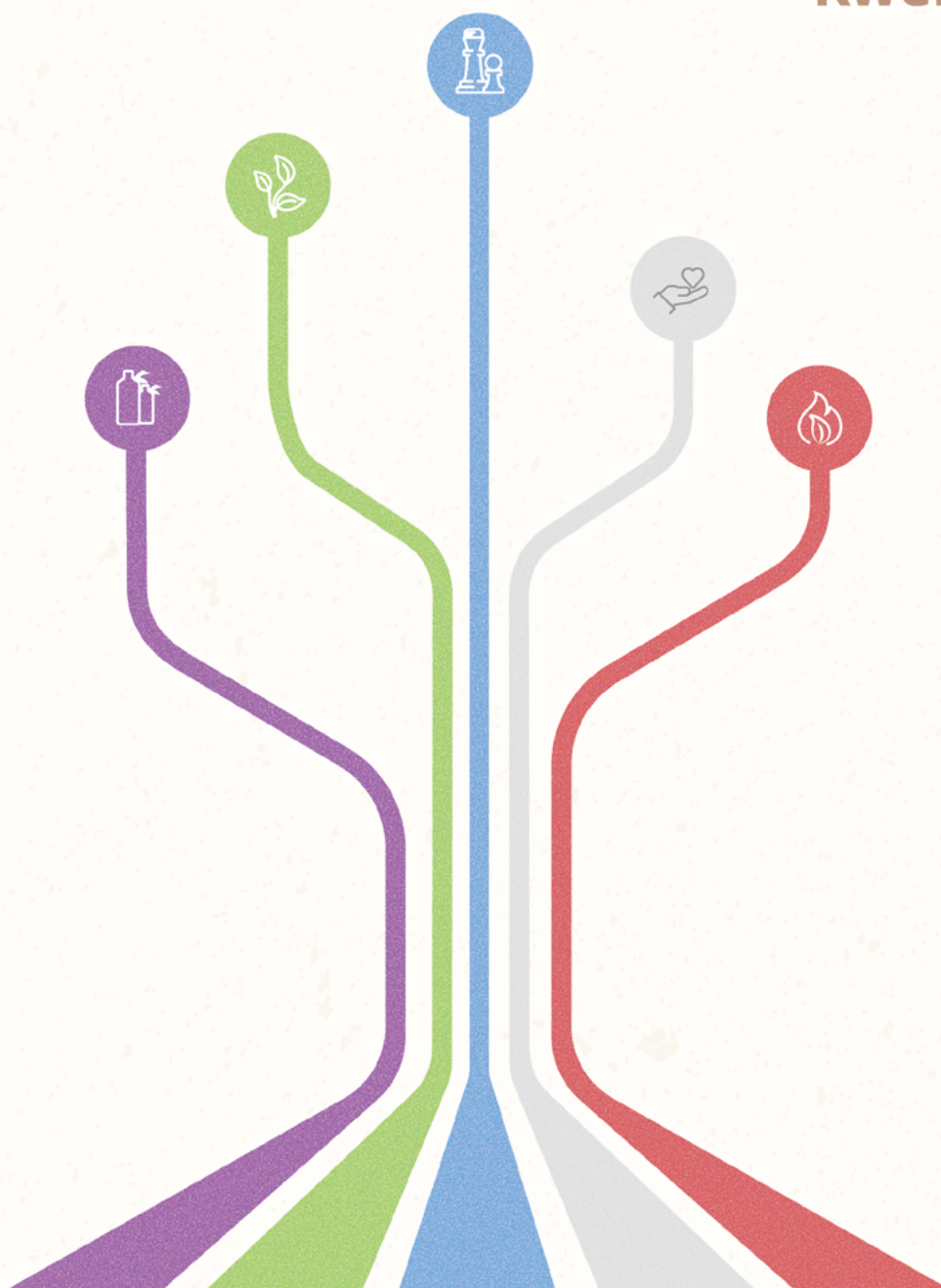




贵州茅台酒股份有限公司
KWEICHOW MOUTAI CO.,LTD.

2021

Environmental, Social
and Governance Report
Kweichow Moutai



► About the Report

► Organization:

This Report covers the performance of Kweichow Moutai Co., Ltd. (Hereinafter referred to as "Kweichow Moutai" "the Company" or "We") and its affiliated organizations in corporate governance, economic, social and environmental aspects.

► Reporting Period:

This Report covers the period from January 1 to December 31, 2021, with part of it falling outside of the period. In accordance with the production cycle and process requirements of the products, part of the production data shall be calculated according to the production year (from October 1 to September 30 of the next year).

► Publication interval:

This Report is an annual report and is the first Environmental, Social and Governance Report issued by Kweichow Moutai.

► Declaration:

All information and data cited in this Report are objective and authentic. Financial figures herein are recorded in RMB, unless otherwise specified. This Report is prepared in Chinese and English, respectively. In case of any ambiguity in the Chinese and English texts, the Chinese text shall prevail.

► References:

United Nations Sustainable Development Goals (SDGs)
Sustainability Reporting Standards by Global Reporting Initiative (GRI)
Guiding Opinions on Enterprises to Better Perform Social Responsibility by State-owned Assets Supervision and Administration Commission of the State Council (SASAC)
Chinese CSR Report Preparation Guide on Food Industry (CASS-CSR4.0) by Chinese Academy of Social Sciences
Guidelines for Compilation of Corporate Social Responsibility Report by Shanghai Stock Exchange
No. 1 Guidelines for Self-discipline Supervision of Listed Companies - Standard Operation by Shanghai Stock Exchange

► Access:

Please visit the following sites for more CSR information about Kweichow Moutai or downloading the electronic report.

Official website of Kweichow Moutai: <https://www.moutaichina.com/>

Official website of Shanghai Stock Exchange: <http://www.sse.com.cn/>

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Message from the Chairman of the Board

In 2021, Kweichow Moutai adhered to the concept of innovation, coordination, greenness, openness and shared development, followed its distinctive “five-line” development path and made coordinated efforts on production, operation, pandemic prevention and control, achieved remarkable performance and proceeded its journey of high-quality development while getting the 14th Five-Year Plan period off to a good start.

We continued to optimize its corporate governance to achieve steady and efficient economic growth.

We made tremendous efforts to promote the construction of modern corporate system to standardize corporate governance and improve risk prevention. We also improved investor relations management and continuously created stable return for shareholders. Moreover, Kweichow Moutai stuck to “Five Craftsmanship” philosophy and built its “365” quality management system. We improved our supplier management system, purchased quality level, quality management in production and quality assessment and monitoring system to ensure consistent delivery of excellent products and quality services to consumers. By adhering to the “technology-powered” development principle, we deepened scientific and technological innovation; intensified our efforts in the application of scientific and technological achievements; and carried out in-depth construction of “Smart Moutai” to inject strong momentum into high-quality development. In 2021, our operating income and net profit attributable to owners of the parent company hit RMB 106.190 billion and RMB 52.460 billion, with YOY growth of 11.88% and 12.34%, respectively.

We practiced the concept of green development so as to continuously optimize and improve the ecological environment.

We contributed to the attainment of “carbon peak” and “carbon neutrality” goals by continuously improving the comprehensive ecological and environmental protection and management. “Five special projects”, namely increase of ecological water utilization, improvement of air quality, soil pollution control, protection of microorganism, and ecosystem balance, were implemented to make Moutai a benchmark brand in the baijiu industry. In terms of climate change, we developed the implementation outline for our carbon peak & carbon neutrality plan and took “five special actions” of energy conservation and carbon reduction for efficiency increase, design of green product, green transformation of industrial chain, green technological innovation and green & low-carbon lifestyle to protect the ecology of Chishui River and the harmonious development of both humans and the nature. In 2021, Kweichow Moutai won the reputation of 5A “Ecological Brewing Company” in Guizhou.

We paid back to the society and benefit more people with our high-quality development achievements.

We gave full play to the role of “1+10+1” assistance mode and our special strength to help Daozhen County find an industrial development path featured by edible mushrooms and boost the integration of poverty alleviation achievement and rural vitalization. In the meantime, we have carried out the “China Moutai – National Pillars” Hope Project for Dream Realization for 10 consecutive years, and other public welfare campaigns such as “Laymau Love & Growth”, “Wang Mao star Program”, “Moutai Prince –Bright Youth” to help several hundred thousand students to realize their wonderful dreams. On the other hand, as a responsible brand with a good image, we coordinated social resources and participated in pandemic prevention and flood control to ensure the safety and security of our employees as well as the general public.

The year of 2022 is “a crucial year for reform” in the context of the new era of Kweichow Moutai’s high-quality development. In its long journey of development, We will hold unswervingly to its distinctive “five-line” development path; make contributions to the “nine crucial actions” in production quality, market system, project construction, financial services for three types of enterprises (joint ventures, sino-foreign co-operative enterprises, and wholly foreign-owned enterprises), cultural and tourism development, green transformation, digital transformation, scientific and technological innovation, and talent development; and join hands with interested parties including investors, customers, employees, suppliers and distributors to create values for the economy, society, and environment.



Chairman of Kweichow Moutai Co., Ltd.

About Kweichow Moutai

Company responsibility profile

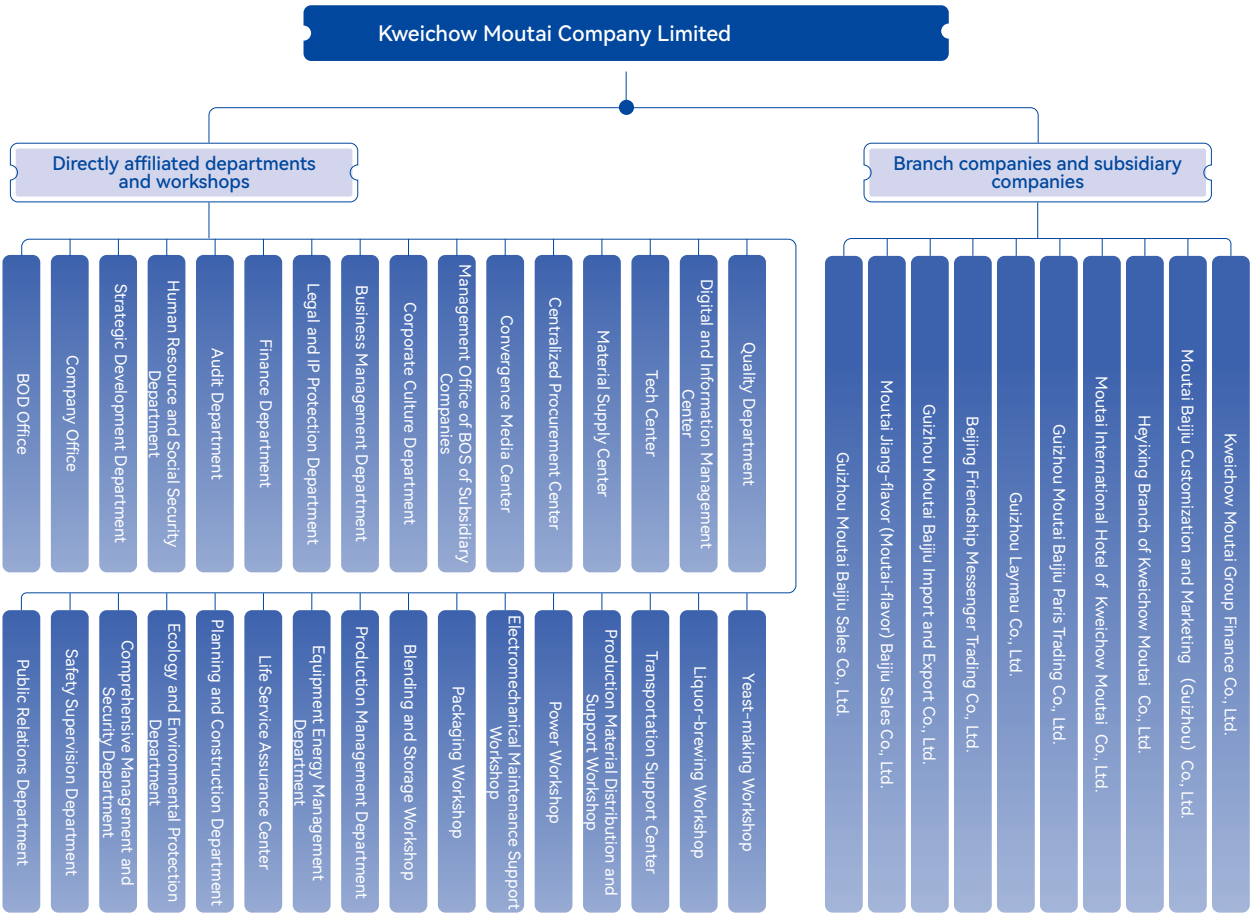
Kweichow Moutai Co., LTD. (“the Company”) was founded on November 20, 1999, with China Kweichow Moutai Distillery (Group) Co., LTD. (“Moutai Group”) being the main initiator and other seven entities being the joint initiators. Currently, its controlling shareholder is Moutai Group.

