solid Waste Pollution Prevention and Control Law of the People’s Republic of China. We have established a comprehensive environmental management system and obtained ISO 14001 certification, undergoing external audits by third-party companies every three years. Furthermore, we continuously advance green transformation and upgrading. Recognized by the Jinan Municipal Bureau of Industry and Information Technology, we were approved as one of the fifth batch of Jinan Green Factories. In 2025, the Company did not incur any violations of environmental protection laws and regulations, pollution incidents, or disputes, nor did it receive any administrative penalties for breaching environmental protection regulations.



Advancing Energy Conservation & Emission Reduction

Energy Usage Management

The Company has established internal systems such as the Energy Consumption Resource Management System and the Industrial Park Public Area Electrical Facility Usage Rules to regulate energy and resource usage. All departments are required to prioritize environmentally friendly and energy-efficient products when selecting resources, and employees are encouraged to actively participate in energy-saving activities. Green office practices are promoted through internal news announcements. Meanwhile, the Company conducts daily inspections of energy usage across departments, regularly reports instances of energy waste, and adheres to the principle of energy conservation and emission reduction. It continuously improves energy and resource management to minimize negative environmental impacts. By 2025, the Company's energy consumption indicators are as follows:

Indicators	Unit	2025	2024
Gasoline consumption	Liters	28,914.86	39,955.98
Natural gas Consumption	Cubic meters	48,161.00	56,252.00
Direct energy consumption • Gasoline • Natural gas	kWh	783,934.81	975,561.13
Indirect energy consumption • Purchased electricity	kWh	11,321,664.00	15,248,521.00
Total energy consumption	kWh	12,105,598.81	16,224,082.13
Energy consumption intensity ³	kWh/RMB10,000 revenue	14.75	18.33
New energy consumption • Self-consumption of new energy generation	kWh	3,350,036.00	3,092,029.00

We place high priority on energy efficiency and reducing fuel consumption to minimize greenhouse gas emissions. To manage greenhouse gas emissions, we have implemented various measures for effective energy utilization. To achieve these objectives, each subsidiary has developed corresponding measures tailored to its specific circumstances, including but not limited to:



Information System Development

Promoting digitalization and paperless operations; reducing printed materials through digital communication platforms



Optimizing Resource Management

- Prohibit unauthorized installation or use of high-power electrical equipment within premises unless operationally necessary
- Strictly control air conditioning temperatures and closing doors/windows during operation
- Regularly inspect and maintain aging air conditioning units
- Enhance control over public area air conditioning by implementing full shutdowns or adding location markers with property management conducting enhanced inspections
- Implement centralized air conditioning control in administrative buildings
- Use energy-efficient lighting equipment and promptly turn off lights when sufficient natural light is available
- Shut down computers and other office equipment during non-working hours

Water Resource Management

To ensure compliant operations, the Company strictly adheres to the Water Law of the People’s Republic of China and relevant national and local laws and regulations, based on which it has established comprehensive policies, clear objectives, and specific action plans for water resource management. In practice, the Company actively promotes various water-saving initiatives, including regular monitoring of water consumption, identifying abnormal usage, and implementing measures to prevent leakage. Due to the geographical location of our operations, the Company faces no issues in securing suitable water sources for its purposes. The Company’s water consumption indicators for 2025 are as follows:

Indicators	Unit	2025	2024
Water resource consumption	tonnes	166,890.00	178,099.00
Water consumption intensity ³	tonnes/RMB10,000 revenue	0.20	0.20

To enhance water efficiency, the Company has implemented the following measures:

- Phasing out outdated water pumps with high water consumption
- Repairing and refurbishing leaky pipelines to reduce water waste
- Installing water-saving devices to enhance water efficiency
- Raising employee awareness of the importance of water conservation

Waste and Emissions Management

Joyoung has established a waste management system, the “Solid Waste Management Regulations,” with each department responsible for managing solid waste from generation through to sorted collection. Hazardous waste generated is entrusted to qualified suppliers for disposal.

In addition, based on actual office operations, Joyoung has developed corresponding waste management practices with clear classification standards for all types of waste. Recycling bins for recyclables, food waste, and other waste are placed in employee workstations, break rooms, and other areas. Meanwhile, Joyoung conducts regular training and awareness campaigns to promote orderly waste recycling in office areas. We advocate green and environmentally conscious operations by encouraging double-sided printing, black-and-white printing, and prioritizing electronic communication and office methods. All departments are urged to reduce unnecessary newspaper subscriptions to minimize paper waste generation. Waste sorting bins are placed in public areas to ensure proper waste classification and collection.

Laboratory operations involving chemicals in fume hoods primarily generate inorganic waste liquids, with trace amounts of volatile gases from organic waste liquids. In accordance with the Hazardous Chemicals Management System, Joyoung strictly regulates the procurement, transportation, use, and disposal of hazardous chemicals and other harmful substances. Responsibilities for supervision, management, record-keeping, and reporting are clearly defined for all departments and employee levels. To minimize environmental impact from hazardous chemicals, the Company employs activated carbon and spray systems to adsorb volatile organic compounds (VOCs) generated during use. At the same time, we conduct weekly routine inspections of hazardous chemical storage areas, along with periodic comprehensive inspections and third-party exhaust gas testing. Any identified issues are addressed immediately through corrective measures. Responsible departments have established emergency response plans for incidents such as leaks, spills, and equipment failures, and regularly organize employee drills. The Company’s waste disposal targets for 2025 are outlined in the table below:

Indicators	Unit	2025	2024
Total hazardous waste ⁴	tonnes	3.07	2.06
Hazardous waste emission intensity ³	kg/RMB10,000 revenue	0.010	0.002
Total non-hazardous waste	tonnes	714.10	635.60
Non-hazardous waste discharge intensity ³	kg/RMB10,000 revenue	0.87	0.72
Toluene emissions	kg	0.10	0.30
Diethyl ether emissions	kg	0.03	0.05
Dichloromethane emissions	kg	0.40	50.00
Trichloromethane emissions	kg	0.05	0.10
Acetone emissions	m ³	0.10	0.05
Nitrogen oxides (NO _x)	kg	/	/
Sulfur oxides (SO _x)	kg	/	/
Inhalable suspended particulate matter (PM)	kg	/	/

Note:

4 The amount of hazardous waste generated annually from testing varies depending on the specific testing items.

Wastewater Discharge Management

The Company actively implements measures to reduce wastewater discharge, strictly adhering to the Water Pollution Prevention and Control Law of the People's Republic of China and the Integrated Wastewater Discharge Standards. There is no direct discharge of pollutants into natural water bodies. The Company conducts regular inspections of drainage pipes and ditches to prevent sewage leakage. Through periodic assessments of the system's condition, we identify and address any potential leaks or maintenance requirements. These preventive measures help maintain the integrity of our wastewater management system and minimize the risk of environmental pollution. The Company's wastewater discharge targets for 2025 are outlined in the table below:

Indicators	Unit	2025	2024
Wastewater discharge volume	m ³	133,512.00	142,479.20
Wastewater discharge intensity ³	m ³ /RMB10,000 revenue	0.16	0.16

Packaging Materials

In 2025, paper-based materials constituted the primary packaging materials for Joyoung, forming the core of its packaging material usage structure. During the reporting period, the Company's total packaging material consumption reached 34,232 tons. Specific packaging usage details are as follows:

Moving forward, the Company will advance green packaging upgrades, gradually increasing the proportion of biodegradable materials, optimizing packaging reduction efforts, and minimizing the environmental footprint of packaging processes.

Indicators	Unit	2025	2024
Total packaging material usage (including paper, foam, and PE bags)	tonnes	34,232	33,630
Paper packaging material consumption	tonnes	25,800	24,980
Plastic packaging material Consumption	tonnes	296	286

Biodiversity Conservation

The Company remains committed to minimizing the environmental impact of its operations by carefully considering the effects of its sites on surrounding ecosystems and natural resources. We strive to reduce negative environmental effects through resource conservation and proper waste management practices. During the site selection phase, we strictly avoid ecologically sensitive areas such as nature reserves and important habitats, prioritizing developed land to minimize impacts on native ecosystems from the outset. In addition, we have established and rigorously enforce waste treatment procedures to effectively manage and treat pollutants like wastewater and exhaust gases generated during operations, closely monitoring the environmental impact of our activities.

Environmental Awareness Promotion & Training

The Company places high importance on enhancing employees' green awareness. We regularly organize annual training programs covering topics such as environmental regulations interpretation, waste classification and reduction, energy recycling, and water resource optimization, comprehensively promoting environmental protection concepts throughout the organization.

Case Study | 2025 Energy Conservation and Consumption Reduction Strategy Briefing Session

In 2025, the Company convened an energy conservation and consumption reduction strategy briefing session. Through energy consumption reviews, problem discussions, and sharing of energy-saving "golden ideas," it encouraged employees to voluntarily turn off lights during lunch breaks and use energy in public areas only as needed. Concurrently, the Company launched energy conservation awareness campaigns to disseminate energy-saving knowledge and further enhance the energy-saving consciousness of all staff.



INNOVATION-LED

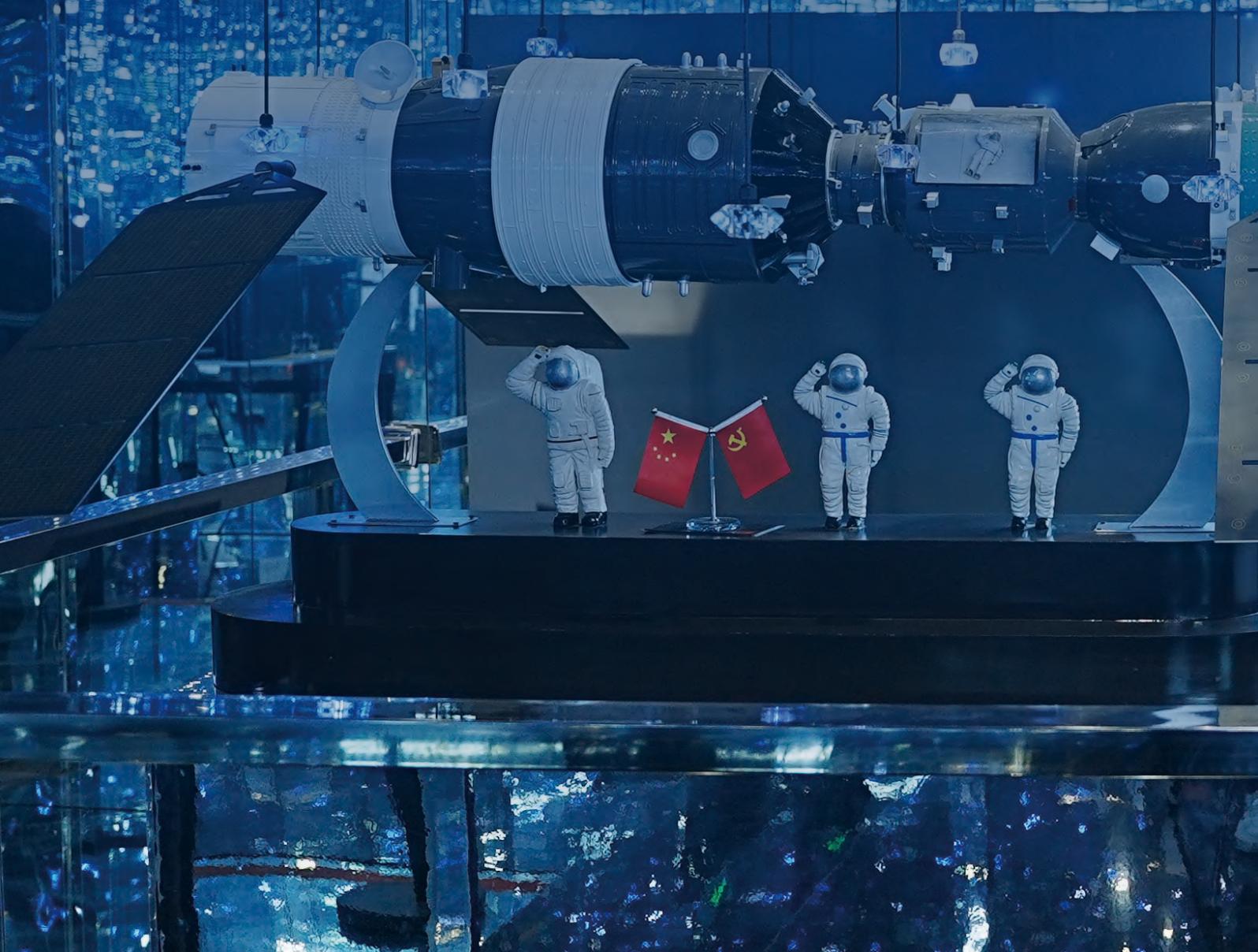
Focusing on Customer Experience

Goals and indicators addressed in this chapter

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

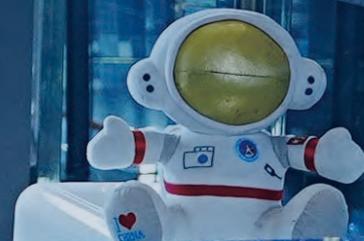


12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Accelerating Innovation-Led Growth	48
Protection of Intellectual Property Rights	51
Standardized Quality Management	52
Optimizing Customer Experience	56
Safeguarding Information Security	60

