

3.2 STAKEHOLDER ENGAGEMENT

Bosideng places great importance on communication and engagement with its stakeholders, respects their diverse perspectives, and is committed to building a more transparent and systematic communication mechanism. In response to the key concerns raised by various stakeholders groups, the Group explores diversified communication channels and approaches to comprehensively gather and respond to the concerns and expectations of stakeholders, regarding their diverse concerns and expectations as an important driving force behind the Group's sustainable development.

STAKEHOLDERS	Employees	Customers and consumers	Suppliers and partners	Shareholders and investors	Government and regulators	Communities and the public
COMMUNICATION CHANNELS AND METHODS	- Group intranet - Training - Employee satisfaction surveys - Labor union and employee representative congress - Seminars	- Customer visits - Exhibitions - Customer surveys - Customer service center and hotlines - Official WeChat account and online flagship stores	- On-site due diligence visits - Industry conferences - Suppliers' conferences - Franchisees' conferences - Telephone, E-mail and WeChat	- Shareholders' meetings - Results releases - Group's announcements, circulars and reports - On-site visits - Roadshows and reverse roadshows - Strategy conferences - One-on-one communications - Telephone, E-mail, WeChat and the Company's website	- Regular communication - Regular reporting - Guidance and scrutiny - Special research - On-site visits	- Volunteer activities - Community investment - Disaster relief support
FOCUSES	- Strengthening national brands and enhancing cultural confidence - Product quality and customers' rights protection - Employees' remuneration and benefits - Vocational empowerment and fair promotion - Occupational health and safety - Employees' rights assurance - Building a diversified workplace	- Product quality and customers' rights protection - Strengthening national brands and enhancing cultural confidence - Customer communication and after-sales service - Responsible procurement - Improving product innovation - Anti-corruption and anti-unfair competition	- Strengthening national brands and enhancing cultural confidence - Building a stable green supply chain - Product quality and customers' rights protection - Improving product innovation - Empowerment and training for suppliers - Responsible procurement	- Stable operations to prevent and control risks - Compliant marketing - Operating performance - Product quality and customers' rights - Improving product innovation - Safeguarding shareholders' rights - Building a stable green supply chain	- Strengthening national brands and enhancing cultural confidence - Tax payment in accordance with the law - Supporting regional economic development - Product quality and customers' rights protection - Anti-corruption and anti-unfair competition - Improving product innovation	- Strengthening national brands and enhancing cultural confidence - Building a stable green supply chain - Responsible enterprise - Supporting regional economic development - Chemical safety management - Waste management