The Company is based in Maotai Town, a beautiful town harbored along the picturesque Chishui River in northern Guizhou Province. It is engaged in the production and sales of Moutai Baijiu and its series, among which Kweichow Moutai Baijiu stands out as the hero product. It is the originator and indisputable representative of Daqu Moutai-flavor Baijiu in China. It is labeled as green food, organic food as well as national produce marked with geographical indication (GI). Boasting lingering fragrance, it made Chinese Baijiu known by the world.

On August 27th, 2001, the Company's shares were listed and traded on Shanghai Stock Exchange. As of June 25, 2021, the Company's accumulated cash dividends totaled RMB 121.355 billion, 60.80 times the net funds raised from IPO. By the end of 2021, the total assets is RMB 255.168 billion, a year-on-year increase of 19.58%. In 2021, the Company’s operating income is RMB 106.190 billion, a year-on-year increase of 11.88%; net profit attributable to owners of the parent company is RMB 52.460 billion, a year-on-year increase of 12.34%. Kweichow Moutai ranked 11th in the Most Valuable Global Brands list of BrandZ with a brand value of USD 109.33 billion, making it the most valuable Baijiu brand in the world.



Organizational structure



Corporate culture

- Mission:

Brewing high-quality life
- Vision:

Building a world-class enterprise and brand
- Core value:

High liquor quality, strict management of conduct and a harmonious interpersonal relationship
- Corporate spirit:

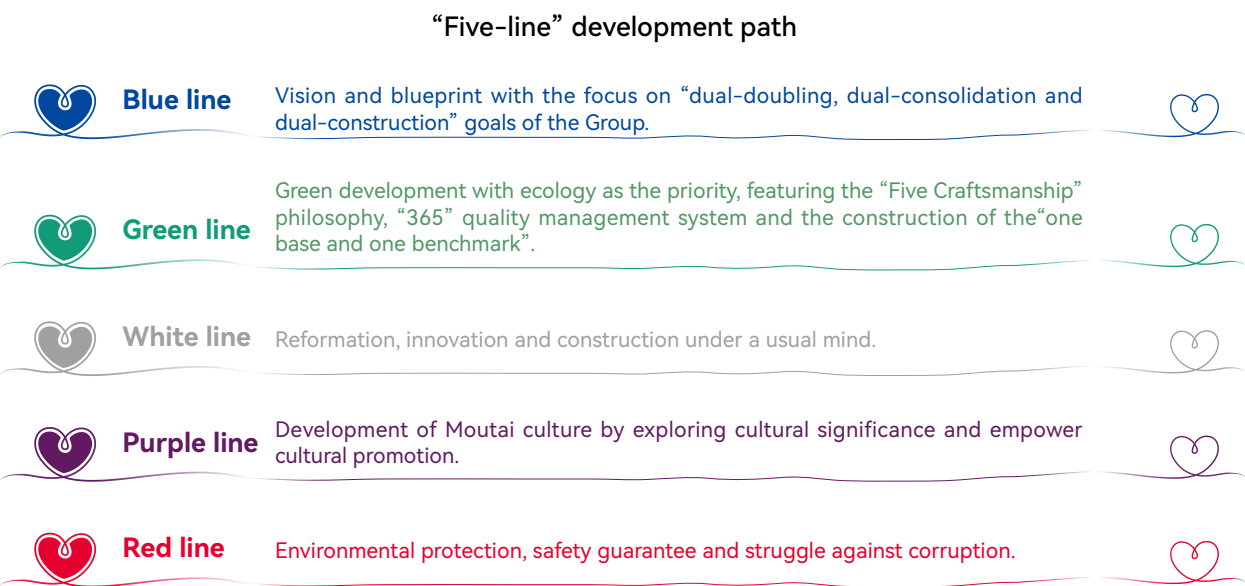
Devoting to Moutai, winning glory for the motherland
- Quality philosophy:

Give priority to quality, keep unique process, guarantee sufficient aging liquor resources and never offer freshly-blended baijiu

Social Responsibility Management

Social concept

Kweichow Moutai actively integrates the social responsibility into its development strategy and daily operation and management, constantly and actively practices its social responsibilities. Therefore, it has formed Moutai's characteristic concept of social responsibility - Big Brands Big Responsibilities. Specifically, the realization of sustainable development is the foundation and premise for enterprises to undertake social responsibility, while the undertaking of social responsibility will further promote enterprises' sustainable and high-quality development, which complement each other. Therefore, the Company adheres to the concept of innovation, coordination, green, openness and shared development, followed its distinctive "five-line" development path. We strive to create values for the economy, society, and environment to serve people's demand for a better life and the sustainable development of the enterprises.



Social responsibility leadership mechanism

Kweichow Moutai pays attention to integrating the requirements of fulfilling social responsibility into the whole process of production and operation. The management of the Company promote social responsibility work as a whole, and each department deeply participates in social responsibility work within the scope of business according to the division of functions. All affiliated enterprises earnestly fulfill their social responsibilities according to the Company's requirements, actively promote the practice of social responsibility, and ensure the normal development of various work.

Communication with interested parties

Kweichow Moutai attaches great importance to communication and exchange with the interested parties, in a bid to deeply learn about and study their demands and expectations, and transfer them into the action goals and plans of corporate development.

Interested Parties	Expectations and Demand	Communication and Response
Government	Observing law and regulation Economic development Paying taxes according to laws Boosting employment	Managing the corporate according to laws Achieving green and high-quality development Paying taxes on time and in full Promoting employment
Shareholders	Profitable return on investment Preserving and increasing the value of assets Normative corporate management	Compliance operation Proactive profits distribution Improving information disclosure
Consumers	Food safety Considerate service Product quality Consumers' health	Strengthening food safety management Improving after-sale service Customer follow-up visit Promoting moderate drinking
Employees	Protecting rights and interests Career development Physical and mental health	Signing the labor contract Improving the salary and benefit system Improving talent training system Ensuring balance between work and life
Distributor	Policy support Cooperation and win-win results	Formulating scientific marketing policy and incentive policy Conducting distributor training
Suppliers	Fair and equitable procurement Keeping promises	Accountable procurement Friendly cooperation Supplier review
Community	Launching public welfare projects Promoting community development	Welfare and charity projects in communities Investing in communities Boosting rural vitalization
Environment	Green and environmental protection Achieving the goals “carbon peak” and “carbon neutrality” Pollution control	Improving environment management system Building Moutai as a benchmark enterprise in the Baijiu industry Promoting ecological conservation

Key topics identification

Based on its development strategies, actual operation, development of social responsibilities and industries at home and abroad, Kweichow Moutai has sorted out topics that are related to corporate business and most concerned by the interested parties, and made them the focus of social responsibility undertakings and communications, so as to further promote its sustainable development.

Corporate Governance	Economic Responsibility	Environmental Responsibility	Social Responsibility
Management of sustainable development Corporate Governance Operation according to laws Risk control Business ethics	Product quality and safety Responsible marketing Scientific and technological innovation Digital transformation Industrial development	Energy conservation and energy consumption reduction Water resource management Packaging materials and wastes Carbon emission management Pollution control Green supply chain Ecological protection	Protection of investors' rights and interests Protection of employees' rights and interests Protection of partners' rights and interests Health and safety Pandemic control Rural vitalization Social welfare and charity campaigns

Corporate Governance

Corporate governance
Risk control
Operation according to laws
Business ethics



Featuring modern enterprise system construction along with practical actions and measures, Kweichow Moutai has improved its corporate governance structure, ensured effective risk control, legal and compliance operation and strengthened business ethics management to promote comprehensive corporate governance and ensure the stable, efficient and long-term sustainable development of the Company.



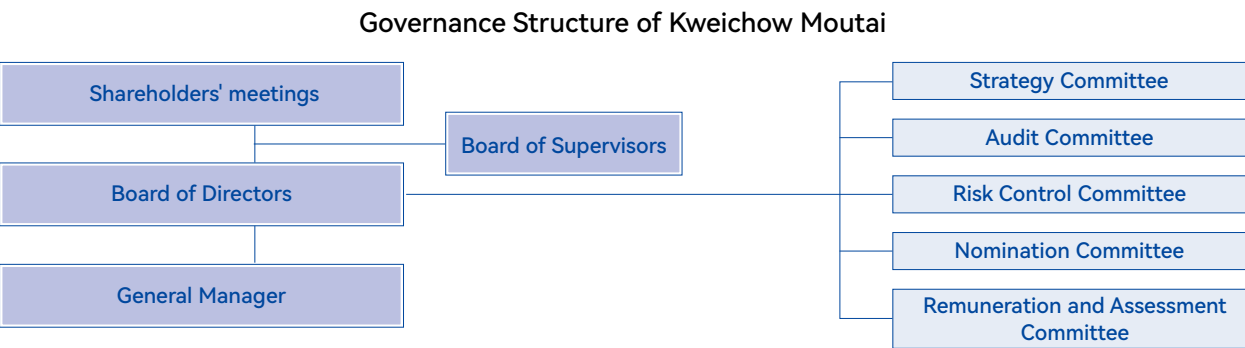
Corporate governance

According to laws and regulations such as the Company Law of the People's Republic of China, Law of the People's Republic of China on Securities and Governance Standards of Listed Companies and requirements specified in documents regarding corporate governance issued by China Securities Regulatory Commission and Shanghai Stock Exchange, Kweichow Moutai has promoted its governance and improved its salary system to ensure transparent and standard operation.

Governance structure

We have continuously optimized its corporate governance structure and revised its Articles of Association and Rules of Procedure for Shareholders' Meetings, Rules of Procedure for Board of Directors, and Rules of Procedure for Board of Supervisors, in a bid to clarify the boundaries of power and responsibilities of the Shareholders' Meetings, Board of Directors, and Board of Supervisors, and develop a separate governance mode for each deliberative body.