PURE SPACE KITCHEN SPACE WATER PURIFIER



Accelerating Innovation-led Growth

Technological innovation and intellectual property protection are central to the Company's sustainable development and competitiveness. The Company consistently pursues technological innovation, establishing a comprehensive technological innovation system. Joyoung is committed to widely applying innovative achievements across various social sectors, accelerating the construction of a green and intelligent future society. Continuous innovation and R&D are key to Joyoung building robust technological capabilities and achieving rapid growth. In 2025, Joyoung's primary internal policies for intellectual property protection are the Intellectual Property Management System and the Star Patent Award System. The Company incentivizes employees to submit intellectual property achievements through monthly patent application incentives and annual Star Patent evaluations. In addition, the Company established an Innovation Review Committee and Innovation Management Office. Led by vice president of products as chair and the chief technology officer as vice chair, the committee includes the chief electrical engineer, departmental chief engineers, and design directors as members. This structure effectively coordinates resources, breaks down departmental silos, standardizes innovation management processes, precisely controls innovation direction and quality, efficiently drives innovation project implementation and commercialization, and comprehensively enhances the Company's product R&D and technological innovation capabilities. In 2025, the Company adjusted its routine innovation proposal evaluation criteria: solutions proposing new concepts, approaches, or plans for existing products, functions, applications, thematic planning, user experience, or extreme cost optimization will explicitly require participation from the chairman and president in year-end award assessments.

The total R&D investment amounting to approximately RMB302.97 million. The Company employs 683 R&D staff, accounting for 32.52% of the total workforce. The following outlines the Company's innovation management mechanisms:

Regarding the innovation review mechanism

The Joyoung innovation review committee is chaired by the vice president of product, with chief engineers serving as committee members. An innovation management office has been established. Committee members possess extensive experience and solid expertise, enabling comprehensive evaluation of innovation project elements and effective organization of activities. This measure enhances the fairness of review decisions, ensuring projects receive objective assessments.

Regarding the selection process

Joyoung has refined the process into a quantitative scoring system, assigning weighted scores to metrics such as innovation, market potential, and technical feasibility are weighted and calculate weighted scores based on these metrics. The final score is determined by the weighted average of evaluations from multiple reviewers to determine the final project score to enhance the scientific rigor and traceability of the evaluation process and traceability of the evaluation process.

Regarding award integration

Joyoung imposes no cap on award recipients to encourage participation, with prizes distributed as lump-sum payments. This model effectively stimulates employee innovation through immediate rewards. The optimized system has significantly boosted employee creativity, yielding numerous innovative proposals in product design and process improvement that support the Company's technological advancement.

Innovative Space Technology – Joyoung Pioneers the “Space Stove”

Joyoung, long dedicated to healthy home appliances, was selected by the state as the developer for the manned spaceflight kitchen in 2014. Its core mission was to create hot-air heating equipment and a water dispenser. After eight years of R&D and over 1,000 experiments, it was successfully launched and put into use in 2021, having since ensured the dietary health of multiple astronaut crews. At 11:44 PM on 31 October 2025, from the Jiuquan Satellite Launch Center, the Shenzhou-21 spacecraft carried a special “passenger” – a hot-air oven developed by Joyoung – into space. It successfully docked with the Chinese Space Station, enabling humanity’s first cooking in space. Astronauts can now enjoy freshly baked chicken wings, steaks, and other delicacies. This device addresses the challenges of grease fumes and food floating in the space kitchen. It features self-cleaning grease filtration and residue collection capabilities, while its heating temperature can reach up to 190°C, enabling more diverse and delicious food preparation.



Joyoung has continuously ensured astronauts’ access to health and drinking water aboard the space station for 1,600 days

25 April marks China’s 2025 Space Day and the launch for Shenzhou-20! Within the sealed space station, water remains stagnant. As the developer of the space kitchen, Joyoung overcame 8 years of technical challenges to successfully deploy its space kitchen water purification system in 2021. This innovation allows astronauts to have free access to clean and healthy water at 45°C. From Shenzhou-12 to Shenzhou-20, Joyoung has continuously ensured astronauts’ access to health and drinking water aboard the space station for over 1,600 days.

In 2025, Joyoung once again upgraded its product line with the launch of the Joyoung Tianjing Series water purifiers. Joyoung aims to leverage space technology to safeguard the drinking water health of every citizen, enabling everyone to conveniently enjoy aerospace-grade purified water.



2025 German iF Design Award



The German iF Design Award, hailed as the “Oscar of the design world,” stands among the most prestigious global design honors. Alongside Germany’s Red Dot Award and the U.S. IDEA Award, it forms the hallowed trio of world-renowned design accolades. The 2025 iF Design Award winners were officially announced, with nearly 11,000 entries submitted from 66 countries worldwide. Joyoung’s 40N9U Pro non-stick zero coating rice cooker ultimately prevailed. The risk of chemical coating peeling off traditional rice cookers has always been a looming threat for consumers. The arrival of Joyoung’s third-generation zero coating rice cooker 40N9U Pro finally reconciles health and taste. Through the ingenious combination of 200,000 square dot micro-pits and air-cooled suspension technology, a moist protective film forms on the

inner pot surface, achieving a non-stick effect meeting China’s National Standard Grade II. Even more groundbreaking is the patented rice grain activation technology, enabling all rice varieties to meet the “Grade 10A Perfect Rice” standard.

2025 AWE Home Appliance Expo



At the 2025 China Home Appliance and Consumer Electronics Expo (“AWE”), Joyoung showcased multiple innovative products, injecting fresh vitality into the small appliance market.

The star of this AWE debut is the K7 Pro low-purine soy milk maker that requires no manual washing. As consumers savored the silken tofu crafted by the K7 Pro and watched the machine self-clean, they marveled: “No hand-washing needed – it ‘bathes’ itself and even sterilizes with heat drying. Truly a ‘thoughtful’ soy milk maker!” After grinding, the K7 Pro automatically initiates a “triple wash and dry” cycle. Equipped with traditional triple-grind, triple-boil soy milk technology and two-stage constant-temperature de-purine processing, it produces rich, low-purine soy milk.



The Joyoung Y8 Fully Automatic Nutritional Blender represents the pinnacle of nutrient extraction: its brushless motor with variable frequency delivers 5 grinding settings, intelligently matching specialized programs for everything from high-fiber juices favored by fitness enthusiasts to liquid diets for post-operative patients. Developed in collaboration with nutritionists, the 28-day nutritional supplement kit breathes new life into the traditional concept of food as medicine through modern technology. With its ultra-quiet cabin technology operating at just 32 decibels, morning blending won’t disturb your family’s peaceful slumber.



The Joyoung Space Pure R5P has established a comprehensive antibacterial system that not only filters impurities but also prevents secondary contamination, ensuring pure, ready-to-drink water. Zinc oxide antibacterial technology derived from manned spaceflight engineering, combined with a pasteurization cycle sterilization system, maintains a 99.9% sterile environment inside the purifier. The AI smart filter monitoring system breaks industry conventions by using multidimensional sensors to calculate filter lifespan in real time. Combined with high-pressure pulse self-cleaning technology, it extends filter life to 6 years, reducing daily water usage costs to just RMB0.2. Instant high-flow design delivers 500ml of boiling water in 6 seconds, truly achieving “integrated purification and heating” for drinking freedom.

Protection of Intellectual Property Rights

Joyoung strictly adheres to applicable intellectual property regulations in its operational regions, including the Patent Law of the People’s Republic of China, Trademark Law of the People’s Republic of China, and Copyright Law of the People’s Republic of China. The Company has established a patent management system and operational mechanism centered on high-value patents. It continuously refines its Intellectual Property Management System, clarifying processes and standards for patent, trademark, and copyright applications, protection, and maintenance. A decentralized management structure is implemented between the Intellectual Property Department and each Product Business Unit (BU). The Intellectual Property Department is headed by a Patent Department Manager responsible for coordinating the Company’s patent applications and protection. Additionally, Patent Supervisors and Patent Engineers are assigned to each business unit and research institute to oversee patent applications and protection for their respective product lines.

For intellectual property education, Joyoung regularly publishes patent and IP-related content through its internal public account to disseminate knowledge among employees. The Company has conducted seven training sessions covering topics such as identifying patent risks and high-quality patent seminars. These initiatives aim to deepen employees’ understanding of intellectual property importance and fundamental concepts while enhancing IP protection awareness. We also invited external experts to conduct in-person training sessions on intellectual property knowledge. Meanwhile, the Company requires patent managers to provide specialized intellectual property training to R&D personnel, enhancing professional capabilities through internal knowledge exchange. Through sustained intellectual property education and awareness campaigns, Joyoung has not only strengthened employees’ legal awareness and motivation for innovation but also laid a solid foundation for the Company’s intellectual property management and protection efforts. In 2025, the Company conducted seven intellectual property training sessions. Joyoung encourages employees to file patent applications, offering bonus incentives for applicants and recognizing annually authorized patents through a Star Patent Award with corresponding significant rewards. The 2025 patent application and authorization status is as follows:

In 2025



Standardized Quality Management

Quality Control System

We consistently adhere to a quality management strategy centered on “one core principle, one integrated process, and four key focal points.” This approach prioritizes customer-centricity, employs lifecycle management as the core process, and implements four critical management pillars to continuously enhance product quality, thereby transforming customer requirements into satisfaction.



The Company strictly adheres to the Product Quality Law of the People’s Republic of China and the Standardization Law of the People’s Republic of China. It has comprehensively established multiple institutional documents, including the Routine Inspection and Confirmation Inspection Control Procedure, the Product Quality Withdrawal/Delisting Management System, and the Quality Alert Management Specifications for Line/Production/Shipping Halts by Whole-Unit Suppliers. These measures standardize end-to-end product quality management and effectively mitigate quality risks. During the reporting period, Joyoung updated the “Supplier Quality Management Specifications” by revising the rules for unannounced inspections of whole-unit suppliers. It also added water-related and food-related products to the “Food and Food-Related Product Safety Management System,” comprehensively optimizing the policy into the “Food, Water-Related, and Food-Related Product Safety Management System.”

Joyoung has successfully obtained ISO 9001 Quality Management System certification, covering design, sales, after-sales service, and production management for products related to its subsidiaries, small appliances, water purification systems, and other legal entities. The Joyoung Testing Center holds certifications including CNAS laboratory accreditation, registration as a China Energy Efficiency Labeling Management Center laboratory, UL collaborative laboratory status, and qualification as a social testing resource development laboratory. Domestic products carry China Compulsory Product Certification (CCC), while export products meet local country/region regulatory requirements through certifications such as UL, CB, and TISI. All company products undergo food contact safety testing in accordance with national regulations and obtain corresponding test reports.



