

Trip.com Group Responsible Marketing Policy

Article 1 Purpose. Trip.com Group (hereinafter referred to as "the Group" or "we") is committed to conducting marketing activities responsibly, ethically, and with a user-centric approach. The Trip.com Group Responsible Marketing Policy (hereinafter referred to as "this Policy") is developed to standardize the sales and marketing activities of the Group worldwide.

Article 2 Scope of application. This Policy applies to the Group and all our employees (including full-time, part-time, and temporary). The Group and our subsidiaries must follow this Policy when developing internal marketing rules and conducting marketing promotions.

Article 3 Compliance with laws, regulations, and internal policies. All sales and marketing activities by the Group must comply with applicable laws, regulations, and industry standards in the locations where we operate, including but not limited to the Company Law of the People's Republic of China, the Law of the People's Republic of China Against Unfair Competition, the Advertising Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, and the European Union's General Data Protection Regulation (GDPR). Additionally, these activities must also comply with the Group's internal sales, marketing, and advertising policies.

Article 4 Basic principles. All sales and marketing activities, including content, methods, and related materials, must be truthful, accurate, and compliant. The specific principles are:

- (1) Establish a strict review and supervision mechanism, which must pass external and internal audits and approvals, and continuously monitor the entire marketing process;
- (2) Comply with all laws and regulations related to marketing practices and the industry norms of the countries or regions applicable to our business;
- (3) All advertisements and marketing activities must be reviewed internally to ensure accuracy and compliance;
- (4) Prohibit exaggerated, misleading, deceptive, or false content;
- (5) Fully respect and protect the privacy and data of clients or consumers;
- (6) Regularly review marketing and sales operations to ensure the legality and compliance of product and service-related sales and marketing;
- (7) Prioritize products and services that contribute to sustainable development;
- (8) Actively conduct and encourage member companies to perform internal assessments of product and service consumption, guiding consumers to make rational purchasing decisions and engage in responsible consumption, considering factors like product packaging, promotion, and after-sales;
- (9) Actively conduct and encourage member companies to hold effective customer education activities to enhance customers' ability to evaluate and compare products and services, and raise awareness of the social and environmental impact of their purchasing choices;
- (10) Be honest and trustworthy, participate in fair competition, and avoid commercial bribery and other illegal means for sales and marketing activities;
- (11) Strictly protect customer privacy; do not disclose customers' information without their consent.

Article 5 Responsible marketing audit. The Group regularly conducts responsible marketing audits to ensure that sales and marketing activities, as well as those of third-party marketing partners, comply with our policies and rules.

Article 6 Responsible marketing training. We regularly provide responsible marketing training to all employees to continuously improve their professional knowledge, capabilities, and ethics in responsible marketing.

Article 7 Reporting violations. If any behavior that may violate laws, regulations, or the Group's policies is found, any employee, customer, partner, or related personnel has the right to report it.

The Group offers the following reporting channels:

Reporting hotline: 8621-54261440

Reporting email: jubao@trip.com

Reporting address: Audit Department, Trip.com Group, 968 Jinzhong Road, Changning District, Shanghai

Audit consultation email: shenji@trip.com

Article 8 This Policy applies to all Trip.com Group employees. We also encourage our partners to use this standard to guide their marketing and sales activities and practice responsible marketing.

Article 9 This Policy has been reviewed and approved by the Trip.com Group ESG Committee. The ESG Committee regularly reports the implementation status of this policy to the Board of Directors, providing recommendations for board decisions and oversight. The ESG Committee has full responsibility for the execution, supervision, and regular review of this policy. This policy is effective from the date of its issuance.