Shareholders' meetings	Board of Directors	Board of Supervisors
▼ The shareholders' meetings are organized strictly based on the Articles of Association, which include procedures such as notification, deliberation and voting. Such procedures have ensured that all stockholders can enjoy equal rights and effective exercise of their right to know, participate, ask and vote. In 2021, one annal general meeting of stockholders was organized and eight proposals were reviewed and approved. One interim general meeting of stockholders was organized and seven proposals were reviewed and approved.	▼ The Board of Directors consists of 6 directors, including 3 independent directors and 1 employee director. The Board of Directors consists of the Strategy Committee, the Audit Committee, the Risk Control Committee, the Nomination Committee and the Remuneration and Assessment Committee, all of which employ their expertise to review and assess the proposals submitted. In 2021, the Board of Directors organized 13 meetings and approved 46 proposals. The committees under the Board of Directors organized 7 meetings and approved 18 proposals. Among them, the Audit Committee, the Strategy Committee, the Nomination Committee and the Risk Control Committee organized 4, 1, 1 and 1 meeting(s) respectively, with 12, 1, 2 and 3 proposals approved correspondingly.	▼ The Board of Supervisors shall exercise supervision in compliance with laws and regulations to promote the coordinated operation and keep the balance of power between governance bodies of the company. In 2021, the Board of Supervisors organized 5 meetings and approved 11 proposals.



Compensation system

We have established a sound and transparent salary management system. For senior management, the annual salary system based on the regulations by State-owned Assets Supervision and Administration Commission of Guizhou Province and the relevant regulations of the Company. For middle m anagement, the annual salary system based on the nature of the post, duties and rights, risks, performances and other factors is adopted. For ge neral employees, the job performance-based salary system is adopted along with total salary contracting system according to different manageme nt needs. In such context, the salary of different posts will be referred to the salary amount in the labor market as well as the technique, knowledge, l abor intensity and performance of the employee at such post.

Risk control

Kweichow Moutai has been strengthening the construction of its internal control system to improve its risk-resistance capacity. We completed the 2020 internal control assessments for the Company and its 6 subsidiaries, and issued rectification notices regarding defects identified in internal control assessment. The 2021 internal control assessment has also been carried out. A new version of internal control manual was formulated to i nclude 15 primary business processes and 77 secondary ones, with a total of 796 control points updated. What's more, we strengthened the audit i n project settlement, reviewed major projects for standard and legal compliance, project feasibility, project approval and check of tendering and bidding documents, involving more than 30 site visits. In 2021, we completed 431 internal audit and settlement items.



In 2021
updated **796**
control points



In 2021
organized **30**
site visits



In 2021
completed **431**
intern alaudit and settlement items

Operation according to laws

Following the principles of “one integration, two transformations and three preventions”, Kweichow Moutai improved its operation compliance and guaranteed high-quality development.

Managing the corporate according to laws

We gave full play to its legal minds in standard guarantee and integrated the rule of law with centers and businesses for better legal protection. In 2021, 39 cases of legal disputes were handled in compliance with laws and regulations and the interests of the Company have been effectively safeguarded. In the meantime, over 70 independent or collaborative public and educational campaigns on the rule of law were organized to enhance the construction of legal culture. The legal review rate of all rules and regulations, economic contracts and major decisions are all 100%.



In 2021
39 cases of legal
disputes were handled in
compliance with laws and
regulations



In 2021
over **70** independent or
collaborative legal popularization
sessions were
organize



In 2021
the legal review rate of
economic contracts is
100%

Intellectual properties

We attach great respects and importance to intellectual properties. By enabling intellectual property strategies and continuously strengthened the application, development and employment of independent intellectual properties, we has employed well-known trademarks to empower intellectual properties, thus further improving the core competitiveness. By the end of 2021, we owns 197 patents and 40 copyrights.

Right protection

In a bid to protect its brand reputation, we have improved the complaint reporting mechanism, enable channels for the anti-counterfeiting enable dprotection and employed big data to comprehensively enhance its right protection and fight against the production and selling of counterfeits. In 2021, we, in collaboration with law-enforcing organizations, handled 3,412 cases regarding the infringement of intellectual properties and 422 civil cases and carried out 2,753 special actions, involving civil claims of more than RMB 20 million.

Business ethics

Kweichow Moutai observes business ethics, promotes the governance of commercial bribery, and improves the review mechanism for fair competition, in a bid to build a corporate image of integrity, and fair competition.

Anti-commercial bribery and moral corruption

We believe in operation with integrity, abide by all applicable anti-commercial bribery laws and regulations in the place where the business is located and prohibits bribery and corruption to obtain or retain business and obtain any other illegitimate interests. The Company has established an anti-bribery management system to further its supervision of “top leaders” and the management. The Company has also developed management measures and detailed rules for commercial bribery. For example, Measures for Handling Employees' Violations of Disciplines and Laws was revised and released. In 2021, the Company implemented anti-corruption and anti-bribery control measures in its business activities and processes; systematically identified the integrity risk points in aspects such as marketing, infrastructure, procurement, supply, advertising, organization and personnel; and refined over 60 preventive measures. In the meantime, Kweichow Moutai has implemented the supervision system featured by discipline inspectors stationed in business regions and developed the Handling Regulation on Employees' Use of Moutai Liquor for Personal Benefits to investigate and deal with bribery. The Company has also taken special measures against issues such as tunneling, competitive leasing, rent-setting, embezzlement of public properties and illegal collaboration in foreign investment to further investigate and promote rectification. It has strengthened the supervision and management of personnel in important posts and links. In 2021, the Company has carried out warning training for 7,156 personnel, with Maotai Integrity Education Center as the carrier. In the future, Kweichow Moutai will continue to intensify its efforts to punish corruption, and take action against corruption in the upstream and downstream of our industrial chain.

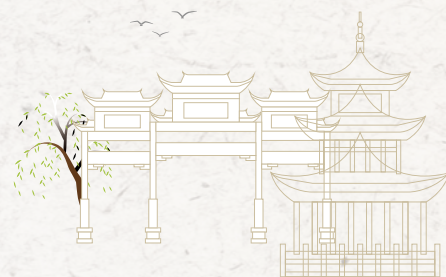
Fair competition

We observe the Law of the People’s Republic of China Against Unfair Competition and other laws and regulations and maintains normal economic order in the market. We have established an anti-unfair competition management mechanism and product review system to carry out new product review regarding infringement and unfair competition. We have also promoted the popularization of laws and regulations on anti-unfair competition. By improving our trading system in the market, we have maintained the relationship between the supplier side and the demand side in the principle of fairness and justice, so as to promote legitimate, compliant and orderly competition. In 2021, the Company has successfully prevented behaviors that infringe the rights and legitimate rights and interests of other operators or disrupt social and economic order and there was no anti-unfair competition case against the Company.



Economic Responsibility

Outstanding quality
Scientific and technological innovation
Smart Moutai
Industrial development



With a focus on high-quality development, Kweichow Moutai will regard “quality as the soul of the Company”; strengthens the quality control for all process, all scenarios and all employees; and further “technology-powered” development to accelerate the construction of “Smart Moutai”. In the meantime, we will also deepen foreign exchanges and mutual learning to improve the core competitiveness and start a new chapter of high-quality development.



Outstanding quality

Kweichow Moutai adheres to the “Five Craftsmanship” philosophy and built its “365” quality management system. The Company continuously improves its quality control system along the whole industry chain; strengthens the construction of quality culture; enhances the core competitiveness of Moutai products with new thinking and actions; and continues to deliver products with excellent quality.

Product innovation

We have continuously optimized its product structure, strengthened product development and design, and timely launched new products to serve consumers' needs.

Guizhou Moutai Baijiu Sales Co., Ltd.	Moutai Jiang-flavor (Moutai-flavor) Baijiu Sales Co., Ltd.	Guizhou Laymau Co., Ltd.
53%vol 500ml Kweichow Moutai (Treasure), 53%vol 500ml Kweichow Moutai (Renyin Year of the Tiger) and 53%vol 375ml×2 Kweichow Moutai (Renyin Year of the Tiger)	53%vol 500ml Moutai Yingbin (purple), 53%vol 2.5L Kweichow Daqu (Xinchou Year of the Ox), 53%vol 500ml Moutai Prince Liquor (Xinchou Year of the Ox), 53%vol 2.5L Moutai Prince Liquor (Xinchou Year of the Ox), 53%vol 500ml Huatang Liquor (3.0) and 53%vol 500ml Yuanmengyuanman Liquor	53%vol 500ml Laymau (Xinchou Year of the Ox)



53%vol 500ml Kweichow Moutai (Treasure)



53%vol 500ml Kweichow Moutai (Renyin Year of the Tiger)



53%vol 500ml Moutai Prince Liquor (Xinchou Year of the Ox)



53%vol 500ml Laymau (Xinchou Year of the Ox)

“Five Craftsmanship” philosophy

The term Five Craftsmanship refers to ingenuity, artisan spirit, craftsmanship, artisan device and craftsmen.Kweichow Moutai has set up “Five Craftsmanship” philosophy to protect product quality, the soul of life, and promote its high-quality development.

Ingenuity

Ingenuity refers to the original aspiration of Moutai people who always adhere to the commitment of excellence and quality. In the new era and new journey, to ensure production quality and achieve high-quality development, Kweichow Moutai needs to follow its “Five Craftsmanship” philosophy and the “365” quality management system to promote modern quality management and enhance its core competitiveness in quality.

Artisan spirit

Artisan spirit means that the concept of quality being the soul of life shall be implemented in all production work. In the new era and new journey, we shall implement the concept of quality being the soul of life. To achieve this, we must make quality a belief and a value identity, a guide to motivation and the power source rooted in the deepest heart of all employees.

Craftsmanship

Craftsmanship is our methodology of production quality management. We shall adhere to PDCA closed-loop management, continuously improve the "4Q"(quality planning, quality control, quality improvement, quality foundation) -- multidimensional quality control system, and continually enhance the quality management capacity. Specifically, we shall carry out the three cybernetics systems which include the whole-process, whole-scene, and whole-employee theories.

Artisan device

Artisan device indicates the standard support and technical support of production quality management, and is the key link to improve the level of modernized quality management and to continuously win the future competitions.

Craftsmen

The term Craftsmen indicates the talents of Moutai. We shall always regard craftsmen as the most important resources for Moutai's high-quality development, and shall strive to cultivate and build a first-class craftsman team, a top-level scientific research team and a best management team, who shall jointly guarantee the best quality for Moutai.

“365” quality management system

Achieve the three goals of improved quality management system, balanced development of quality across the system, and overall advance in quality level.

3

Engage in the six tasks: universal governance of quality, system-wide coordination for quality, whole life cycle quality control, comprehensive quality supervision by all through the entire process, integrated development system of quality and ecosystem, and modernization of quality governance capacity.

6

Provide support from five aspects: organization leadership, talents, funds, supervision and assessment, and public relations.

5

Whole-chain quality control

We implement quality control measures throughout the whole process of production and operation, and promote the whole-chain quality control from four dimensions, namely procurement, process, product and service qualities. The quality control system is being continuously improved to ensure consistent and excellent product and service quality. In 2021, the Company's liquor-making and yeast-making processes were controllable with stable production. The Company produced more Jiang-flavor Baijiu and the percentage of teams completing Jiang-flavor Baijiu was on the rise.

Strict control from the source.