ISO 9001 Quality Management System Certification Certificate



CNAS Laboratory Accreditation Certificate

Quality Control Process

Joyoung is committed to comprehensive quality management and control throughout every stage of the product lifecycle. The Company has established and continuously optimizes internal systems including the “Product Development IPD Process,” “GTM Process Management System,” “Market Quality Issue Handling Management System,” and “Supplier Quality Management Specifications.” By integrating the Integrated Product Development (IPD) and Go-to-Market (GTM) processes, stringent quality control measures are strictly enforced during critical stages of the product development lifecycle – such as new product quality control and supplier quality management – to ensure product quality. In addition, the Company maintains a Product Quality Discontinuation and Withdrawal Management System, with the Quality Technology Department/Quality System and Performance Group overseeing random inspections. A product recall management process is also established for marketed products to ensure high quality and standards throughout the entire lifecycle from launch to discontinuation, thereby safeguarding the Company’s reputation and brand image.

› IPD Process

Adopting a matrix organizational structure to oversee project execution and quality gate reviews, ensuring a reliable and controlled product development process. Concurrently, establish a Technical Expert Committee (comprising company-level senior experts and technical leads from relevant departments) as the Company’s authoritative technical body. This committee coordinates technology-related initiatives, provides technical support to product business units (BUs), facilitates shared R&D resources, and ensures the implementation of technology-driven product capability strategies.

› GTM Process

Interlocked with the product development IPD process, this ensures new products achieve volume sales upon launch. This standardized process covers the entire lifecycle from market opportunity identification to end-of-life, enhancing precision execution capabilities and establishing a mechanism for creating billion-dollar blockbuster products.

› Product Recall Management

To ensure timely defect recall management, the Company strictly adheres to the Interim Regulations on the Management of Consumer Product Recalls and has established a Defective Product Expert Panel and a Recall Management Team. The voluntary recall procedure comprises three key phases: information collection, defective product recall, and liability tracing. The Expert Panel evaluates and analyzes products under recall suspicion, determines the presence of defects, and communicates findings to the Recall Management Team. The recall management team conducts company-level product investigations and analyses, determining whether to initiate a recall based on the expert panel’s findings. The Company has established a management objective to maintain zero product recalls due to quality issues.

In 2025

the Company experienced no major safety or quality incidents related to product services, resulting in no associated economic losses.

Quality Inspection Capabilities

Building upon refined quality control processes, the Company continuously enhances its quality inspection capabilities. It implements end-to-end quality management, rigorously controls product safety, deepens quality culture development, and employs multiple measures to ensure product quality and safety. By 2025, the Company has fully transitioned to the new national standards for safety regulations and energy efficiency, conducting internal product testing to ensure continuous updates to testing capabilities. Concurrently, Joyoung participates annually in CNAS proficiency testing and laboratory comparison activities to guarantee consistency between test results and those from other third-party sources, thereby maintaining testing quality. Additionally, Joyoung has strengthened supplier evaluations to ensure product quality and achieve full traceability from raw materials to finished products. In 2025, we implemented 34 types of online inspection foolproofing fixtures across 65 suppliers, achieving an overall configuration rate of 99.87%.

Continuously Enhancing Testing Personnel Expertise

Dynamically track the implementation of testing center standards, promptly follow up on interpretations and method validation for newly released standards; conduct equipment matching validation, metrological calibration, and inter-calibration verification to ensure testing capabilities. In addition, participate in proficiency testing and laboratory comparison activities annually to ensure test results align with other third-party results and meet relevant requirements.

Strengthening Supplier Evaluation

Joyoung has also strengthened supplier evaluations to ensure product quality and achieve full traceability from raw materials to finished products.

Quality Control Training

To solidify the foundation of product quality, we provide employees and suppliers with comprehensive training on product quality. Training topics include, but are not limited to: “Supplier Quality Management Models and Strategy Sharing,” “Six Sigma Application,” “Whole-Unit Supplier Management • Process Auditing,” “Supplier Quality Management Models and Strategies,” “From Standard to Practice: VDA6.3 Analysis,” “Design-Manufacturing Consistency Application,” and “Lessons Learned and Countermeasures from Critical Product Failure Cases.” Through these systematic training programs, employees and suppliers gain deeper insights into product characteristics, master relevant laws and regulations, proficiently apply quality tools, and learn valuable lessons from failure cases.



Product Quality Training

In 2025 the Company provided the following quality control training data:

Organized department-level
quality training

86 sessions

Approximate Training Duration

148 hours

Number of participants reached

2,493 participants

Training provided to suppliers

6 sessions

Number of participants reached

518 individuals

Optimizing Customer Experience

Customer experience is at the core of our business approach. We continuously engage with customers to identify and understand their needs, thereby enhancing their experience. Joyoung strives to deliver industry-leading service in the small appliance sector, upholding the core service principles of “integrity, warmth, transparency, and joy.” We are committed to refining our customer service management mechanisms and elevating the professional capabilities of our service team to provide customers with an exceptional consumption experience.

Safeguarding Customer Rights

The Company continuously refines its customer service management systems. We have established and regularly update the following documents: – Customer Service Department Joyoung Product Special Service Policy Application and Revision Process Specifications – Customer Service Department Replacement-Only Service Management Regulations – Market Quality Issue Handling Management System – Complaint Management Regulations We are committed to providing high-level professional services through a comprehensive service system and streamlined processes, building an exceptional customer service brand.

Complaint Management

The Company implements strict management measures for customer complaints, categorizing them into Levels 1, 2, and 3 based on severity. This year, detailed supplementary definitions were added for Level 2 complaints related to service timeliness, communication, and execution. This aligns with the principle of “rapid response, swift resolution, and zero service complaints.” To prevent and control the negative impact of complaints, the Company has established a comprehensive consumer complaint dispatch management system and formulated the “2025 Customer Complaint Management Regulations” to enhance customer service quality.

Customer complaint responsibilities are as follows:

Customer Service Department

Timely forwarding of complaints and routine assignments generated across all service channels to relevant departments, assessing risks, and tracking resolutions according to procedures



Customer Service District/ Customer Service Supervisor

Monitor service outlets to ensure timely order acceptance and closed-loop resolution of issues. Provide guidance on handling problems arising during service outlet processing

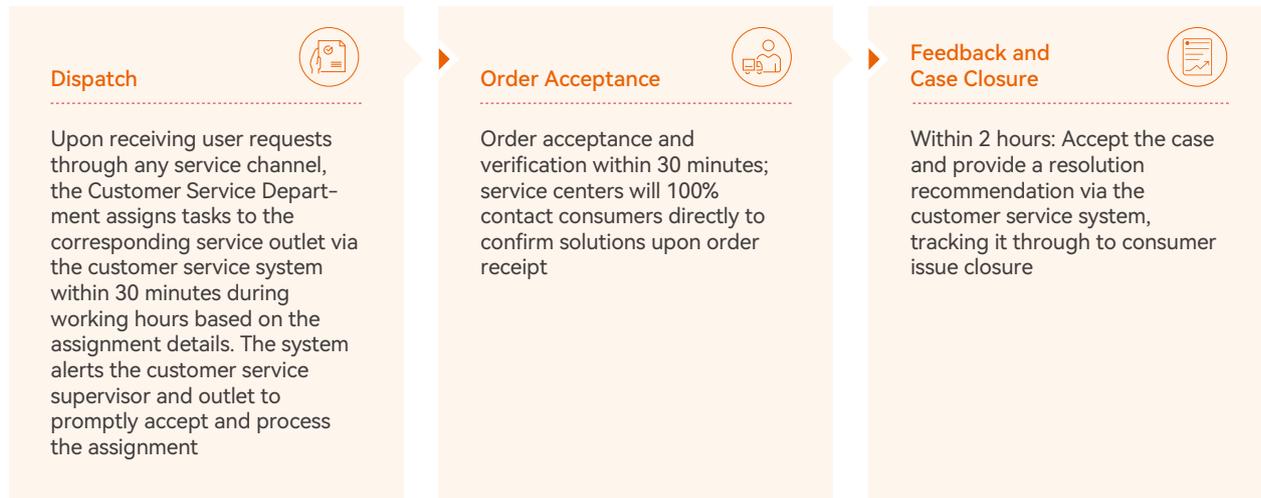


Service Outlets

Ensure timely dispatch processing; escalate abnormal cases to the Customer Service District/Supervisor and continuously track unresolved cases until consumer service requests are fulfilled



Customer Complaint Procedure:



Through closed-loop work order management, incentive and penalty mechanisms for service outlets and customer service district managers/directors in complaint assessment management, and supplementary adjustments to dispatch and processing timelines, we have effectively mitigated the negative impact of customer complaints, thereby enhancing the overall service experience for consumers. In 2025, we received 67 complaints regarding products and services. All cases were resolved through communication with consumers, completing the after-sales service loop with repairs, replacements, or refunds. The complaint resolution rate reached 100%.

Product Services

Joyoung provides diversified product services, including standard and value-added offerings, to meet the varied needs of different customers. We promote green consumption through dedicated trade-in subsidies, leveraging online and offline channels to precisely target existing users. This approach activates old users → drives store visits → encourages repeat purchases, creating a closed-loop system. While fulfilling customer needs, we also advocate sustainable consumption principles, encouraging consumers to dispose of waste items more environmentally and reduce resource waste.



Standard Services

- Joyoung complies with China's new "Three Guarantees" policy: 7-day return, 15-day exchange for product defects, 1-year warranty for entire unit, nationwide coverage
- SKY series products receive lifetime complimentary cleaning services at authorized service centers
- Free two-way shipping for mail-in repairs during the warranty period

Value-Added Services

- Five Free Services: Free maintenance, cleaning, washing, inspection, and water quality testing
- Replacement Only: Free replacement for quality issues within one year; depreciation replacement after one year (5-year depreciation principle)
- Extended Parts Warranty: Extended coverage for designated components, e.g., Y951 motor with 10-year free replacement/B5 motor with lifetime replacement
- Extended Warranty Beyond 1 Year: Selected products receive extended warranty coverage beyond one year, e.g., All-in-One Nutrient Master Y8 1+2 Extended Warranty Policy, Hands-Free Quiet Low-Purine Soy Milk Maker K7Pro 1+2 Extended Warranty Policy

Enhancing Customer Experience

› Customer Needs Research

The Joyoung User Research Department precisely identifies customer needs by segmenting demographics based on age, gender, lifestyle, income level, and product ownership. It conducts in-depth research on key conversion points throughout the consumer journey – from awareness to active search to purchase. Through analyzing these critical touchpoints, Joyoung better understands consumer psychology and behavior patterns, enabling optimization of product design, marketing strategies, and service processes to meet consumer demands. Simultaneously, the Company conducts online follow-up surveys through its business units, analyzing consumer feedback to identify genuine customer needs.

› Customer Service Management

Joyoung is committed to providing comprehensive omnichannel services for customers, engaging consumers through self-service, live support, online assistance, and offline channels to deliver repair and consultation services to customers. In 2025, Joyoung provided 7.99 million service interactions via mini-programs, online AI bots, 400 service hotlines, and social media customer support.

In addition, Joyoung has established a standardized, professional customer service team dedicated to deepening offline service capabilities.

By 2025, the Company operated 1,725 specialized service outlets and 34 mail-in repair centers, delivering nearly 500,000 in-person repair services and 180,000 mail-in repair services to consumers.

Consumers can also access diverse information through the “Joyoung Home” mini-program, including product details, user manuals, operation videos, maintenance guides, recipes, and after-sales service information such as nearby stores, troubleshooting, service policies, fee standards, and self-service repair requests.