For raw materials, the Company continues to optimize the “timely acceptance, inspection, and transfer” process and strengthen the management of raw material suppliers to ensure quality. When it comes to packaging and storage materials, the inspection of the important materials should be performed higher up the chain to investigate the risks in the production and processing of the supply chain. The Company also provides technical guidance, quality training, on-site quality assistance and more for suppliers to improve their management and control capabilities. In 2021, the quality rates of the key materials such as sorghum, wheat, and bottle caps increased steadily during random checks and acceptance checks, and the defect rates of the raw materials and packaging materials remained at an extremely low level. Meanwhile, the defect rates of sorghum and wheat were zero.

Strict monitoring of the process.

In 2021, the Moutai and Moutai Jiang-flavor (Moutai-flavor) Baijiu’s Daqu quality indicators, including Aspergillus flavus rate and yeast cultivation rate were stable. The base liquor production and the share of Moutai Jiang-flavor (Moutai-flavor) Baijiu kept at a reasonable level, and the defective liquor controlled at a very low level. The utilization rate of base liquor in blending and the qualified blending rates were improved. The qualified rate of products in inspections during the packaging process reached 99.999%, hitting a record high.

Strict control of product quality.

The Company maintains a stable level of product quality. The monitoring covering all indicators and batches is in place through the whole process for 6,351 sessions of product packaging. This is a sure way to guarantee the quality of products before delivery. The batch inspection coverage and the sampling qualified rate of packaged products were maintained at 100%.

Provide better services.

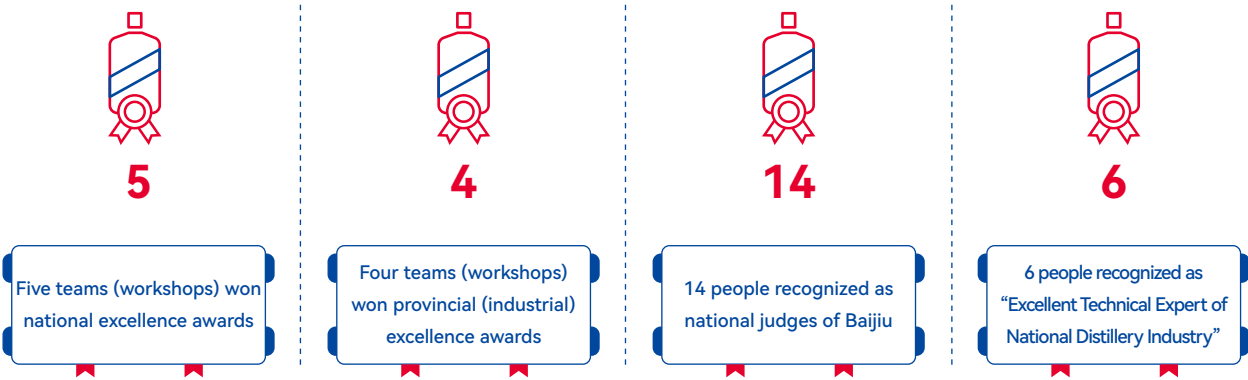
By committed to service principle of “Taking Action to Attract Customers and Offering Experience of Great Value”, the Company has established service standards, optimized service processes, analyzed market data with the help of the information technology platform, conducted customer satisfaction surveys, and effectively promoted product quality based on customer demand. The customer satisfaction score of Kweichow Moutai Baijiu Sales Co., Ltd. was 87, up by 2.3 points year-on-year, with 100% resolution rate of customer complaints; and the same score of Moutai Jiang-flavor (Moutai-flavor) Baijiu Promotion Co., Ltd. reached 89, increased by 2 points year-on-year, with 100% resolution rate of customer complaints.



Quality culture

We are able to promote the construction of quality culture by organizing and carrying out multi-form and multi-level quality activities. In 2021, the Company carried out the "Quality Month" activity with the theme of "Reach the consensus regarding quality and achieve quality co-governance", and held "Quality Lecture" to further enhance the awareness of quality control. The Company also carried out activities to build quality control community, QC teams and trustworthy quality control teams; and organized training concerning advanced quality management methods and tools and examinations for relevant quality qualifications. As a result, the quality literacy of all employees has been further enhanced.

Achievements of quality management activities of Kweichow Moutai in 2021



Scientific and technological innovation

Kweichow Moutai continuously increases investment in science and technology innovation, improves the management system and mechanism, and optimizes the construction of a science and technology innovation platform. The Company is committed to making more efforts to introduce and cultivate talents. Moreover, it advances the transformation and application of science and technology innovations; and builds a first-class innovation and R&D platform in the industry, which integrates R&D innovation, industry and education integration, and commercialization of achievements. Such efforts inject strong momentum for the Company's high-quality development. In 2021, the Company invested RMB 190 million in science and technology R&D, a year-on-year growth of 43.94%.

Science and technology innovation mechanism

We take a approach of science and technology empowerment. Specifically, the Company organizes science and technology innovation meeting, project review meeting, technical exchange meeting, and project inspection to ensure its science and technology innovation initiative is effectively implemented. In 2021, project review meetings were held to scientifically validate 45 technological innovation projects and plans. They served the Company's decision-making with science-based opinions. At the same time, 10 special report meetings were held, which yielded 64 suggestions and opinions on technical guidance. The third "Process and Technology Work Plan" was also started to intensify efforts to make breakthroughs in these areas. As an effort to implement reform in science and technology innovation, the Company works to optimize the management structure for science and technology innovation; establish second tier organizations; and define coordination, management and service mechanism that are better adapted, whether from a scientific or a standardized perspective.

Science and technology innovation platform

We have been increasing investment to establish science and technology innovation platform for enhancement in Baijiu brewing, tasting and blending, skill enhancement, and quality testing, etc. As of now, the Company has built one national laboratory (CANS National Testing Laboratory), one association-level technical research center (China Light Industry Engineering and Technology Research Center for Jiang-flavor (Moutai-flavor) Baijiu Brewing), and two provincial- and ministerial-level innovation platforms (Guizhou Brewing Engineering and Technology Research Center and Tasting and Blending Skills Master Studio), which significantly enhanced the independent innovation capabilities for brewing technology analysis and quality improvement research of Baijiu. In 2021, the Company introduced 13 sets of R&D equipment and facilities to continuously complete the hardware platform for science and technology innovation.

Innovation talents

We launched the "Implementation Plan on Building High-Caliber Talent Hub for Scientific and Technological Innovation" to continuously improve the R&D, strategy consulting, services and management regarding science and technology. We have been working to enroll high- and mid-level talent such as academicians of the Chinese Academy of Engineering and young experts from the industry. Moreover, we keep optimizing the talent structure by carrying out education plans, which already enrolled 3 people for joint doctoral training and supported over 40 employees to apply for middle and senior engineering job titles.

Commercialization of scientific and technological achievements

We have been working on patent cultivation and commercialization of achievements in key research areas such as brewing environment, brewing raw materials, brewing microorganisms, flavor and quality of Baijiu, and food safety of liquor. In 2021, it applied for 57 patents and be granted 8 patents. Among all of its achievements, 4 of them were recognized as international leading scientific and technological achievements and 1 was recognized as international advanced scientific and technological achievement. In the same year, it published 5 SCI indexed papers and 1 EI-indexed paper; and won 1 third prize of Science and Technology Award of China Alcoholic Drinks Association, and the first prize and Excellent Award of Guizhou "Five Small" Excellent Innovation Achievements of Workers.

Cash Dividend Distribution Details of Kweichow Moutai Co., Ltd.			
Totally 10 scientific and technological achievements were commercialized and applied, including a number of innovations such as "solid state fermentation and lactic acid metabolism adjustment technologies" and "Omics-based microbial detection technology".	The foodomics-based method was developed to evaluate the quality features of brewing raw materials, and six excellent varieties of brewing sorghum were screened and three new wheat varieties for brewing were reviewed.	A research method system based on diversity and stability of brewing microbial as well as metabolic mechanism of functional microbial was established. The mapping and analysis of metabolic pathways of 39 key functional microbial was completed.	The identification method of yeast and lactic acid bacteria based on MALDI-TOF mass spectrometry was developed, and a preliminary bioinformatics database for Moutai's brewing microbial mass spectrum was built.

Smart Moutai

Kweichow Moutai has been vigorously promoting the building of "Smart Moutai"; enhancing the informatization level of key fields and links; speeding up digital empowerment; and working for a deeper integration of digital technology and real economy, which empowers traditional industries to transform and upgrade.

Informatized digital infrastructure

With focus on the digital infrastructure such as "cloud, digital, network and security," we have made great efforts to promote the scene-based and scaled application of new technologies such as big data, cloud computing, artificial intelligence and 5G. It has accelerated the construction of a digital architecture based on ICT key infrastructure +core business platform to support business process optimization and business strategy implementation, and is committed to forming a digital infrastructure with high reliability, high controllability and scalability.

Business enablement

With the goal of achieving "visible business, traceable process, credible results, safety and reliability", we have promoted the construction of information systems in the fields of marketing, supply chain, operation control, park management, circulation traceability and so on, which has helped to open up business processes, effectively integrated upstream and downstream businesses, improved the ability and level of business enablement, digital operation and modern enterprise governance, and promoted the innovation of the whole industrial chain.

Data-based approach to governance

By focusing on the "aggregation, communication and application" of data, we have made great efforts to standardize data standards, open up upstream and downstream data channels in the industrial chain, effectively aggregate data resources, so as to form data assets, promote system integration, data sharing, integration and interoperability, and to make data run and be used in the whole industrial chain and in various business domains.

Industrial development

Leveraging its role as a leading Baijiu enterprise, Kweichow Moutai actively engaged in setting industry standards, enhanced industry interaction and communication, and promoted the high-quality development of the Baijiu industry.

Promote the construction of industry technical standard system

In 2021, we instituted and revised over 30 technical standards. Among them, we led the formulation of the national standard - Baijiu Quality Requirements IV: Jiang-flavor Baijiu, participated in the drafting of national standards Consumer product traceability - General requirements for traceability system and Guidelines for design and manufacture quality control of customized consumer products, reexamined 7 national, industry and group standards, held review meetings for 24 company technical standards and reviewed 14 other company standards.

Lead industry standardization work

As the only secretariat of the Standardization Sub-Technical Committee in Guizhou Province, we carried out the re-election of Technical Committee of Jiang-flavor Baijiu of National Technical Committee 358 on Chinese Spirits of Standardization Administration of China, and participated in the organization of "the drafting meeting of the national standard of Baijiu Quality Requirements IV: Jiang-flavor Baijiu". The meeting focused on the future industry standardization work, and carried out standard formulation and revision work based on the principles of improving product quality and protecting the micro-ecology of the industry, and effectively promoting the high-quality development of the industry standard system.

Industry communication

We strive to explore more active and effective dialog and cooperation mechanisms. It supported and participated the "2021 Guizhou Baijiu Enterprise Development Roundtable" and "The 10th Chinese Baijiu Top 9 Summit". Over the years, we have maintained exchanges and interactions with China Association for Quality, China National Light Industry Council and Guizhou Provincial Association for Quality on the results of mass quality management activities. We continuously promoted exchanges and mutual learning with industry associations, scientific research institutes and enterprises in building a platform for technological innovation cooperation and exchange, insisting on sharing social responsibilities, building and sharing, and continuously promoting industry self-discipline, so as to create a good external environment and help Chinese Baijiu industry continue to compete and develop.

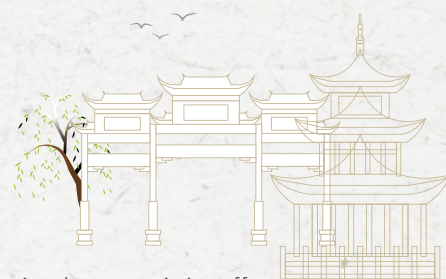
Environmental Responsibility

Environmental management and control

Water resource management

Energy and climate change challenges

Green supply chain



Kweichow Moutai makes unremitting efforts to follow the path of green development. With the aim to achieve “one base and one benchmark”, it continuously enhances its comprehensive management capabilities to protect the environment, makes solid progress in water resources management, pollution governance, energy saving and carbon reduction, green supply chain building and ecosystem protection. The Company is determined to protect environment and embark on a path of sustainable development that preserves the environment and supports enterprise.



Environmental management and control

By adopting issue-oriented approaches, Kweichow Moutai strengthens top-level design and promotes ecological development. For “natural gas, water, slag, green environment and carbon” and other ecological factors, efforts are made to continuously build facilities, optimize mechanisms, strengthen supervision and provide guarantee measures so as to effectively protect the ecological environment in which Moutai sustains and thrives.

Strengthen environmental management

We adhere strictly to the Environmental Protection Law of the People's Republic of China and other environment-related laws and regulations. The Company continues to improve the system for environment protection and control, and carries out “Five Special Projects” as well as “Five Special Actions” for the goal of “one base and one benchmark”. The Overall Plan of Building Demonstration Base for the Practice of Xi Jinping Thought on Ecological Civilization was formulated to gradually improve the effectiveness of comprehensive ecological and environmental governance, and modernize the governance system. The Company also formulated the checklist for environmental protection accountability and required employees of all levels to sign Responsibility Commitment to Environmental Protection. In addition, the Company issued and implemented environmental management systems including the Regulations for the Eco-Environmental Protection Management and Rules for Assessment of the Eco-Environmental Protection Actions. Moreover, environmental elements identification control and environmental emergency drills, and special assessments for environmental protection actions are performed on a regular basis to ensure the long-term and sustainable effectiveness of our environmental protection efforts.On top of that, it also completed the “technical upgrade project and related supporting facilities for 30,000 tons of Jiang-flavor (Moutai-flavor) Baijiu of Kweichow Moutai Co., Ltd. (Phase I)” and other four environmental compliance inspections required for the acceptance of finished projects.

“One base and one benchmark”	“Five Special Projects”	“Five Special Actions”
▼ Establish “Demonstration Base for the Practice of Xi Jinping Thought on Ecological Civilization” and build itself as the “leading enterprise in terms of eco-environmental protection in the Baijiu industry”.	▼ The projects regarding increase of ecological water utilization, improvement of air quality, soil pollution control, protection of microorganism, and ecosystem balance.	▼ It refers to actions for energy saving, carbon reduction and efficiency improvement, green product design, greener industry chain, green technology innovation, and green and low-carbon lifestyle.

Initiate environmental protection campaigns

We promote the idea of environmental protection and create the atmosphere encouraging all employees to participate in the effort for eco-environmental protection by various ways, including eco-environmental protection education, extensive environmental protection activities, and lectures by experts. In 2021, the Company held 6 lectures on eco-environmental protection for front-line employees and new employees; and organized seven sessions of “Clean and Lucid: Our Chishui River” activity, for which volunteers were sent to check the river's condition. Training, campaign and survey about environmental protection policies and theories were carried out during activities such as the theme day on World Environment Day (June 5). Such events raised the awareness of eco-environmental protection among all employees and encouraged them to participate in the efforts.



Kweichow Moutai Co., Ltd. was awarded as the “5A Ecologically-Friendly Distillery Enterprise” in Guizhou Province.

Water resource management

In Kweichow Moutai, water resources are used in strict accordance with the sustainability principle. As part of the effort to strengthen the water resources management, the Company built a science-based system of “water withdrawal, water use and water management” and created the Moutai water cycle model based on the ecological health of the Chishui River.

Use of water resources

We take water-saving and emission reduction as the focus of its environmental protection efforts. The Company has actively reduced water withdrawal and discharge from production, and improved the utilization of water resources.In 2021, 23 cooling water circulating systems were built and put into use in the Company's headquarter. Air cooling technology was fully implemented in Heyixing Liquor Industry Branch. Projects such as renovation from concealed water supply pipeline to exposed pipeline, as well as Phase II project of energy metering have been carried forward in an orderly manner, as of result of which the annual water consumption has been reduced by around 5 million cubic meters.

Water pollution control

We strictly regulate the sewage collection and treatment process, continuously optimize the sewage removal and rainwater sewage diversion pipeline system in the plant area. It implements market-oriented management of sewage treatment facilities, formulates third-party operation management measures and assessment rules, and regularly inspects and evaluates the operation of sewage treatment plants and online monitoring systems. The treatment capacity of the existing five sewage treatment plants reaches 23,000 tons/day. In 2021, a total of 2.681 million tons of wastewater was treated, which meets the direct discharge standard as specified in Table 3 of the Discharge Standard for Water Pollutants in Fermented Alcohol and Liquor Industry. The Company took the initiative to explore the utilization of reclaimed water, and reuses the reclaimed water upon treatment up to standard for landscape maintenance, ground washing, etc. As a result, the utilization efficiency of water resources was greatly improved. In 2021, about 334,000 tons of reclaimed water was reused. In 2021, there were 58.84 tons of COD discharge, with a reduction of 6,951.67 tons, and 1.65 tons of ammonia nitrogen discharge, with a reduction of 112.83 tons. The completion rate of self-monitoring of total pollutant emission reduction is 100%, and the published rate is 100%.



Energy and climate change challenges

Kweichow Moutai contributes to a better environment through saving energy, reducing emissions, lowering consumption, planting trees, and recycling resources. It is committed to providing the brewing and production processes with an ecosystem and environment with green mountains, blue skies, clear water and clean surface. By doing so, it contributes to combating climate change.

Energy conservation and energy consumption reduction

We make major headways with the energy metering project, provide a clearer chart of “energy withdrawal, consumption and discharge”, strengthen energy consumption supervision and assessment, which promotes the energy consumption reduction in an all-round way. The Company implemented the construction of an energy metering system, which improved energy metering and monitoring, and enhanced our management level. Kweichow Moutai promoted energy conservation through projects such as the upgrading of energy-saving equipment for power supply, and the energy-saving light upgrading. It started the initiative to save electricity. Employees were encouraged to use air conditioners and lighting in offices only when necessary, and use electrical equipments appropriately in workshops so they would do so on a daily basis. The Company completed the shutdown and replacement of high energy-consumption transformers, electrical machinery and the like so as to reduce power consumption further. In the next step, an intelligent power supply and distribution management system will be built to improve the capacity of power supply and consumption management. The energy-saving and environmental protection design were strengthened for the new logistics park to save energy from construction, electricity supply, HVAC and other aspects. Resources and energy would also be saved through reasonable arrangement of the energy center, and implementation of more strict energy grading monitoring and monitoring management. In 2021, the annual power consumption per unit product of the Company was 1,124.56 kwh / kiloliter, the consumption of natural gas was 1,300.61 m³ / kiloliter, and the comprehensive energy consumption was 1,630.83 kg standard coal / kiloliter.

Carbon emission management

Kweichow Moutai is committed to low-carbon practices for greenhouse gas emission reduction. We have formulated the implementation guideline for its carbon peak and carbon neutrality plan, which initially outlined how the carbon neutral plan would be mapped out and carbon reduction measures carried out, and will soon carry out carbon inventory. We have rolled out the commuting plan that includes “green and low-carbon transportation, multiple transportation means, and fixed route”, encouraging employees to take the company shuttle bus to work, and promoting the plan of replacing company cars for commuting in the parks with the one fueled by natural gas (account for 86% of the total).

Pollution control

Waste gas control

We continuously strengthen waste gas monitoring and treatment; improve meteorological monitoring and evaluation capabilities and air pollutant prevention and treatment; and build a refined air pollutant prevention and treatment system in the production area. It also promoted the installation of boiler flue gas online monitoring system, which monitors flue gas emissions in real time and provide accurate warning. The Company has 33 gas-fired boilers in continuous normal operation, which involves natural gas clean energy and low pollution emission boilers. The SO₂ and NO_x emissions in flue gas are respectively lower than 1.9mg/m³ and 80mg/m³ (both lower than the national standards of 100mg/m³ and 150mg/m³). The emission standard of NO_x≤30mg/m³ will be implemented for boilers put into use in 2020 and thereafter, which has effectively cut down the emission of sulfur dioxide and nitrogen oxides and has reduced the influence on the surrounding environment. In 2021, the concentration of exhaust emissios from boilers was below the national emission standards. In addition, it also gradually replaced the park's company vehicles for commuting with the natural gas-fueled ones and implemented traffic restrictions for employee vehicles based on the last digit of license plate. As such, 120 million m³ of exhaust emissions are reduced in the park in 2021 in the park is reduced every year and an excellent air quality rate of more than 98% is achieved. The annual SO₂ emission was 3.39 tons and NO_x emission amounted to 79.89 tons.

Solid waste control

We strengthen the solid waste management process and promote waste sorting and recycling. Based on the development philosophy of “ecological recycling, return to nature”, we actively explore a new model for the development of circular economy, invest in the construction of Moutai Ecological Ccircular Economy Industrial Demonstration Park, and take the series of projects of "wine, gas, fertilizer and agriculture" as the main line to make resource utilization of solid wastes such as waste distiller's grains, waste pit mud and waste koji grass produced in the production process of Moutai Baijiu, so as to achieve the goal of resource-based and environmental protection utilization of Moutai Baijiu brewing raw materials “from the soil , to the soil”. In 2021, the Moutai Baijiu realized 100% resource utilization rate of waste pit mud, waste koji grass and waste distiller's grains.

Hazardous waste control

We identified hazardous waste by referring to Directory of National Hazardous Wastes, set up a temporary storage room for hazardous waste, and kept a hazardous waste management record. It strengthened all-round management of the entire process from collection, storage to transportation and disposal. Assessment and supervision were put in place by engaging qualified organization for centralized disposal to avoid causing environmental pollution. In 2021, about 37.32 tons of hazardous wastes were disposed of, including 3.61 tons of waste engine oil, 11.76 tons of hazardous chemical wastes and experimental waste liquid, 9.43 tons of waste lead storage batteries and 12.52 tons of other hazardous wastes. The harmless disposal rate was 100% and no harm and damage was made to the environment.



Green supply chain

Kweichow Moutai follows the green development idea in the whole process of production, supply and marketing. It continuously improves the eco-environmental protection based on systematization, and is committed to building a “green supply chain”.

Green procurement

We fully consider environmental protection, resource conservation, circular and low-carbon practice, and recycling in its operation. To achieve that, it actively practices green procurement. It first focuses on land when it comes to quality. Organic raw material bases were built to achieve environmental friendly planting of raw and auxiliary materials. Suppliers are selected based on the “green procurement” principle, environmental protection and food safety standards, which also promotes them to fulfill the responsibilities of environmental protection. In 2021, the Company provided farmers at the raw materials sites with 1,650 tons of green fertilizer and seeds, and 120,700 tons of organic fertilizer. It supervised and managed the sorghum planting process and strictly prohibited the use of any synthetic fertilizers, pesticides, growth regulators and feed additives. The measures reduced the damages of chemical pesticides on the soil, water resources and biodiversity, effectively controlled the pollution to agricultural environment, and protected the eco-environment. When it comes to the procurement of production materials, the Company actively advocated suppliers to develop new materials and processes, and selected environment-friendly packaging materials that are easily degradable to reduce environmental pollution. When purchasing equipment, it first chose products and equipment with significant energy efficiency and mature performance to make sure the energy-saving effect.