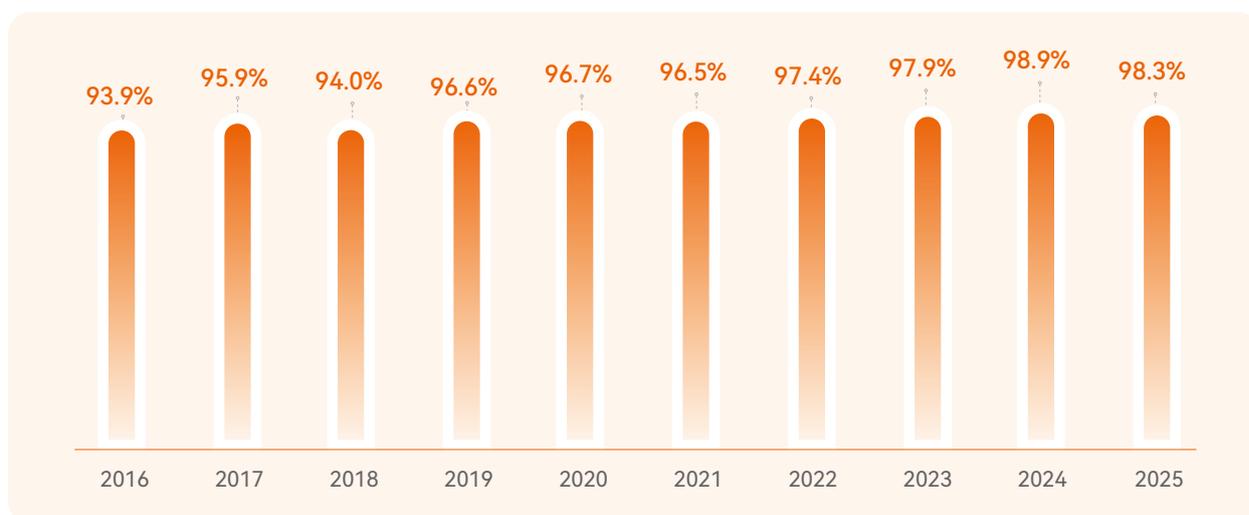


➤ Enhancing Customer Satisfaction

To enhance customer service capabilities and satisfaction, the Company established the Customer Service Satisfaction Management System in 2025. This system evaluates service satisfaction through monitoring consumer satisfaction and after-sales service satisfaction, driving continuous improvement. Responsibilities are clearly defined across departments: – the quality and technology department designs, executes, and reports consumer satisfaction surveys; collects, monitors, analyzes, and improves survey data. – The customer service department designs, executes, and reports after-sales satisfaction surveys; collects, monitors, analyzes, and improves survey data. The human resources department conducts KPI evaluations of relevant departments based on customer satisfaction survey results. Departments including marketing, R&D, procurement, manufacturing and sales perform self-analysis and improvements based on their impact on satisfaction levels and monitoring data. For JD.com and Alibaba customers, the quality technology department and customer service department should monitor consumer satisfaction monthly.

Customer satisfaction has remained stable at approximately 95% over the past decade, showing a consistent upward trend in the last three years. In 2025, Joyoung's after-sales service survey satisfaction reached 98.3%, maintaining the same high level as the previous year. This demonstrates that Joyoung's long-standing commitment to high standards and rigorous customer management has earned positive recognition from consumers.

Survey Satisfaction Trends Over the Past Decade⁵



Note:

5. Survey Satisfaction = Overall Satisfaction * 0.1 + Store Repair Satisfaction * 0.4 + Local Service Hotline Satisfaction * 0.3 + Service Policy Satisfaction * 0.2

Safeguarding Information Security

Joyoung adheres to the core principle of “mitigating information security risks to support stable business development.” Strictly complying with relevant laws and regulations such as the Cybersecurity Law of the People’s Republic of China and the Data Security Law of the People’s Republic of China, the Company has established an information security management framework centered on the Information Security Committee. Based on the Joyoung Trade Secret Protection Management System, the Company has developed the Joyoung Trade Secret Information Classification Protection Catalog, implementing tiered protection for business data categorized into R&D, sales, and general operations. Meanwhile, the Company has introduced a series of institutional documents including the Joyoung Information Security Policy, Information System Launch Management System, Information Security Incident Management System, and Personal Information Protection Management System. These comprehensively enhance the information security assurance system, standardizing and strengthening trade secret management. They prevent internal and external personnel from illegally obtaining, disclosing, using, or permitting others to use company trade secrets, thereby building a robust security barrier for the Company’s sustained and stable development. This year, the Company iteratively optimized the Information Security Incident Management System. By revising the Information System Classification List based on the impact and severity of information security incidents, it further strengthened end-to-end control over information security incidents.

The Company has successfully obtained ISO 27001 Information Security Management System certification and passed a third-party professional supervision audit during the reporting period. The Joyoung Smart Home Appliance Platform System and Omnichannel Operations Platform achieved Level 3 certification under the Information System Security Protection Level System, while the Joyoung Official Website System and Dealer Inventory Management System obtained Level 2 certification.



ISO 27001 Information Security Management System Certification Certificate



Joyoung Official Website System Obtains Level 2 Information System Security Protection Certification

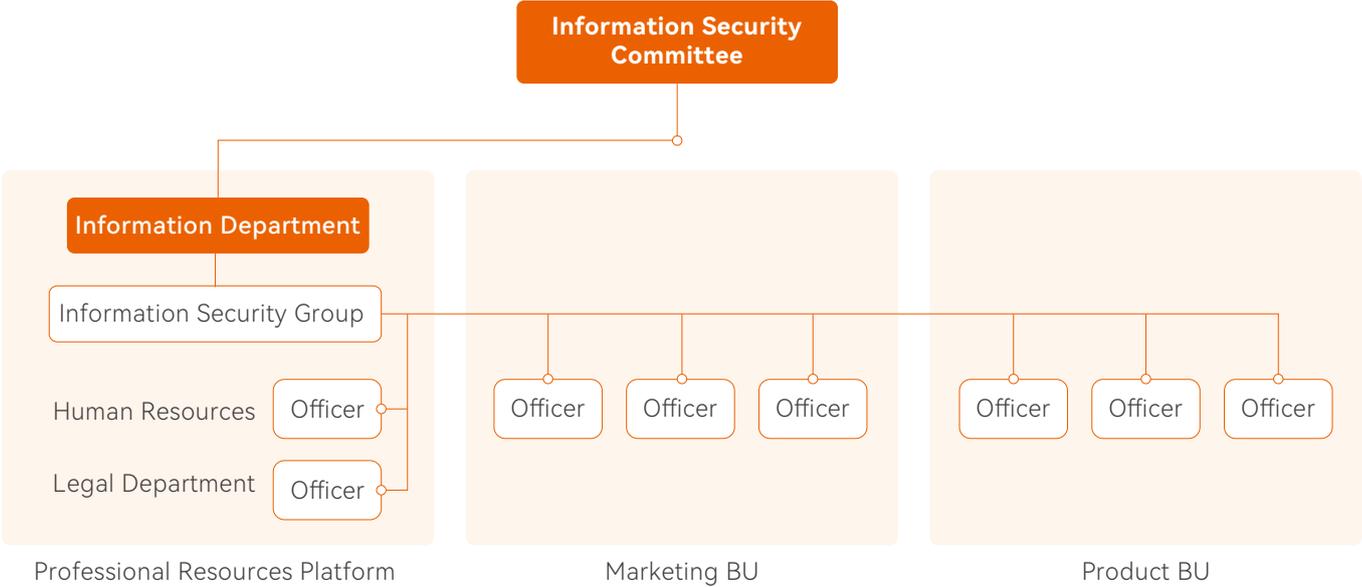


Omnichannel Operations Platform Obtains Level 3 Information System Security Protection Certification

In 2025, the Company conducted a total of 12 information security tests, with no information security breaches occurring. The rectification rate for high-risk vulnerabilities reached 100%, and the signing rate of the Information Security Confidentiality Agreement for newly onboarded suppliers remained at 100%. Moving forward, the Company will continue to deepen its commitment to information security, consolidate existing information security management systems, enhance information security awareness among all employees, and simultaneously focus on improving security operation efficiency, strengthening security audit systems, and optimizing security management processes and effectiveness. Simultaneously, the Company will implement technical measures such as data de-identification and encryption to fortify the security barrier protecting user privacy data. By establishing AI agents, we will further enhance technical capabilities in scenarios including external attack detection, SOAR (Security Orchestration, Automation, and Response) automation, and internal data leakage prevention. This series of initiatives will comprehensively elevate the Company’s overall information security assurance level, building a robust and reliable security foundation for the sustained and steady development of our business.

Information Security Organizational Structure

Joyoung has established an information security organizational structure centered around the Information Security Committee. This framework spans three major divisions: the Professional Resources Platform, Marketing BU, and Product BU. The Professional Resources Platform includes the Information Department, Human Resources Department, and Legal Department. The Information Department houses the Information Security Team, while the Human Resources and Legal Departments each have one dedicated specialist. The Information Security Team collaborates with these specialists to execute platform-wide information security tasks. The Marketing BU and Product BU each have three dedicated specialists. All specialists across business units are integrated into the Information Security Group’s centralized management, enabling cross-departmental and comprehensive coverage of information security collaboration across all business scenarios.



Privacy Protection and Information Security Management

The Company has enhanced its overall security posture by establishing a systematic information security management framework. To ensure accountability, information security incidents are incorporated into the performance evaluations of the Information Department's Director-level executives. This clear accountability mechanism reinforces management responsibility and guarantees effective implementation of security measures. Continuous efforts to refine the user privacy protection and information security management system have strengthened the Company's compliance standards for privacy data management and information security through the development and revision of relevant policies. Specific initiatives include:



Personal Information Protection

- Personal information includes name, date of birth, ID number, personal biometric information, address, communication contact details, communication records and content, account passwords, financial information, credit information, location history, accommodation information, health and physiological information, transaction information, etc.
- When collecting personal information, the purpose, method, scope, and rules of processing must be clearly disclosed to users, and collection should only occur after obtaining user authorization.
- When extending business functions for the first time, users must be informed individually through interactive interfaces (pop-ups, prompt boxes, audible alerts, etc.) about the extended services provided and the necessary personal information required.
- If a user declines to provide personal information required for an extended feature, repeated consent requests are prohibited. If a user voluntarily chooses to enable an extended feature, consent may be requested no more than once within 48 hours.
- Users retain the right to correct, delete, withdraw consent, or cancel their accounts regarding their personal information, and these processes should be simple and easy to operate. Withdrawing consent does not affect the processing of personal information based on consent prior to withdrawal. After a user cancels their account, their personal information should be deleted or anonymized.



Trade Secret Protection

- Trade secrets include but are not limited to technical secrets, operational secrets, and other commercial secrets.
- Company trade secrets are classified by importance from highest to lowest as: Top Secret, Confidential, and Secret, and managed accordingly. Classified carriers such as classified computers and mobile storage media shall undergo domain and cryptographic technology certification by the Company's Information Department.
- Product BUs, Marketing BUs, Professional Resource Platforms, and other departments are responsible for implementing confidentiality management and technical security measures for classified projects, meetings, and activities.
- Maintenance of classified computers, mobile storage media, and other carriers shall be handled by the Company's Information Department. Where internal units cannot undertake such maintenance, qualified external entities shall be selected, and confidentiality measures shall be implemented.
- The Research Institute and R&D departments of each business unit (BU) shall compile a "Confidential Area List" specifying specific confidential areas, authorized personnel access, access control systems, and other confidentiality measures.
- Individuals who strictly adhere to confidentiality regulations, uphold confidentiality discipline, diligently fulfill confidentiality obligations, and demonstrate outstanding achievements or contributions in confidentiality matters shall be recommended to the Human Resources Department for commendation and rewards.

- Employees who violate confidentiality requirements under this system or fail to report breaches of company trade secrets, thereby hindering investigation, remediation, or causing losses, will be subject to disciplinary actions under the Reward and Punishment Management System based on severity.
- Where disclosure of company trade secrets has caused damage or is motivated by personal gain, the Company reserves the right to terminate the employee’s employment contract and pursue civil liabilities including full compensation for losses, cessation of infringement, removal of obstacles, and restoration of reputation. In cases of severe circumstances causing substantial losses to the Company that constitute criminal offenses, the Company will refer the matter to judicial authorities for criminal prosecution.

System Launch



- Prior to system launch, the project team must deploy the Company’s standardized Interactive Application Security Testing (IAST) in the system testing environment for vulnerability scanning. In accordance with the project proposal requirements, the following documents must be submitted to the Company’s Information Department Security Assessment Team: “System Information Registration Form” “System Development Specifications – Self-Inspection Report”
- The Security Assessment Team shall conduct a security evaluation of the system, issue an assessment opinion, and submit the Security Assessment Notice.
- If the system fails to meet security requirements and requires remediation, the Security Assessment Team will conduct a re-evaluation and testing of the project team’s remediation results and submit a “Remediation Test Report.”