Green packaging

We consider the concepts of green, environment-friendly and ecological when selecting packaging materials. It continuously creates and develops new materials and technical processes, makes special sacks with 100% natural hemp fibers for material, and uses organic soy ink, water-based adhesive, and water-based film for packaging and printing, etc. The Company strictly follows the Product Development Management Procedures and Restrictions on New Product Development Packaging Materials. Materials that are “prohibited and restricted” according to the documents are avoid as much as possible while the biodegradable, recyclable and reusable packaging materials are used in product development. It also uses less porcelain bottles in the design and removes the unnecessary decoration. The List of Prohibited and Restricted Packaging Materials was issued to avoid the packaging materials that are not environment-friendly. The Company sorted out the waste generated from the packaging workshop, and set up designated areas for the sorted packaging materials (cartons, packing tapes), opaline bottles and other recyclable waste. The third party recycled more than 3,000 tons of waste packaging material and paper residue, and about 142 tons of waste plastic.



Ecological protection

Kweichow Moutai attaches great importance to eco-environmental protection, and respects nature, follows its ways, and protects it. It maintains its effort to protect the ecosystem of Chishui River, build an environment-friendly park, and protect biodiversity. These efforts promote building a new landscape of harmonious coexistence between man and nature.

Protect the ecosystem of Chishui River

We take the initiative to participate into the development of National Ecological Conservation Pilot Zone (Guizhou), invest as much as efforts possible in the ecological conservation of the Chishui River, and make solid progress in the protection of the regional community of "mountain, water, forest, soil, river and microorganism". Starting from 2014, the Company planned to invest RMB 50 million per year and for consecutive 10 years, or RMB 500 million in total, for the ecosystem protection of the Chishui River basin. Buffer zones and construction-prohibited zones for interim and long-term ecological environment protection have been planned. A large amount of funds has been invested to carry out vegetation restoration in a timely manner, and all efforts have been made to promote regional ecological restoration. In addition, public welfare activities such as "visiting the source area and being grateful to Zhenxiong County" were launched to promote the release of the Declaration of Shared Development of Manufacturers of Jiang-flavor Chinese Spirits in the Core of Production Areas, which was aimed to lead regional liquor enterprises to pay shared attention to the coordinated development of river basins and the protection of ecological environment. At the same time, it also advocates the local legislature to legislate on regional eco-environmental protection. The effort should focus mainly on the protection of “water, air, soil, microorganisms, cultural heritage, planning and construction” to better protect the one and only ecological environment.

In 2021, we launched the “Clean and Lucid: Our Chishui River” activity, in which young volunteers from Moutai were investigating the conditions along the river. They investigated environmental pollution, publicize fishing ban and environmental protection efforts, cleaned the bank along the river, kept record of biodiversity conditions, to name a few. Throughout the year, We have carried out seven sessions of activities. The volunteers walked a total distance of about 20 kilometers, picked up 64kg of garbage, identified 164 species of plants and animals.



Since May 2021, Kweichow Moutai launched the “Clean and Lucid: Our Chishui River” activity every month.

Environmental-friendly park building

We are committed building a “green” park with beautiful greening. Since 2016, the Company has been organizing the employees to participate in the “Moutai Forest” activity every year to protect and maintain the forest. Now the total area of "Moutai Forest" is about 140 mu. In 2021, the Company invested 70 million yuan to complete the greening project in liquor-making and yeast-making workshops which are a part of the “13th Five-Year Plan” of Zhonghua factories.

Green office solutions

We actively promote the management based on information technologies. It has developed and built a number of platform applications to realize paperless office. In 2021, it optimized the OA collaborative system, which created a total of 418,300 processes, saving approximately 20.87 tons of paper (each process and related documents costs an average of 10 sheets of A4 papers).

Social Responsibility

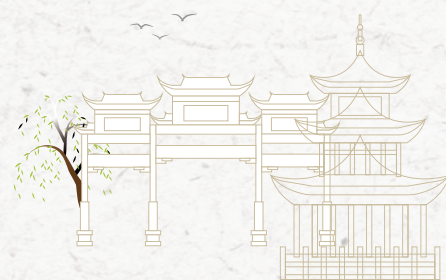
Investor rights and interests

Customer responsibility

Partnership and shared benefits

Employee growth

Social contribution



Kweichow Moutai is well aware that the sustainable development of an enterprise is inseparable from the support and participation of the interested parties. We care for our investors, customers, suppliers, dealers, employees and communities and take multi-pronged measures to protect their rights and interests. We create values together and empower common development to contribute a harmonious society.



Investor rights and interests

Kweichow Moutai has always attached great importance to shareholder relationships. The Company discloses information in accordance with laws and regulations, strengthens communication with investors through multiple channels, constantly improves investor profit-sharing mechanism to protect the legitimate rights and interests of investors.

Information disclosure

We adhere to the requirements of related laws and regulations regarding information disclosure of listed companies and *Administrative Measures for the Disclosure of Information of Companies*. The Company fulfills information disclosure obligations, regulates information disclosure behaviors, and discloses information in a true, accurate, complete manner. In 2021, the Company disclosed 4 periodic reports and 30 interim announcements.

Diversified communication

We have been optimizing working mechanism of investor relationship management to conduct effective communication with investors through multiple ways and channels. In 2021, the Company received over 2000 investor phone calls, handled over 2000 emails, held 14 teleconferences, 18 video conferences, arranged 1 online performance presentation and organized field research and symposium for 8 times, striving to build a smooth and harmonious relationship between the Company and investors.

Consistent returns

We insist on cash dividend every year, so as to repay shareholders in the most practical and realistic way and share development achievements. n 2021, the Company's net profit attributable to owners of the parent company is RMB 52.460 billion, a year-on-year increase of 12.34%.As of June 25, 2021, the Company's accumulated cash dividends n 2021, the Company's net profit attributable to owners of the parent company is RMB 52.460 billion, a year-on-year increase of 12.34%. RMB 121.355 billion, which is about 60.80 times the net funds raised for IPO, accounting for 47.46% of the total net profit since listing. The proportion of cash dividend in the past six years has all exceeded 50%.

Cash Dividend Distribution Details of Kweichow Moutai Co., Ltd.

Cash dividend payment date	Dividend distribution plan	Total cash dividends distributed (RMB 100 million)	Total equity shares (10,000 shares)
2019-6-28	RMB 145.39 distributed for every 10 shares (tax included)	182.64	125619.78
2020-6-24	RMB 170.25 distributed for every 10 shares (tax included)	213.87	125619.78
2021-6-25	RMB 192.93 distributed for every 10 shares (tax included)	242.36	125619.78



In September 2021, Kweichow Moutai held the first interim general meeting in 2021.

Customer responsibility

Kweichow Moutai puts consumer at the front and center, constantly improving customer service system, conducting responsible marketing training and broadening sales channels. The Company optimizes its after-sales service mechanism to quickly deal with customer complaints, conduct well-organized product recycling and replacement, protect consumer information, improve customer satisfaction and reasonably meet consumer needs.

Promote responsible marketing

The Company formulated the Administrative Measures for the Marketing Promotion of Moutai Liquor Distribution System and the Guiding Principles for the Management of Exclusive Distribution Products (Brands) in accordance with the Advertising Law of the People's Republic of China, Trademark Law of the People's Republic of China, Patent Law of the People's Republic of China, among others, to provide detailed regulations on advertising management, application and approval process as well as restricted behaviors in advertising. The Company organized and conducted responsible marketing trainings for nearly 1,000 people in managerial roles including business managers, customer service managers and store managers of various channels. The content of the trainings covers relevant laws and regulations, fake products attacking, terminal system application among other subjects. The Company made use of a combination of multi-dimensional, multi-level, accurate and efficient measures and policies to stabilize the market and prices, so as to ensure the overall stability of the market. In the traditional peak seasons of sales including the New Year's Day, Spring Festival, Mid-Autumn Festival, and the National Day holiday, the Company increased the launch of products to ensure the stability of Moutai wine market and its price.

Promote rational drinking habits

In 2016, the Company served as the chairman unit of the Liquor and Social Responsibility Promotion Working Committee of China Alcoholic Drinks Association. The Company participates in and organizes National Responsible Drinking Awareness Week in China every year to tackle three major problems against rational drinking, namely, drunk driving, underage drinking and excessive drinking. In December 2021, the Company conducted activities of Responsible Drinking Awareness Week in nearly 1,000 self-operated stores and dealer stores as well as 1,500 supermarkets nationwide to promote the concept of *rational drinking* among consumers and encourage the whole society to refuse drunk driving and call for civilized travel, establishing a positive image for Moutai.

Customer service system of Guizhou Moutai Baijiu Sales Co., Ltd.

Alleviate supply-demand conflicts	The Company deepens the marketing system reform of Moutai liquor, expands channels such as supermarkets and malls, e-commerce and group buying and advances the construction of self-operated channels and self-operated distribution to alleviate supply-demand conflicts, suppress terminal retail prices, and ensure market growth.
Optimize service system	The Company continues to operate the 7*24 service hotline 4008189999 to provide customers with consultation and complaint channels; the Company monitors whole-process service quality and improves service efficiency by making use of intelligent technologies such as fifth-generation customer service intelligent quality inspection, voice navigation and outbound calling AI robot.
Conduct experiential marketing	The Company carried out 8 activities for Moutai fans, 611 tasting activities, 30 book clubs, 97 networking events, 2 cultural publicity activities, 37 special activities, 5 terminal promotion activities, and 6 club activities to strengthen interaction and communication with consumers, create experiential marketing mode, and enhance consumers' recognition of Moutai culture.
Provide standard services	Exclusive stores provide services for customers in strict accordance with the standard of "welcoming customers when they come, talking with customers when they have questions and bidding farewell to customers when they leave", as well as "serving customers with your whole body, heart, eyes, hands and mouth" in a "considerate, delicate, careful, warm, patient and earnest" way, and keep detailed records of information of every bottle of liquor sold to ensure after-sales traceability and make customers rest assured.
Handle customer complaints and product exchange	The Company stipulates relatively complete Management Measures for Customer Consultation and Complaint, Management Measures for Replacement of Leaking Bottles and Management Measures for Replacement (Rework) of Products to protect the rights and interests of consumers. In 2021, the resolution rate of customer complaints was 100%.
Protect consumer information	The Company obtains consumer information after getting their consent in accordance with the principles of legality, propriety and necessity; the Company strengthens information security management to prevent the leakage of consumer privacy data; the Company establishes membership system, assigns special personnel to manage member files and prohibits customer information inquiry without permission. No consumer information was leaked in 2021.

Partnership and shared benefits

Kweichow Moutai always adheres to the principle of win-win cooperation and sustainable development. The Company insists on accountable procurement and strengthens cooperation with suppliers and dealers to achieve mutual benefit and win-win results.

Accountable procurement

We always adhere to the procurement principle of "open, fair and equitable", strictly implements the Procurement Management Measures, and manages and supervises centralized procurement, self-procurement and subsidiary procurement to standardize procurement behaviors and prevent procurement risks; the Company provides open channels for complaints to ensure honest procurement; the Company has a procurement information platform to release the Company's procurement information, which realize an open and transparent procurement.

Supplier management

We strictly implement the requirements of the Supplier Management Measures to promote supplier acceptance rules, multi-tiered management and supplier performance assessment, so as to ensure the supply capability and quality of suppliers. The Company develops targeted management plans for raw material suppliers and packaging material suppliers, strengthens supervision and urges rectification to avoid quality risks; the Company organizes trainings for wheat and sorghum suppliers for Moutai liquor to improve their awareness of organic standardized production management and quality. In 2021, the Company has carried out supply quality investigation and evaluation for 8 packaging material suppliers, and unannounced inspection for 11 packaging material suppliers to ensure suppliers see steady improvement in supply capacity.

Supplier Management of Kweichow Moutai, in 2021

Indicators	2021
Number of cooperative suppliers (No.)	502
Number of reviewed suppliers in report period (No.)	502
Number of penalized suppliers (No.)	7
Suppliers training (Session)	70

Dealer management

We collaborate with dealers to maintain market order, promote legal and compliant operation of dealers. The Company formulates the Guiding Principles for the Management of Products (Brands) of Exclusive Dealers and the Management Measures for Marketing Promotion of the Distribution System to regulate the market behaviors of suppliers; the Company guides to carry out regular monthly assessment of dealers in all provinces and regions and urges dealers to improve the level of operation and management; the Company organizes dealer trainings to comprehensively improve their product promotion ability, cultural communication ability and operation and management ability. The Company strengthens cooperation with dealers to jointly promote Kweichow Moutai Third-generation Exclusive Store, Marketing Platform and Store Manager, and promote the iteration and upgrading of the sales channel digital transformation of Moutai.



In January 2022, the Company held the 2021 National Dealers Convention of Moutai Jiang-flavor (Moutai-flavor) Baijiu.

Employee growth

Kweichow Moutai adheres to the concept of "employees are the most valuable assets, and talent is the primary resource", earnestly protects the basic rights and interests of employees, improves the talent training and development system, ensures production safety and occupational health of employees, and provides humanistic care to share development achievements with employees and achieve win-win results for employees and the Company.

By the end of 2021, Kweichow Moutai employed 29,971 people. Among them, 9,984 are female employees, accounting for 33.3% of the total number of employees. 24,868 are production staff members, accounting for 83.0% of the total number of employees; 1,056 are sales staff members, accounting for 3.5%; 587 are technicians, accounting for 2.0%; 222 are financial staff members, accounting for 0.7%; 1,670 are administrative staff members, accounting for 5.6%; 1,568 are other employees, accounting for 5.2%.

Basic rights and interests

Respect human rights

We abide by and upholds all internationally recognized human rights policies, and consciously resists any behavior that ignores or tramples on human rights. It resolutely fights any discrimination against nationality, sex, age, race, religion, pregnancy and disability. It prevents the employment of child labor and other compulsory labor, and concludes, performs, changes, rescinds or terminates labor contracts with employees in accordance with laws. It insists on equal pay for equal work for men and women and opposes discrimination in employment to build harmonious labor relations. In 2021, the Company signed 266 new labor contracts, amended 848 contracts and renewed 4,526 contracts.

Welfare and benefits

We optimize its salary structure and continues to improve its enterprise annuity system; it promotes the improvement of the Company's multi-level pension and healthcare system, revises the management measures for supplement medical insurance, and uniformly purchases employee personal accident insurance and health insurance for employees; it timely declares pension insurance, medical expenses, maternity allowance and other insurance benefits for employees to improve employees' health security and resilience against risks. The Company strictly executes its policies on working hours, leaves and vacations, and implements the system of paid holidays and annual vacations; improves relevant policies, and promotes the implementation of provisions on maternity leave.

Democratic management

We have improved the Management Measures for the Disclosure of Factory Affairs, and signed the Collective Wage Negotiation Agreement, and Special Collective Contract for the Protection of the Special Rights and Interests of Female Employees with employees. The Company took the initiative to disclose the implementation of the business expenditure budget as well as the annual budget for 2021 to ensure its employees' right to stay informed. The Company extensively solicited opinions and suggestions from its employees, carried out discussions and communications, and supported the employee representatives to carry out supervisions lawfully. The company makes full use of iMoutai Colleague Club platform to respond to employees' requests and promote communication and consultation.

Health and safety

Production safety management

We adhere to the principle of safety first, prevention foremost and comprehensive management in terms of production safety. Taking the occasions of the launch of the Three-Year Production Safety Initiative and Year of Production Safety campaign, the Company further strengthens production safety management system, and continuously tightens the responsibility of production safety. In 2021, the Company formulated production safety responsibility lists for 12 management positions and 75 department-level positions, and developed and improved safety responsibility lists, risk lists and hidden hazards screening lists for 849 positions, so as to establish a "horizontal to the edge, vertical to the end, full coverage" of the responsibility system of safety in production. The Company coordinated efforts on the comprehensive management of production safety and safety systems preparation for industrial management, formulated and optimized comprehensive safety management systems, including the Governance System for Hidden Hazards Screening of Potential Production Safety Accidents, and industrial safety management systems, including the System for Evaluation, Acceptance, and Transfer of Construction Project Fire Control Design to make the process supervision more standardized. In 2021, a total of RMB 184 million was invested in production safety, steadily improving basic management of production safety.

Safety risk prevention and control

With systematic thinking and risk baseline thinking, we establish a working mechanism of *quarterly assessment, monthly supervision, weekly self-inspection, daily coordination and zero report* for hidden hazards screening in combination with the practical situation of production and operation. It regularly carries out special safety inspections on fire and explosion prevention, flood control, prevention of geological disasters, fire fighting, electric wirings, old buildings, mechanical equipment and special equipment. It adheres to the principle of dispatching every half month and verifying every month to push the rectification of all kinds of risks and hidden hazards. The Company strengthens the safety inspection before the handover of new, renovated and expanded projects and promotes the safety risk assessment of the yeast-making system and power boilers and the detection and evaluation of occupational risk factors to strengthen the source control of risks and hidden hazards with an attitude of zero tolerance.

Production safety emergency response

We build comprehensive emergency materials warehouse and store emergency materials on a daily basis to guarantee urgent needs of emergencies. It has conducted 227 emergency drills for handling Baijiu fire accidents and mechanical injuries, involving 16,821 participants. Fire stations of the Company implements *paramilitary management*. The Company promotes the *two upgradings and one utilization* in the fire stations, and equips them with advanced rescue equipment such as lift-up fire engine, forcible entry fire fighting truck and wreckers to improve fire emergency rescue capabilities. In 2021, the five fire stations of the Company participated in 42 social rescues and recovered economic losses of about RMB 30.12 million.



Youth League members of the Production Safety Volunteer Service Team of Kweichow Moutai's 16 liquor-making workshops carry out safety inspections.



Kweichow Moutai conducts fire emergency drill.

Safety education and training

We strictly implement annual production safety education and training plans and training content lists. Taking 5.12 Disaster Prevention and Mitigation Day, *Month of Production Safety* and 11.9 Firefighting Day as opportunities, it organizes extensive safety publicity and trainings and conducts safety warning activities to educate *people around with daily things*. The Company strengthens the study and trainings of newly revised *Fire Protection Law*, *Work Safety Law* and other laws and regulations through external and internal transfer trainings and *online and offline* methods. In 2021, the Company China conducted 262 safety education and training programs for 24,652 person-times, ensuring full coverage of safety education and trainings.

Employee occupational health

We further promote the concept of *do practical things for employees* and the work of health management, and care for the health of employees. The Company strengthens risk assessment of occupational hazards and optimizes the environment of working sites. The Company provides comprehensive occupational disease prevention facilities, upgrades personal protective equipment, and significantly increase labor protection fees. The Company expands the coverage of employee physical examination to include cancer screening of cervical and lumbar disc disease, metastatic liver tumor, and digestive and neuronal endocrine tumors. We pay attention to the physical and mental health of employees. In 2021, the Company carried out 5 sessions of occupational health training with 31 lessons in total, provided psychological counseling services for 42 people, offered psychological intervention for 612 employees through telephone and other forms, and carried out 4 psychological lectures.

Production safety performance of Kweichow Moutai, in 2021

Indicators	2021
Big fire accidents (number)	0
Big production safety accidents(number)	0
Work-related death rate(‰)	0
Work-related serious injury rate (‰)	0
Work-related injury rate (‰)	2.51
Training rate (%)	100
Rectification rate (%)	100

Career development

Open up career development path

We drafted and issued the *Measures for Managing Qualifications Assessment for Technical Personnel Related to Moutai Liquor Brewing* and the *Measures for Managing Technical Personnel Recruitment Related to Moutai Liquor Brewing*, focusing on five technical processes including liquor-making, yeast-making, blending, tasting and research and development as well as five technical positions of chief, top-tier, first-tier, second-tier and third-tier technicians, which improves the system of staff development and builds a career promotion mechanism by placing equal emphasis on technologies and skills, administrative capabilities and professional qualifications.



Kweichow Moutai held the qualification training of level 4 liquor connoisseur to accelerate the team construction of liquor connoisseurs.

Conduct vocational trainings

We strictly enforce *Management System of Employee Education and Training*, center on the two goals of improving practical operation ability of production workers and promoting the administration and technical capacity of management personnel, and focus on such key fields as yeast-making, liquor-making, blending, tasting, finance, safety and environmental protection to deepen the cultivation mechanism of "training of craftsmen in eight steps" and drive the rapid growth of employees. In 2021, 621 education and training programs was carried out for employees at all levels and of various types; 7 special trainings were organized for over 5,000 people, including back-up cadres in workshops, special operation personnel, internal trainers and new employees.



Guizhou Moutai Baijiu Sales Co., Ltd.. held 2021 half-year conference on marketing and training to promote marketing innovation through training.

Humanistic care

Assist employees in difficulties

We formulate the Management Measures for Protecting the Rights and Interests of Employees, revises Management Measures for Love Project, to expand the funding scope of the Love Fund and increase the standard of assistance subsidy and offer new fund for those suffering from rare major diseases and major accidents, which has three grades of subsidies, with the highest subsidy of RMB 200,000 to relieve their urgent needs. In 2021, the Company distributed a total of RMB 421,000 of assistance funds and RMB 1,553,200 of "Love Fund" to employees.

Care for female employees

We strictly implement the Special Collective Contract for the Protection of the Special Rights and Interests of Female Employees, organize theme promotion activities about gender equality, prevention and control of workplace sexual harassment, and reproductive health and safeguards payment, rest and vacations and other rights and interests of female employees in accordance with laws. The Company opens the email account of Caring Sister and sets up WeChat groups for psychological counseling in pregnancy and perinatal period and parental information sharing to enhance cohesion of female employees. In 2021, the Company purchased and distributed RMB 3,589,000 of special personal protection articles for female employees and organized female employees to take physical examinations, including cervical and breast cancer screening.

Balance life and work

We carry out a variety of cultural and sports activities to show the talents of employees, enhance exchanges and ensure they have a happy work and healthy life. In 2021, the Company steadily promoted the construction and trial operation of Moutai Cultural and Sports Center, organized running relay, staff basketball game, calligraphy, painting, youth social events, theme sharing session of“ Love you, my Moutai, creating glory again”,Dance to the Centenary – dancing with Grace” dance creation competition, artistic performance, Dragon Boat Festival Sacrificing Wheat, Xinchou Year Moutai Liquor Festival and other staff sports and art activities, cultivating employees’ awareness of healthy life and highlighting the spirit of Moutai people.