Information Security Prevention Measures



- Dual-machine high availability for data center power/environment monitoring, core network, and security equipment
- Data recovery: Data backups are maintained at the Company’s data center in Qiantang District, Hangzhou. Additional backup data centers are established in Xiaoshan District, Hangzhou, and Jinan City, Shandong Province. This two-site, three-center architecture ensures data integrity. Monthly recovery tests are conducted on selected business databases.
- The Company employs multiple vulnerability detection methods, including source code audits, IAST, periodic vulnerability scans, and manual penetration testing to identify vulnerabilities. Rapid follow-up and closure are implemented for all discovered vulnerabilities.

Information Security Training



- To strengthen the Company’s information security safeguards and enhance employees’ awareness of information security, the Company organized a company-wide study session on the “Information Security Guidelines.” Additionally, specialized information security training was conducted for the International Marketing Business Unit.

Case Study | Information Security Training

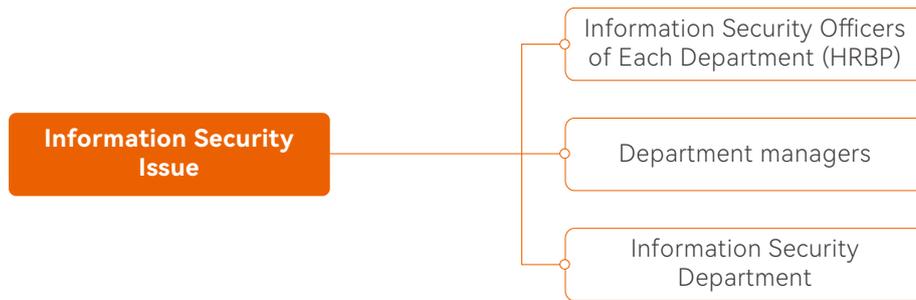
All employees studied the “Information Security Guidelines” and took an exam, covering 1,400 individuals. The course and exam combined totaled 1 hour.



Information Security Incident Reporting Channels

Frontline employees report anomalies to the Information Security Department. After preliminary assessment, confirmed security incidents are handled by the department, which leads the formation of an evaluation team and emergency response team. Depending on the severity and classification of the incident, it is escalated to the appropriate leadership level.

11 Information Security Issue Reporting Channel



External Procurement System Security Management Standards

During the supplier onboarding process, the Company employs a competitive bidding model while simultaneously enforcing stringent security access requirements. To standardize outsourced system security management, the Company has established the “Joyoung Outsourced System Security Management Specifications.” These require that systems provided by developers must comply with Joyoung’s information security standards: Developers must submit compliance response forms for relevant items in accordance with the “Joyoung Secure Development Specifications.” Additionally, they must commission a professional third-party security assessment agency to conduct system security testing and issue a “Security Test Report.” The Joyoung Information Department will review the report and conduct retesting to ultimately determine whether the system meets security access requirements.

Prior to project launch, the Joyoung information department will conduct another round of security testing, explicitly requiring that the system contain no high-risk or medium-risk vulnerabilities. Systems with unresolved vulnerabilities will not be permitted to go live or undergo project acceptance. Upon formalizing supplier partnerships, the Company requires suppliers to sign a confidentiality commitment letter defining confidentiality responsibilities. Developers must promptly rectify identified system vulnerabilities. Should identical security vulnerabilities recur, the developer shall bear all resulting losses and associated costs.

SHARED RESPONSIBILITY AND GOVERNANCE

Driving Synergistic Progress

Goals and Indicators addressed in this chapter:



Partner Management 67

Industry-University-Research Integration 69



Partner Management

To consistently deliver high-quality products to consumers, ensuring supply chain resilience and smooth operations is paramount. To this end, Joyoung has established a comprehensive supplier management system, introducing a series of policy documents including the “Supplier Onboarding Management System,” “Supplier Tiered Management System,” “Supplier Quality Management Specifications,” “Supplier Performance Management System,” “Supplier Quality Star Rating Certification Management System,” and “Supplier Lean Star Rating Certification Management System.” Through initiatives such as cultivating high-quality suppliers, standardizing daily management and performance evaluations, and optimizing supplier tier development, Joyoung is building a responsible supply chain that is both resilient and sustainable.

In 2025, the Company specifically revised two core systems: the “Supplier Onboarding Management System” and the “Supplier Tiered Management System.” The former added two new supplier attributes, conflict-of-interest rules for factory audits by supplier recommenders, procedures for resuming cooperation with suppliers inactive for over a year or slated for elimination, and special provisions for ODM project supplier onboarding. The latter adjusted core product lines by removing the meat grinder category and adding health pots, handheld steamers, and tea bar machines.

Supplier Onboarding

Joyoung actively seeks partnerships with suppliers meeting high-quality standards and prioritizing environmental and social responsibility. We adhere to fair and impartial principles in supplier selection, identifying and managing environmental and social risks during the onboarding phase. Suppliers must comply with national laws and regulations and obtain authoritative certifications. Core suppliers require ISO 9001 Quality Management System certification; food-grade component suppliers must hold FDA food safety certification or IECQ QC 080000 Hazardous Substance Process Management System certification. Suppliers involved in production environmental pollution must obtain ISO 14001 certification. In addition, suppliers are required to submit statutory documents such as Environmental Impact Statements, Pollution Discharge Permits, and Fire Safety Inspection Certificates. Only suppliers passing hardware qualification reviews may proceed to subsequent evaluation stages. We conduct comprehensive assessments of suppliers across three dimensions – quality, technology, and business – selecting the most suitable partners. Prior to formal collaboration, suppliers must read and acknowledge the Supplier Code of Conduct to ensure business cooperation aligns with responsible standards.

The Company evaluates and selects suppliers based on business needs and requirements, considering factors such as quality, price, reliability, and overall value. Supplier audits and site visits are arranged as necessary to ensure compliance with all our requirements. We conduct annual audits to verify suppliers’ adherence to environmental and social standards, particularly ensuring environmental and social responsibility. The Company’s supplier management requirements are as follows:

Supplier Code of Conduct

Suppliers must acknowledge and adhere to the “Supplier Code of Conduct” established by Joyoung. This code clearly stipulates requirements regarding anti-discrimination, anti-harassment, prohibition of child labor and forced labor, health and safety, environmental protection, and other critical issues to ensure the establishment of a reliable and responsible supply chain.

Procurement Integrity Management

The production and purchase contract signed between the Company and suppliers includes provisions and signatures related to the integrity cooperation agreement. We do not tolerate any form of corruption or bribery.

By 2025, no violations related to environmental or social issues were identified during supplier access inspections. The signing rate for the integrity cooperation agreement and the Joyoung Group partner conduct commitment reached 100%. In 2025, the Company had a total of 233 suppliers. The data on supplier categorization is as follows:

Indicators	Unit	2025	2024
Total number of suppliers	suppliers	233	270
Tier 1 suppliers	suppliers	98	123
Key tier 1 suppliers	suppliers	18	27
Key tier 1 suppliers in Mainland China	suppliers	18	27
Key Tier 1 suppliers in other Regions	suppliers	0	0

Supplier Evaluation

The Company evaluates and incentivizes suppliers through multiple assessment dimensions, consistently implementing monitoring mechanisms and quality continuous improvement systems. Based on assessment results, suppliers are categorized into four tiers: A, B, C, and D. Procurement measures are adjusted according to tier, with corresponding reward or penalty measures established.

Tiered Supplier Management

- Category A: Priority procurement, deepen cooperation
- Category B: Continue cooperation while providing guidance to improve low-scoring items
- Category C: Requires rectification and undergoes semi-annual verification and review
- Category D: Disqualified from annual awards, suspended from bidding for a specified period, or eliminated

The Company employs a star-rating system during evaluations, categorizing suppliers into four tiers: below three stars, three stars, four stars, and five stars. Suppliers rated below three stars must implement corrective actions; those failing to meet standards will be eliminated. Outstanding suppliers receive preferential treatment. At the same time, the Company conducts unscheduled supplier spot checks and unannounced inspections to ensure timely issue identification and rectification. Through incentives and elimination measures, it weeds out lagging suppliers with weak improvement intent while driving those with strong improvement intent, thereby safeguarding overall supply chain quality.

In 2025, we conducted three supplier audits covering 14 key Tier 1 suppliers, with no violations identified in environmental or social issues.

Supplier Communication and Empowerment

Joyoung regards supplier communication as a vital tool in supplier management, providing a platform for mutual learning and improvement. The Company annually hosts quality conferences, supplier summits, and capability training sessions to enhance supplier management effectiveness and solidify collaborative foundations. In 2025, training services were provided to 49 suppliers, totaling 235 hours.

Furthermore, we emphasize mutual benefit with suppliers. We collaborate with outstanding suppliers on joint R&D initiatives and share research outcomes, while incorporating their superior manufacturing capabilities to empower our own production system, achieving shared growth with suppliers.

In 2025, we implemented diverse supplier capability enhancement programs aimed at comprehensively improving suppliers' manufacturing, quality testing, planning, and delivery capabilities. We established dedicated teams to empower suppliers in areas such as bill of materials management for complete units, monthly production capacity reviews, daily material tracking management, routine planning report management, and delivery anomaly escalation mechanisms. We also developed assessment constraints and incentive mechanisms for them, striving to integrate the entire chain of order planning and delivery tasks, enhance the stability of the parts delivery chain, shorten the procurement cycle time for long-lead-time materials, and improve on-time delivery achievement rates.

Industry-University-Research Integration

Joyoung maintains close ties with universities and research institutions through established practice bases, actively supporting academic innovation education and internship programs. We welcome faculty and students to participate in Joyoung's internships and research initiatives. Adhering to principles of multi-level, multi-channel, multi-format engagement with a focus on practical outcomes, both parties leverage their respective strengths in professional talent development. By complementing each other's expertise, we cultivate high-caliber innovation and entrepreneurship talent, achieving mutual progress and growth. In accordance with the relevant management regulations for Zhejiang Provincial Science and Technology Plan Projects and based on project acceptance results, the Zhejiang Provincial Science and Technology Plan Project jointly developed by the Company, Zhejiang University of Technology, and the Ningbo Institute of Materials Technology and Engineering of the Chinese Academy of Sciences obtained its acceptance certificate in March 2025.



UNITING

Cultivating Joyoung Talents

Goals and Indicators addressed in this chapter:





Protecting Employee Rights & Interests	72
Supporting Employee Development	77
Protecting Employee Health	78
Caring for Employees	81

Protecting Employee Rights & Interests

Joyoung integrates employee rights protection with sustainable development, prioritizing employee well-being as the foundation and career growth as the core. Its steady progress relies on an inclusive, healthy, and motivating work environment. We safeguard employees' physical and mental health while empowering them to build future-ready skills during economic transitions, enhancing their resilience. We strictly adhere to the Labor Law of the People's Republic of China and the Labor Contract Law of the People's Republic of China, implementing fair, equitable, and inclusive management practices throughout the employment lifecycle. By focusing on employee growth pathways, we achieve shared development between the Company and its workforce, creating a win-win future together.

Equal Employment

To provide guidance on respecting and promoting equal opportunity, company policies establish a commitment to equal opportunity for job applicants, equal pay for men and women for work of equal value, and the necessity of a harassment-free and discrimination-free environment. Anti-discrimination topics are included in all new employee orientation training. We guarantee equal pay for equal work regardless of gender, ensure all employees are treated fairly without discrimination based on personal backgrounds such as religion, gender, age, or disability, and prohibit any form of discrimination, insult, or harassment. The Company continues to thoroughly implement laws and regulations such as the Law of the People's Republic of China on the Protection of Persons with Disabilities. We make appropriate employment arrangements for persons with disabilities, ensure equal participation in work and company activities for employees with disabilities, and guarantee that all employees enjoy equal opportunities in hiring, training, and promotion. Employees encountering related issues may directly report them to departmental human resources or audit and supervision, with relevant departments conducting investigations and handling matters accordingly. In 2025, the Company employed a total of 31 employees with disabilities, including 23 males and 8 females.

Attracting and Retaining Talent

High-quality talent resources are the Company's most valuable asset and core competitive advantage, forming the foundation for sustainable development. Therefore, Joyoung is committed to refining its employment policies to attract, develop, and retain talent. Upholding a people-oriented principle, the Company respects and safeguards the lawful rights and interests of all employees, standardizes labor and employment management, and ensures occupational health and safety. The Company prioritizes attracting top talent by publicly posting job openings through multiple channels, including its official website, official WeChat public account, third-party recruitment platforms, and offline job fairs. At the same time, we actively engage in university-enterprise collaborations, cultivating talent through the J Project⁶. Senior executives serve as professional mentors to establish internal development mechanisms. During the Spring 2025 and Fall 2026 campus recruitment seasons, we recruited 2025 and 2026 graduates respectively, receiving over 230,000 resumes and hiring approximately 50 individuals (including both onboarding and pre-hires). We recruit top talent through diverse channels while upholding principles of transparency and fairness. We commit to providing equal hiring opportunities for all candidates. In our transparent and welcoming recruitment process, criteria such as competency, academic background, practical job requirements, functional expertise, and language proficiency are evaluated. The Company's employee composition is detailed as follows:

Note:

6. Project J refers to the Joyoung Campus Recruitment Program.

Indicators		2025	2024
Total headcount		2,100	2,342
By gender	Male	1,282	1,460
	Female	818	882
By age group	Under 29 years old	641	804
	30 to 39 years old	1,004	1,106
	40 to 49 years old	401	379
	50 years old and above	54	53
By employment category	Entry-level employees	1,187	1,328
	– Number of female employees in entry-level	526	567
		583	630
	Junior management		
	– Number of female in junior management	198	215
		279	320
	Middle management	86	88
	– Number of female in middle management	51	65
		8	12
Number of employees by educational attainment	Master's degree and above	239	269
	Bachelor's degree	1,266	1,416
	Associate degree	431	477
	Vocational high school and high school	136	149
	Below vocational high school	28	31
Employee regional breakdown	Mainland China	2,099	2,339
	Hong Kong, Macau, and Taiwan	–	2
	Others in Asia	1	1
Employee specialization	Production personnel	375	469
	Sales personnel	417	459
	Technical staff	683	698
	Finance personnel	65	60
	Administrative staff	58	62
	Other management personnel	194	218
	Other professional personnel	308	376
Revenue-generating functions	Male	232	248
	Female	212	240
Revenue-generating functions and STEM ⁷ position distribution	Male	608	704
	Female	389	415
Persons with disabilities	Male	23	24
	Female	8	8

Note:

7. STEM is an acronym for Science, Technology, Engineering, and Mathematics. STEM professionals refer to those whose daily work involves significant application of knowledge related to science, technology, engineering, or mathematics.

In 2025, the composition of new hires is as follows:

Indicators		2025	2024
Total number of new hires		303	540
By gender	Male	164	233
	Female	139	307
By age group	Under 29 years old	261	277
	30 to 39 years old	40	164
	40 to 49 years old	2	98
	50 years old and older	-	1
By employment category	Entry-level employees	275	459
	Entry-level management	22	65
	Middle management	6	14
	Senior management	-	2
Employee regional breakdown	Mainland China	303	540
	Hong Kong, Macau, and Taiwan	0	0
	Others in Asia	0	0

In employee promotion and development, the Company consistently adheres to the principles of fairness, impartiality, and transparency. It has established a scientific performance evaluation and career advancement system, viewing talent as the cornerstone of the enterprise's sustainable development.

Performance Evaluation Level

The Company has established a standardized evaluation mechanism that conducts objective and comprehensive performance assessments based on employees' job responsibilities and work objectives. It also emphasizes the timeliness and effectiveness of performance communication, providing employees with regular and constructive performance feedback to help them identify areas for skill enhancement. Additionally, the Company has improved its performance appeal channels to safeguard employees' legitimate rights and interests during the evaluation process, ensuring the fairness and credibility of the assessment procedures.

Career Advancement and Development

The Company is committed to building diversified career development pathways to meet the growth needs of employees across different job sequences: For core positions such as technical and managerial roles, multiple career development options are provided, supporting employees to deepen expertise in specialized fields or transition into management based on their capabilities and career plans. For frontline operational roles, a systematic skill-level assessment mechanism is established, encouraging employees to advance their careers through skill enhancement. Furthermore, the Company integrates performance evaluation outcomes with career advancement, prioritizing promotion opportunities or competitive selection eligibility for employees with outstanding performance. This approach helps exceptional talent stand out, achieving synergistic success between individual career development and corporate strategic objectives.

Preventing Child Labor and Forced Labor

Joyoung remains steadfast in its commitment to comply with all relevant laws and regulations, prohibiting child labor or forced labor in the workplace. A detailed employee handbook has been established to ensure applicants meet the legal working age. During the recruitment process, the human resources department verifies applicants' identification documents, including academic certificates, ID cards, and place of origin information. Through such identity verification, the Company takes proactive measures to confirm candidates' eligibility and uphold its commitment to ethical employment practices. Employees are encouraged to report any violations directly to the human resources department or senior management for immediate investigation, termination of employment contracts, and disciplinary action against the relevant employees. Where necessary, the Company will further refine its mechanisms for addressing labor violations.

The Company strictly prohibits punitive measures or behaviors such as verbal abuse, corporal punishment, violence, psychological oppression, or sexual harassment (including inappropriate language, gestures, and physical contact) against employees for any reason. Any employee found violating these regulations will have their probationary period or employment contract terminated immediately in accordance with the employee handbook. When requiring employees to work overtime, the Company shall consult with employees and the labor union and pay overtime wages in accordance with the Labor Law. As of 2025, Joyoung is not aware of any material violations of laws and regulations concerning child labor and forced labor that could significantly impact the Company, including but not limited to the Labor Law of the People's Republic of China and the Regulations of the People's Republic of China on the Prohibition of Child Labor.

Compensation and Benefits

The Company offers attractive and competitive compensation packages along with multiple benefits. Salary structures are reviewed regularly to ensure colleagues are motivated in a manner consistent with the Company's culture and values. Daily wages are determined by referencing external market levels, combined with job value, individual performance ratings, and capabilities. Salaries are adjusted accordingly when job roles change. The Company's approach helps colleagues clarify performance expectations, identify development opportunities, and access necessary resources. To establish an internally equitable and market-competitive compensation system, the Company has implemented the compensation management system. Guided by the principle of "shared benefits and shared risks," it ensures employee wages exceed local minimum wage requirements. The compensation structure comprises base salary, allowances, and incentive bonuses, enabling employees to share in the Company's success. Annual plans are developed based on corporate strategy, with year-end distributions determined by Company profitability, departmental performance, and individual contributions.

To convey the Company's corporate culture and values while implementing humanized care and differentiated support, the Company designs multi-dimensional welfare programs. These initiatives align employee behavior with corporate development, effectively enhancing employee satisfaction with benefits and fostering a sense of belonging to the organization, thereby uniting all staff in collective growth. For female employees, the Company provides exclusive holiday benefits on International Women's Day and organizes special activities such as on-site free consultations with doctors from women's and children's hospitals. Employees facing major unexpected family crises receive tiered one-time subsidies based on actual household expenses. At the same time, the Company maintains 100% coverage for social insurance and medical insurance. Beyond fulfilling basic statutory benefits outlined in the welfare management system and its supplementary notes, it introduces distinctive perks such as holiday gifts, shuttle bus services, and educational assistance programs. This comprehensive approach weaves a robust safety net of employee care, tangibly enhancing belonging and cohesion.

Basic Benefits

- **Six Insurances and One Fund** (Pension insurance, unemployment insurance, work injury insurance, maternity insurance, medical insurance, commercial insurance, housing provident fund)
- **Statutory Leave Entitlements** (Statutory holidays, sick leave, marriage leave, bereavement leave, maternity leave for female employees, etc.)
- **Comprehensive Health Checkups** (Annual free health screenings for all employees)
- **High-Temperature Allowance**

Special Benefits

- **Six Essential Visits** (Birthday/marriage/childbirth/illness/accident/funeral support)
- **Education and Training Assistance** (Encouraging employees to pursue further education or professional certifications with bonuses)
- **Holiday Benefits** (Distribution of holiday benefits)
- **Allowance Benefits** (Meal subsidies, dormitory, shuttle bus)
- **Flexible Benefits** (Project-based rewards based on employee contributions)

For female employees, the Company provides International Women's Day benefits and organizes festive activities (e.g., on-site free consultations by doctors from women's and children's hospitals). For employees facing hardship due to major family emergencies, one-time subsidies are granted at varying levels based on actual expenses incurred.

Democratic Management and Employee Participation

Communication with employees is a vital component of our focus on gathering employee perspectives and amplifying collective voices. This environment fosters employee well-being and enables them to maximize their potential. Employees may freely express opinions or file complaints through various communication channels, including internal email, external email, and employee surveys. Communication mechanisms undergo regular evaluations to ensure effectiveness. Employees dissatisfied with their work may file complaints with their supervisor or the Human Resources department. Management will investigate complaints fairly and impartially, taking appropriate action. Regarding human rights issues, the Company regularly conducts training for all newly hired full-time employees. This training covers corporate values, employee welfare, and complaint channels. This year, approximately 200 employees participated, with an average training duration of 3.5 hours per person. In September 2025, Joyoung convened its 8th employee representative conference. The trade union chairperson spoke on behalf of employee representatives, while the senior manager of compensation & benefits represented the Company. Employee representatives from HR compensation, performance & attendance management, and benefits management also presented relevant policies. Employees offered suggestions on corporate development plans, production operations, and employee interests, enhancing efficient communication between the Company and its workforce. In 2025, the proportion of Joyoung employees represented by an independent labor union or covered by collective bargaining agreements reached 100%, with a total of 91 employees participating in the employee representative conference.



Supporting Employee Development

The Company is committed to building a competitive talent development system, including new employee growth, high-potential development, and leadership enhancement for managers, ensuring robust talent pipeline development. To meet employees' diverse career development needs, the Company established two pathways: a management development track and a professional development track. Clear performance evaluation standards, promotion procedures, and career path planning are provided for employees.

This year, we continued updating the New Employee Training Management System and Mentor Guidance Management System, further refining the new employee onboarding template. Company training primarily falls into three categories: leadership development, professional skills training, and new employee orientation. Key initiatives this year included the Mid-Level Management Bootcamp, Product Manager Specialized Training, Structural Engineering Bootcamp, Electronic Control Elite Training, and Patent Lecture Series. These programs collectively delivered over 200 sessions, training more than 5,600 participants with approximately 90% coverage, at a total expenditure of approximately RMB1 million.

Additionally, the Mid-Level Management Training Camp stands as this year's flagship leadership development initiative. Tailored to organizational needs and real-world management scenarios, it features custom-designed curriculum frameworks, teaching cases, and training formats. Through a "learning + practice + coaching" triad model, it drives participants' transformation from knowledge acquisition to actionable implementation. Running from June to October, this program deeply empowered over 80 mid-level managers. Through multi-tiered training, both management and employees achieved self-improvement, growing alongside the Company and providing a positive driving force for its sustainable development. In 2025, the Company's annual employee training statistics are as follows:

Indicators	Unit	2025
Total employees trained	employees	1,876
– Number of female employees trained	employees	729
– Number of male employees trained	employees	1,147
– Number of frontline employees receiving training	employees	1,575
– Number of management personnel trained	employees	301
Average training hours per employee	hours	25
– Average training hours for female employees	hours	16.95
– Average training hours for male employees	hours	30.06
– Average training hours for frontline employees	hours	18.22
– Average training hours for management	hours	31.78
Number of employee training sessions	times	248
Employee training expenditure amount	RMB'0000	107.55
Employee training coverage rate	percentage	89.33%

The human resources team collaborates with audit and supervision to conduct regular training for new employees through online self-study and in-person sessions. These sessions cover corporate red lines, response measures, and feedback channels. This year, approximately 200 individuals were trained, with an average training duration of 1.5 hours per person. This excludes contractors, suppliers, and other external parties.