Supply chain labor management

We strictly abide by the core conventions of the International Labor Organization and earnestly implements the Supplier Management Measures. The Company vigorously promotes and guides suppliers to care for the physical and mental health of employees on the basis of advocating a “cordial and clean” new supply-demand relationship with suppliers. The Company includes the certification of occupational health and safety management system into the standard of supplier introduction and evaluation in the qualification review and quantitative evaluation of suppliers to require each supplier to comply with the health and safety standards of Kweichow Moutai and urge suppliers to undertake their social responsibilities for employees, protect basic human rights of labors and create a safe and comfortable working environment.



Ding Xiongjun (left), Chairman of Kweichow Moutai visits the model of the Company.



Li Jingren (left), General Manager of Kweichow Moutai sends heatstroke prevention and cooling supplies to employees at the packaging workshop.



Kweichow Moutai awarded souvenirs to winners in the knowledge competition held for female employees.



Staff sports activities for 70 Years of Moutai’s Glory – Push – up Competition.

Social contribution

Kweichow Moutai insists on the social responsibility notion of Big Brands Big Responsibilities. We determine to realize rural revitalization in Daozhen County, continues to carry out public welfare and charity activities, works actively in pandemic control and prevention and emergency rescue and disaster relief and cooperates with dealers to make contribution to the society and convey warmth.

Rural vitalization

We earnestly implement the deployment requirements of the CPC Central Committee and the Provincial Party Committee for consolidating the effective coordination of the achievements in poverty alleviation and rural revitalization. The Company gives full play to the “1+10+1” joint assistance system, further integrates resources and gather superior strengths to promote rural revitalization in Daozhen County with higher standards.

Built a joint assistance team

We selected some excellent young cadres to station in Daozhen County who served as the First Secretary, cadres or members of the assistance team in its villages. Some of the cadres, who demonstrated outstanding performance and achievements in the assistance work were further promoted and appointed to higher positions. As a result, alternation of stationed cadres for accomplishing rural revitalization for year 2021 was successfully completed. The management measures for the Daozhen assistance team were formulated, which promoted the implementation of the assistance work. The Company explored a new approach of talent training, which was to exchange temporary cadres with the government of Chishui City. In this way, reserve talents were trained to promote project constructions, to give full play to the leadership of the Party, and to promote the development of tourism industry. In order to strengthen agricultural technical instructions, The Company joined hands with the Agricultural and Rural Bureau of Daozhen County, which organized heads of the Township Agricultural Service Centers and some farmers to hold a Special Training Session on Sorghum Planting to teach knowledge on sorghum seedling, transplanting, pest control, harvesting and storage etc. to improve the technical skills and planting confidence of the agricultural cadres and farmers.

Help consolidate the industrial foundation

We have optimized the construction of bases for raw and auxiliary materials such as straw and wheat in light of the development demands, and has promoted their regional coverage in Renhuai, Xishui, Congjiang, as well as other counties and cities. By means of this, we have has promoted the development of traditional agriculture in poverty alleviation areas to industrialized and specialized agriculture, and have stimulated the increase of income of nearly 100,000 peasant households. By adhering to the industrial development orientation of Daozhen's being a Vegetable County and a Mushroom Township, the Company has advocated its dealers to donate money to help Daozhen in the development of edible fungi industry, and to facilitate its edible fungi industry to grow, to develop the quality, and become famous. The Company cooperated with Renhuai’s supply-guaranteed vegetable base, through which the Company purchased vegetables in poverty alleviation areas in the mode of “farmers+vegetable base (cooperative)+canteen” to help realize local employment of poverty alleviation people.

Expand the consumption channels of agricultural products

Kweichow Moutai’s assistance team in Daozhen County organized and held a Meeting themed at Moutai’s assistance in the trading of Daozhen’s goods. The meeting systematically sorted out the problems existing in the production, packaging and sales of Daozhen’s agricultural and sideline products, and scientifically put forward opinions and suggestions on the trading of Daozhen’s goods. The Company gave full play to its role of consumption assistance and made more procurement of agricultural and sideline products in poverty alleviation areas in Daozhen County and Renhuai City.In 2021, the Company’s direct purchase amount of high-quality agricultural products reached more than RMB 48 million, and also coordinated social forces to help Daozhen County sell high-quality agricultural products. Moreover, the Company made coordinated efforts in assisting Daozhen’s agricultural and sideline products to be admitted into the online and offline sales platforms. We recommended Daozhen’s agricultural and sideline products through its campaigns or publicity media, which enhanced the brand influence of Daozhen’s agricultural and sideline products.



Kweichow Moutai assists Daozhen County in developing edible fungus into the leading industry to build a prosperous county.

Social welfare and charity campaigns

Education aid programs

2021 is the 10th consecutive year that Kweichow Moutai holds "China Moutai – Pillars of the Country" Hope Project. We continued to donate RMB 100 million to China Youth Development Foundation to help 18,500 students in completing their study. Among which, RMB 10 million was invested to carry out pilot consistent funding in Guizhou Province, helping 500 college students with badly needed majors in rural revitalization to complete their studies, providing new motivation and hope for the growth and development of young people. By the end of 2021, the education aid program of "China Moutai – Pillars of the Country" has benefited more than 200,000 students, covering over 2,700 counties in 31 provinces, municipalities and autonomous regions.



In October 2021, the exchange and sharing meeting was held for the 10-year achievements of the "China Moutai – Pillars of the Country" Hope Project.

Joining hands to spread love

While pursuing development, we continue to give back to the society. We have has advocated sub-brands to set up Hua Mou Baijiu, "Three Filial Pieties of Sources" special charity fund, "Laymau – Love and Growth with Badminton", Children's Badminton Development Fund, "Wang Mao – Star Program", public welfare fund. It has also joined hands with dealers to establish "Moutai Prince – Bright Youth" public welfare fund, "Guizhou Daqu – Love in Drops" special fund and "Han Jiang – Craftsmen Inheritance", cultural relics protection public welfare fund.

As of December 2021, the Laymau Love and Growth, a children's badminton development public welfare fund, has raised donations in cash at RMB 1.04 million and collected material donations equivalent to RMB 1.06 million. So far, the fund has been donations to 64 schools, which was collected from a total of 33 organizations and more than 4,500 people, and has benefited more than 30,000 students. In 2021, the public welfare fund of "Wang Mao – Star Program" focused on two aspects of sports and science and technology, which were respectively used for the support of football field, equipment, consumables and exchanges and competitions for compulsory education schools in Guizhou, and the support for science and technology innovation trainings, competitions and incubation of excellent projects for college students in Guizhou. "Moutai Prince – Bright Youth" public welfare fund carried out public welfare activities such as "Hope Project – Companion Action", "Strong Seedling Program Eye Care Program", "Science and Technology Baby", "Henan Culture Seedling", "Giant Panda Adoption Public Welfare Program" and "Shining Future in Shaanxi – Hopeful Children's Palace". "Guizhou Daqu – Love in Drops" public welfare fund added 10 Elderly Care Post Stations and provided targeted donations to support the pandemic control and prevention. "Han Jiang – Craftsmen Inheritance" public welfare fund donated RMB 8 million for the restoration and protection of cultural relics. Laymau Company called on the provincial-level dealers to donate more than RMB 730,000 worthy of anti-epidemic materials to assist the frontline epidemic prevention workers in Fujian, Health Bureau of Honghuagang District, Zunyi, among others.



In March 2021, "Wang Mao – Star Program" public welfare fund was established to care for the growth of children and teenagers.



In April 2021, "Han Jiang – Craftsmen Inheritance", cultural relics protection public welfare fund was set up to help protect cultural relics.



In August 2021, "Guizhou Daqu – Taste in Memory", Guizhou Village Chronicle project was launched to compile village chronicles and record the charm of countryside.



In September 2021, Wang Mao brand worked together with China Space Foundation to establish "Wang Mao – China Space Foundation Public Welfare Promotion Brand".

Pandemic control

In 2021, COVID-19 prevention and control became a regular process. In strict accordance with the work requirements of Party Committee, People's Government, State-owned Assets Supervision and Administration Commission of Guizhou Province and local governments, we held timely meetings to study and adjust pandemic prevention and control measures and responded to the pandemic in a scientific, effective and rapid manner, achieving zero suspected or confirmed cases among personnel of the Headquarters, overseas institutions, distribution teams and overseas employees, and effectively maintaining overall stability of production, operation and economic development.

In 2021, we completed the pandemic prevention and control work for major conferences and activities including 2020 General Meeting of Stockholders and the first interim general meeting in 2021. It achieved the target of 100% coverage of vaccination and full-process vaccination except for employees with contraindications. It purchased and distributed disposable masks, hand sterilizers, effervescent tablets and thermometers, which effectively protected the health and life safety of its employees.



In August 2021, the dealers of Moutai Jiang-flavor (Moutai-flavor) Baijiu assisted in the pandemic control and prevention.

Emergency rescue and disaster relief

Sticking to the principle of people first and life first, we actively participates in emergency rescue and disaster relief to go through wind and rain with people in disaster areas and help and support each other, demonstrating its enterprise social responsibility. In 2021, we donated RMB 30 million to Henan Charity Network for disaster relief and the fight against the flood in Henan Province.

Future expectations

Live up to our responsibilities through hard work and embark on a new journey with perseverance.

2022 is the key year in transition to the period of the 14th Five-year Plan. Kweichow Moutai will continue to adhere to Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, thoroughly implement the spirit of General Secretary Xi Jinping's important speech during his inspection of Guizhou. The Company will fully execute the decisions and arrangements of the provincial Party Committee and provincial government. In the new stage of development, the Company will adopt new development concepts, integrate new development patterns, learn from standards of world first-class enterprises and sticks to the overall working idea of putting stability first and seeking stable progress. Guided by the goal of high-quality development, the Company will grasp the new trend of building a new order, forming a new situation and launching a new reform, closely follow the Group's strategic goal of two doubles, two consolidations and two constructions. The Company will keep improving enterprise governance system, adhere to the “Five Craftsmanship” philosophy, follow its distinctive development path and strictly observe the bottom line of safety and environmental protection to promote the high-quality development of Moutai and make great strides forward.

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Feedback

Dear readers,

Thank you very much for taking the time out of your busy schedule to read the 2021 Environmental, Social and Governance Report of Kweichow Moutai. We look forward to your valuable comments and suggestions on this Report in order to optimize its quality and content to improve our work related ESG. Thank you!

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Your information:

Name:

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Organization:

E-mail:

1.Your overall evaluation on the Report is

☐ Good

☐ Fair

☐ Just so so

2.How well do you think the Report can reflect the Company's significant impact on the economy, society and environment?

☐ Well

☐ Just so so

☐ Not sure

3.How clear, accurate and complete do you think the information, data and indicators disclosed in the Report?

☐ Good

☐ Fair

☐ Just so so

☐ Poor

☐ Very poor

4.Which aspect of the Report are you most satisfied with?

5.Is there any further information would you like to learn?

6.What suggestions do you have for the reports we will release in the future?

Kweichow Moutai Co., Ltd.
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KWEICHOW MOUTAI CO.,LTD.

Environmental Considerations for Report Publication

Paper: Printed on environmentally friendly paper

Ink: use environmentally friendly ink to reduce