Protecting Employee Health

Occupational Health and Safety Management System

Guided by our occupational health and safety management principle—"people-oriented, harmonious management, risk reduction, safety and health"—we prioritize safeguarding employee well-being above all. We strictly adhere to laws and regulations including the Work Safety Law of the People's Republic of China and the Occupational Disease Prevention and Control Law of the People's Republic of China. Our comprehensive safety management system includes internal protocols such as the Environmental Factors and Hazard Control Procedure, Fire Safety Management System, and Safety Education and Training Management System, ensuring employee health and workplace security. In 2025, we further strengthened our safety management structure by appointing dedicated safety officers and clarifying the responsibilities of the Safety Director and Safety Management Department. This ensures every aspect of production safety has designated personnel accountable. Detailed protocols for emergency response and safeguards have been established to guarantee swift and effective handling of critical situations. Joyoung has obtained ISO 45001 Occupational Health and Safety Management System certification and is building upon this foundation to advance the upgrading of our occupational health and safety management system.



ISO 45001 Occupational Health and Safety Management System Certification

Health and Safety Measures

The Company systematically implements workplace safety precautions and employee health and safety safeguards, committed to eliminating potential hazards and ensuring employee well-being. The management system is built around four core dimensions:

Daily Safety Inspections and Equipment Management

Routine Safety Inspections: The Security Team conducts monthly inspections of firefighting equipment and hazard identification in high-risk areas; departments perform monthly 6S inspections; responsible departments conduct daily checks of chemical storage facilities.

Special Equipment Management: Daily inspections, regular maintenance, and calibration are performed on special equipment to ensure operational effectiveness.

Third-Party and Special Operations Control

External Party Management: External contractors and construction teams must sign safety responsibility agreements and undergo safety training before commencing work. Safety inspections are conducted during construction.

Special Operations Approval: Establish and enforce dedicated approval procedures for special operations such as hot work and excavation.

Emergency Response and Drills

Conduct regular fire emergency drills (5 conducted this year) to ensure calm response and orderly evacuation during fires.

Specialized emergency drills for scenarios like chemical spills and electrical shocks are organized by relevant departments.

Risk Prevention and Personnel Safety Education

Hazard Identification: Departments annually identify and evaluate hazards, updating assessments when operations or facilities change. New employee training includes environmental factors and hazard recognition.

Three-Tier Safety Training: New employees complete company-level, department-level, and position-level training during probation, covering safety regulations, hazard identification, PPE usage, and fire evacuation.

In 2025, we strictly implemented the primary responsibility system as required, conducted self-inspections and self-corrections for production safety, and actively advanced corporate safety culture development and employee safety training. Specific details are as follows:

Indicators	Unit	2025	2024
Conduct monthly inspections in collaboration with department safety officers and property management	times	12	12
Identify safety hazards	times	78	69
Rectification	cases	78	69
Identify daily fire safety inspection hazards	cases	62	94
On-site corrections	cases	62	94
Rectification rate reached	%	100	100
Annual daily inspection hazard identification report	times	442	949

Indicators	Unit	2025	2024
Organize annual work safety training	times	11	11
Total number of training participants reached	participants	1,579	1012
Work-related fatalities	persons	0	0
Number of work-related injuries	incidents	4	4
Workdays lost due to work-related injuries	days	131	89

Case | Safety Training

In July 2025, the Company organized a specialized safety training program themed “Safety for All, Preparedness for Everyone.” The curriculum comprehensively covered key areas including safety production laws and regulations, fundamental safety knowledge, occupational health management, fire safety standards, and chemical safety management, emphasizing both theoretical instruction and practical guidance. This training aimed to strengthen safety awareness among all employees and systematically enhance their safety literacy. It fully demonstrated the Company’s core operational philosophy of “people-oriented,” guiding all employees to firmly establish the guiding principle of “safety first, prevention foremost, and comprehensive governance” to effectively prevent potential hazards before they arise. Through the training, employees were further encouraged to consciously adhere to all safety rules and regulations, proactively identify and eliminate various unsafe conditions, resolutely prevent safety accidents, and collectively build a solid defense for the Company’s production safety.



Occupational Disease Prevention

Joyoung places high importance on occupational disease prevention. The Company conducts three-tier safety education and training for employees, maintaining detailed records. We safeguard employee health through dual approaches: individual prevention measures and workplace environmental controls. In accordance with the Occupational Disease Prevention and Control Law of the People’s Republic of China and the Company’s Occupational Disease Prevention Measures, occupational health surveillance records are established. For employee prevention, we have implemented the Occupational Health Examination Management Measures, adding standardized procedures for occupational health examinations to protect employee health and safety. Potential occupational health hazards are communicated, and compliance with protective equipment usage is monitored.

We require personnel entering high-risk occupational disease positions to sign an Occupational Hazard Factors Disclosure Statement prior to employment. By 2025, the Company will optimize the Personal Occupational Health Surveillance Form and Occupational Hazard Factors Disclosure Statement to inform employees of all potential hazard scenarios, ensuring their full right to know. Additionally, employees in high-risk occupational disease positions undergo occupational health examinations before starting work, during employment, and upon leaving their positions. Concurrently, occupational health records are established to track changes in employees’ physical health. For positions involving occupational hazards such as noise, employees are required to wear protective equipment like earplugs when entering the workplace to ensure adequate occupational disease prevention. Regarding the work environment, the Company conducts annual hazard identification and monitoring of harmful factors in all workplaces to ensure a high level of safety.

The Company ensures 100% coverage for employees’ work injury insurance and production safety liability insurance annually. By 2025, the Company aims to achieve zero case of occupational diseases.

Caring for Employees

Joyoung consistently upholds an employee-centric philosophy, striving to create a healthy, diverse, warm, and inclusive work-life environment where care permeates every aspect of growth. We cultivate a culture of perseverance, conveying the power of striving through our Annual Theme Film. Through columns like “Role Models/Experts,” “Pioneers Riding the Wind and Waves,” and “Sunshine Service Stars” on the Company’s “Joyoung People” official account, we recognize outstanding individuals, set benchmarks, and let strivers shine.

Furthermore, to focus on the growth needs of young employees, the Company provides a stage for them to showcase their talents through employee assemblies. The HCM online “Role Model Badge” system documents the growth journey of young employees, while the “Health Run 400” initiative promotes healthy lifestyle habits. The “Joyoung Employee Code of Conduct” guides young employees toward positive development as they pursue their dreams.



Employee Assembly



Health Run



Joyoung Employee Code of Conduct

The Company further fosters a warm, harmonious “home-like” atmosphere through initiatives like the Love Corner, Mommy Room, Matchmaker Awards, Employee Book Corner, Family Carnival, and the “Integrity Comics” 2.0. These efforts cultivate a corporate family culture, enhance a sense of belonging and happiness, and unite employee strength.

Case | Joyoung Mommy Room

Joyoung has long prioritized care for female employees. To meet nursing mothers’ need for private spaces, the Company has specially constructed “Mommy Rooms” at its Hangzhou and Jinan campuses, providing a safe, comfortable, and convenient environment for breastfeeding women. Equipped with sinks, refrigerators, sofas, direct-drinking water purifiers, and sterilization cabinets, these rooms address practical challenges faced by women returning to work after childbirth, actively creating family-friendly workplaces.



WORKING TOGETHER

Building a Better Society

Goals and Indicators addressed in this chapter:





Joyoung Charity

Since its founding, Joyoung has consistently upheld the core value of “Uniting the Power of Goodness, Creating a Better Life Through Health.” We have internalized social responsibility as our core mission, continuously responding to societal expectations with concrete actions while focusing on innovation in healthy kitchen appliances and meeting people’s daily needs. We deeply understand that corporate growth and societal development are inextricably linked. Therefore, while deepening our core business, we remain committed to enhancing people’s well-being and community building, fulfilling our responsibilities across multiple dimensions. Through technological innovation and industrial upgrading, Joyoung creates stable employment opportunities. By empowering industries, it supports rural revitalization and county-level economic growth. Leveraging its core strengths, the Company promotes green, low-carbon cooking concepts and energy-efficient products, while enhancing public quality of life through health education initiatives. Simultaneously, Joyoung maintains a steadfast focus on the needs of vulnerable groups, conveying compassion through charitable actions such as educational support, medical aid, and disaster relief donations, thereby contributing to an inclusive and equitable social ecosystem.

The national “15th Five-Year Plan” charts a new course for philanthropy, aligning charitable initiatives closely with national strategies like rural revitalization as a key force in the third distribution. Accelerated legal reforms within the sector shift policy focus toward both “promotion and regulation,” while corporate philanthropy consensus centers on integrating core competencies to address social challenges. The industry is advancing toward a new phase of strategic standardization. In the new phase of development ahead, the Foundation remains steadfast in its founding mission of “Creating a Better Life with Health.” It will focus on the core issue of “Youth Nutrition and Health,” deepen its dual-core model of “Public Welfare Kitchen + Food Education Workshop,” and align with national strategies such as rural revitalization, healthy China, and education-driven national development. By integrating donors’ philanthropic aspirations with Joyoung’s core business strengths, the Foundation will develop solutions to social challenges. Its goal is to become a nationally exemplary 5A-rated public welfare foundation that demonstrates professional leadership and significant impact within its vertical domain. Over the next four years, the Foundation will advance four strategic upgrades: evolving from a “scale replicator” to a “quality leader,” from a “project implementer” to an “innovation integrator,” from a “resource contributor” to a “resource integrator,” and from a “regulatory explorer” to a “benchmark exemplar.”

From 2008 to 2025, the Company’s cumulative charitable investment exceeded RMB150 million. In 2025, the total number of employees participating in volunteer activities reached 401 people, with a total volunteer service time of 3,254 hours and an average volunteer activity time per person of 8 hours.

Public Welfare Kitchen

Guided by the principle of “ensuring children eat well,” the Joyoung Public Welfare Kitchen Project has committed to allocating no less than RMB110 million over a decade starting in 2021 through the Joyoung Public Welfare Foundation. These funds will support initiatives like the “Joyoung Public Welfare Kitchen” and “Food Education Workshops.” Concurrently, the foundation aims to select 100 schools annually in rural areas nationwide, investing RMB30,000 to RMB150,000 per school. Through design plans, infrastructure upgrades, equipment provision, and staff training, it builds professional, eco-friendly, and efficient standardized kitchens to empower school meal programs and support youth development. By 2025, the “Joyoung Public Welfare Kitchens” project will continue its deepening efforts, advancing the funding and construction of 125 Joyoung Public Welfare Kitchens. This brings the cumulative total to 1,743 kitchens, benefiting over 600,000 teachers and students daily. Future work will focus on deepening operational assessments, consolidating cooperative models, and advancing the project from “building well” to “using well and managing well” through systematic support.

Over the next four years, we plan to construct no fewer than 100 Public Welfare Kitchens annually, bringing the cumulative total to over 2,100 facilities covering more than 300 counties (districts) nationwide. We will establish 20 model counties/districts achieving full project coverage, benefiting over 800,000 students daily and cumulatively serving more than 3 million student beneficiaries. Additionally, Joyoung’s Public Welfare Kitchen project operations will undergo continuous optimization. This includes providing professional kitchen workflow design and functional zoning, refining an equipment catalog to over 60 items, and implementing digital platform management throughout the entire project lifecycle. By enhancing supplier service capabilities and product quality, procurement costs will be reduced by 10%. We will introduce a “three-year warranty, five-year service guarantee” for product after-sales support, establish a 24-hour response mechanism and dedicated service hotline, and create a sustainable funding mechanism.

Case | Brightening Rural Education with the Warmth of Joyoung's Kindest Hearts

On 1 June 2025, the traditional Dragon Boat Festival coincided with Children's Day. Twenty volunteers from various positions at Joyoung enthusiastically responded to the call for public service. Utilizing their spare time outside of work and daily life, they traveled to 云南丽江永胜县洱良小学, 宁夏灵武市泾兴小学, 东滨州市沾化区冯家镇第三小学, and 江西上饶横峰县方志敏希望小学. Through their actions, they did their utmost to illuminate rural public welfare education by pooling individual efforts.



Food Education Workshop

The Food Education Workshop project upholds the vision of "empowering every child with the ability to maintain lifelong health." It is dedicated to creating educational spaces within kitchen settings, using cooking as a teaching medium to promote food education and support the healthy growth of children and adolescents. The project aims to promote traditional dietary culture, impart nutrition and health knowledge, cultivate good eating habits and dining etiquette, and enhance students' collaborative skills, innovative thinking, and aesthetic abilities. The Joyoung Public Welfare Foundation hopes this initiative will empower every child to maintain lifelong health and enjoy a wholesome life. By 2025, 251 food education teachers will be trained, bringing the cumulative total to 1,426 over the years.

The "Food Education Workshop" project has achieved intrinsic development. By providing curriculum, teaching aids, and teacher training, the initiative integrates labor education, nutritional knowledge, and cultural heritage to cultivate children's ability to maintain lifelong health. As of the reporting period, the Joyoung Public Welfare Foundation has funded the establishment of 50 Food Education Workshops, bringing the cumulative total to 356 over the years. This effort has made a positive contributions to the comprehensive development and healthy growth of youth. In the future, Joyoung will drive initiatives centered on "food education," collaborating with international organizations to explore global health-conscious eating advocacy campaigns. We will integrate the strengths of global industry and philanthropic partners. Concurrently, we will explore the integration and incubation of "sports + health" philanthropic projects, while conducting cross-regional project exploration and resource development (e.g., Hong Kong, Macao and Taiwan regions of China).

Case | Food Education Around the World: Crafting a Seasonal Feast of Childhood Delights

The Joyoung Public Welfare Foundation and 滨城区第二实验小学 jointly hosted the second “Savoring the Seasons, Nurturing the Future” Food Education Adventure and Children’s Day Celebration Series. This event blended traditional culture, hands-on labor, health concepts, and local customs, allowing children to nourish their minds and bodies through active participation while deeply appreciating the truth that “life is education.” Beyond adding vibrant joy to children’s Children’s Day celebrations, the event planted seeds of life appreciation, nature respect, cultural heritage, and innovative exploration deep within their hearts.



Case | Creating a New Future for Children Through the “Slow Variable” of Food Education

Driven by a series of policies including the “Tutorial for Outline of the Healthy China 2030 Plan”, food education has emerged as a crucial tool for cultivating core competencies in youth and advancing the healthy China initiative. To provide an empowering platform and communication hub for outstanding food education teachers nationwide, Joyoung Public Welfare has invited 30 principals, education bureau leaders, and disease control experts from eight provinces to gather in Pinghu, Zhejiang, for the second Joyoung Public Welfare Food Education Study Tour. Last November, the 300th Food Education Workshop was inaugurated in Zhengzhou, coinciding with the inaugural Teacher Study Tour.

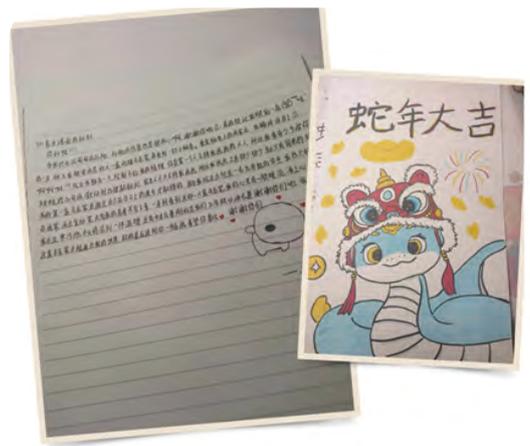


Growing Towards the Sun

Since 2022, the Joyoung Public Welfare Foundation has partnered with the Zhejiang Women and Children Foundation to launch the “Growing Towards the Sun” initiative. Through educational support and companionship programs, it assists children without parental care and scattered orphans in enhancing their self-protection, survival, and social interaction skills, thereby promoting social harmony and progress while collectively witnessing the growth of these children. This initiative fosters employees’ empathy for public welfare by pairing them annually for micro-charity activities like the “New Year’s Small Wishes” campaign, achieving over 800 employee engagements. To date, “Growing Towards the Sun” has supported 144 disadvantaged adolescents—60 primary school students, 40 middle school students, and 44 high school students – primarily in 10 mountainous and island counties including Lishui, Quzhou, and Taizhou. The project has provided cumulative support to 193 individuals. Future plans include expanding growth-support activities such as “Career Exploration Camps” and “Educational Study Tours.”

Case | Small Wishes Brighten Difficult Childhoods, Love “Sticks” Us Together

As another year draws to a close and we welcome the new, Joyoung Public Welfare’s “Growing Towards the Sun” charity initiative partnered with the Zhejiang Women and Children Foundation to deliver Spring Festival blessings to underprivileged youth. In the picturesque Jinshi Village of Qingyuan County, Lishui City, we joined the children in making traditional yellow rice cakes, solving lantern riddles, and exchanging well-wishes. Amidst laughter and joy, we celebrated the Southern Xiaonian and welcomed the Year of the Snake. In late December, we launched the “Light Up the Wishes of Children in Need” charity initiative among Joyoung employees, encouraging them to pair up one-on-one to fulfill the children’s small wishes. Joyoung staff participated enthusiastically, with some dedicated employees even taking on the wishes of multiple children.



Micro Love Walk

Micro Love Walk advocates for public welfare through action, accumulating small steps into great compassion. As the signature initiative of the Public Welfare Kitchen, it connects donors with projects through fitness and health. Coordinated across Hangzhou and Jinan, the campaign has held eight consecutive events. Online platforms have initiated donations totaling over 2 billion steps, while offline participation exceeded 3,000 attendees. The initiative raised RMB160,000 in public donations. Through years of sustained operation, Micro Love Walk has become a vital bridge connecting the Foundation with donors, beneficiaries, and volunteer partners. It has cultivated a core group of deeply engaged volunteers with strong philanthropic commitment.

Case | 2025 Joyoung Micro Love Walk – Giving It Our All!

The 2025 Joyoung Micro Love Walk Charity Jinan Station kicked off energetically at 9:00 AM on 19 April. Participants gathered at 仲官镇中心小学 in Licheng District, fully equipped for the competition. The route spanned a full 13 kilometers. As wave after wave of competitors crossed the finish line, the event concluded successfully. Organizers presented completion certificates and medals to every finisher. Participants beamed with satisfaction, capturing memorable moments and group photos at the checkpoints.



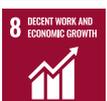
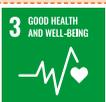
Case | 2025 Joyoung Micro Love Walk Ignites Passionate Start, Charity Spirit Infuses Chashan

At 9:30 AM on 13 April 2025, a resounding trumpet blast signaled the start as 188 teams energetically kicked off their run in Hangzhou's Changdai Village. This Micro Love Walk charity event featured an 11-kilometer route, with scenery as picturesque as ever. As participants crossed the finish line one after another, they conveyed their passion and determination to support charitable causes. Now in its eighth consecutive year, this charity walk not only promotes physical fitness but also nurtures kindness that enriches others' lives through action.



Index of Indicators

Title	SZSE: the Guidelines	Environmental, Social, and Governance Reporting Code	GRI	SDGs
About this Report			2-2; 2-3	
Message from the Chairman			2-22	
Key Performance Indicators (KPIs)			2-14; 2-29	
About Joyoung				
Company Profile			2-1; 2-6	
Corporate Culture				
Milestones				
2025 Honorary Achievements				
Sustainable Development Strategy			2-22	
Sustainable Development Management				
Board Statement			2-14; 2-19	
Stakeholder Engagement	Stakeholder Communication		2-16; 2-29	
Materiality Assessment	Stakeholder Communication		3-1; 3-2; 3-3	
Compliance & Governance: Committed to Stable Development				
Corporate Governance			2-9; 2-12; 2-13; 2-27	
Corporate Risk Management & Control				
Adherence to Business Ethics	Anti-Commercial Bribery and Anti-Corruption; Anti-Unfair Competition	KPI-B7.1; KPI-B7.2; KPI-B7.3	2-27; 205-2; 418-1	
Responsible Marketing Practice			2-27; 417-1	
Strengthening Party Building Leadership				
Green Environmental Protection: Co-creating a Low-Carbon Future				
Addressing Climate Change	Addressing Climate Change	Part D: Climate-Related Disclosures	201-2; 305-1; 305-2; 305-3; 305-4	
Promoting Green Operations			2-27	
Advancing Energy Conservation & Emission Reduction	Pollutant Emissions; Waste Management; Energy Utilization; Water Resource Utilization; Circular Economy	KPI-A1.1; KPI-A1.3; KPI-A1.4; KPI-A2.1; KPI-A2.2; KPI-A2.4	302-1; 302-3; 302-4; 303-2; 303-3; 303-4; 303-5; 305-7; 306-2; 306-3	  
Biodiversity Conservation	Ecosystem and Biodiversity Conservation	KPI-A3.1	303-3	
Environmental Awareness Promotion & Training	Circular Economy			

		Environmental, Social, and Governance					
Title	SZSE: the Guidelines	Reporting Code	GRI	SDGs			
Innovation-Led: Focusing on Customer Experience							
Accelerating Innovation-Led Growth	Innovation-Driven						
Protection of Intellectual Property Rights		KPI-B6.3	2-23; 2-24; 2-27; 417-1				
Standardized Quality Management	Product and Service Safety and Quality	KPI-B6.1; KPI-B6.2; KPI-B6.3; KPI-B6.4	2-27				
Optimizing Customer Experience		KPI-B6.2	418-1				
Safeguarding Information Security	Data Security and Customer Privacy Protection	KPI-B6.5					
Shared Responsibility and Governance: Driving Synergistic Progress							
Partner Management	Supply Chain Security; Due Diligence	KPI-B5.2; KPI-B5.3; KPI-B5.4	2-6; 2-8; 2-27; 308-1; 408-1; 409-1; 414-1				
Industry-University-Research Integration							
Uniting: Cultivating Joyoung Talents							
Protecting Employee Rights & Interests	Employees	KPI-B1.1; KPI-B1.2; KPI-B4.1; KPI-B4.2	2-7; 2-19; 2-27; 201-3; 401-1; 401-2; 401-3; 405-1				
Supporting Employee Development	Employees	KPI-B3.1; KPI-B3.2	2-7; 404-1; 404-2				
Protecting Employee Health	Employees	KPI-B2.1; KPI-B2.2; KPI-B2.3	2-7; 403-1; 403-2; 403-3; 403-5; 403-6; 403-7; 403-8; 403-9; 403-10; 406-1				
Caring for Employees	Employees		2-7; 401-2				
Working Together: Building a Better Society							
Joyoung Charity	Social Contribution; Rural Revitalization	KPI-B8.1; KPI-B8.2	203-1; 203-2				
							

Feedback Form for Reader

Dear Readers,

Hello!

Thank you for taking the time to read the 2025 Environmental, Social and Governance Report of Joyoung Co., Ltd. To provide more valuable information to you and other stakeholders, and effectively enhance the Company's ability and level in fulfilling its environmental, social and governance (ESG) responsibilities, we sincerely look forward to your opinions and suggestions.

Multiple Choice Questions (Please mark your answers with ✓ in the corresponding boxes)

1. Your overall evaluation of this report:

Excellent Good Fair Poor Very Poor

2. How would you rate the report's responsiveness and disclosure of issues of concern to stakeholders?

Excellent Good Fair Poor Very Poor

3. How do you think Joyoung Co., Ltd. performs in fulfilling its economic responsibilities?

Excellent Good Fair Poor Very Poor

4. How do you think Joyoung Co., Ltd. performs in fulfilling its environmental responsibilities?

Excellent Good Fair Poor Very Poor

REVIEW

5.0



5. How do you think Joyoung Co., Ltd. performs in safety management?

- Excellent
- Good
- Fair
- Poor
- Very Poor

6. How do you think Joyoung Co., Ltd. performs in fulfilling its employee-related responsibilities?

- Excellent
- Good
- Fair
- Poor
- Very Poor

7. How do you think Joyoung Co., Ltd. performs in fulfilling its community responsibilities?

- Excellent
- Good
- Fair
- Poor
- Very Poor

8. Are the information, indicators, and data disclosed in the report clear, accurate and complete?

- Excellent
- Good
- Fair
- Poor
- Very Poor

9. Do you find the content organization and layout design of this report easy to read?

- Yes
- No

10. Open-Ended Question

Do you have any comments or suggestions regarding Joyoung Co., Ltd.'s fulfillment of environmental, social and governance (ESG) responsibilities and this report?





Joyoung