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Tech for People, Better Together

In today’s thriving digital economy, what truly defines the value of technology? Meituan has been relentlessly exploring the answer to this question—the **essence of technology lies in serving people**. From our mission of “We help people eat better, live better,” to the upgraded “Retail + Technology” strategy and further to the social responsibility philosophy of “Tech for People, Better Together” Meituan has always leveraged technology and fulfilled its responsibility to explore a new path that aligns with the times and leads us towards a better life together.

We firmly believe that the value of technology lies in enabling everyone to experience the beauty of life. “Tech for People” originates from our mission of “We help people eat better, live better.” Over the past 15 years, we have consistently integrated technology into daily life, responding to people’s aspirations for a better life through technological innovation. In food safety, we have promoted live streaming of restaurant kitchens through the “Bright Kitchen and Stove” initiative, allowing users to see clearly how their meals are prepared. In healthcare, we have built a one-stop service platform for “home testing—online diagnosis—medicine delivery to home—medical insurance payment,” enabling users to complete the entire process of health services from disease screening to rehabilitation management with no need to leave their homes. Meituan drones now operate regularly in cities such as Beijing and Shenzhen, providing users with the convenience of ultra-fast delivery while serving as a new channel for transporting emergency supplies such as disaster relief and medical materials. Through the “InstaMart” model of “online presence + front warehouses,” we have expanded the categories and delivery coverage of products available for instant retail, continuously pushing the boundaries of “everything now.” We have also launched the “Ease Study” consumer protection program, implementing a “per-use verification” mechanism to make educational spending more transparent and controllable... From ensuring the delivery of a meal to safeguarding the operations of an entire city, Meituan is transforming technological innovations from laboratory concepts into warm-hearted practices on the streets. Whether it’s digital services that enhance efficiency or sustainable models that benefit the people, we are committed to making technology serve people more efficiently and becoming a toolkit in people’s pursuit of a better life.

We deeply believe that true commercial success must create real and long-term value for society. Meituan’s “Better Together” embodies symbiotic growth and mutual benefits with partners and society through technology empowerment, ultimately manifested as the creation of broader social charity. “Better Together” is ingrained in Meituan’s DNA, where “Mei” stands for “Better” and “Tuan” means “Together.” Meituan is keenly aware that every courier’s dream deserves to be protected, every small merchant’s struggle deserves support, and every effort should be rewarded. True sustainable development is built on the harmonious coexistence and shared value among the platform, users, merchants, couriers, communities, the environment, and other stakeholders. Over the past 15 years, Meituan has adhered to the principles of inclusivity, sharing, and balanced interests, advancing the “Tongzhou Project” to continuously enhance couriers’ experiences and ecosystem construction across multiple dimensions, including job security, delivery experience improvement, career development, and life care, enabling couriers to work with greater peace of mind, security, and dignity. In 2024, 16,000 communities nationwide became “Courier-friendly Communities,” leveraging technology and collaboration to address governance challenges at the grassroots level. We have continuously upgraded the “Prosperity Plan,” investing RMB 1 billion in support funds for high-quality food delivery merchants to help small and medium-sized merchants optimize their supply chains and improve management efficiency. We actively foster a fair and healthy market environment, promoting fair transactions and positive interactions between merchants and consumers to drive the healthy development of the industry ecosystem. We proactively leverage our technological strengths to continuously build a green and low-carbon consumption ecosystem, serve rural revitalization, and jointly create a charity ecosystem that is accessible and visible to all. From a single courier’s dream to the growth of millions of merchants, from the aggregation of love in every order to the benefits enjoyed by hundreds of thousands of rural children, Meituan connects individual hopes with the pulse of the times through a sense of responsibility and the power of technology, striving to achieve a better future together.

Responsibility stands for an endless journey. We will work more closely with all parties concerned to fulfill our responsibility, striving for a better world together!

Mu Rongjun

Co-founder and Senior Vice President of Meituan

Corporate Social Responsibility Philosophy of Meituan

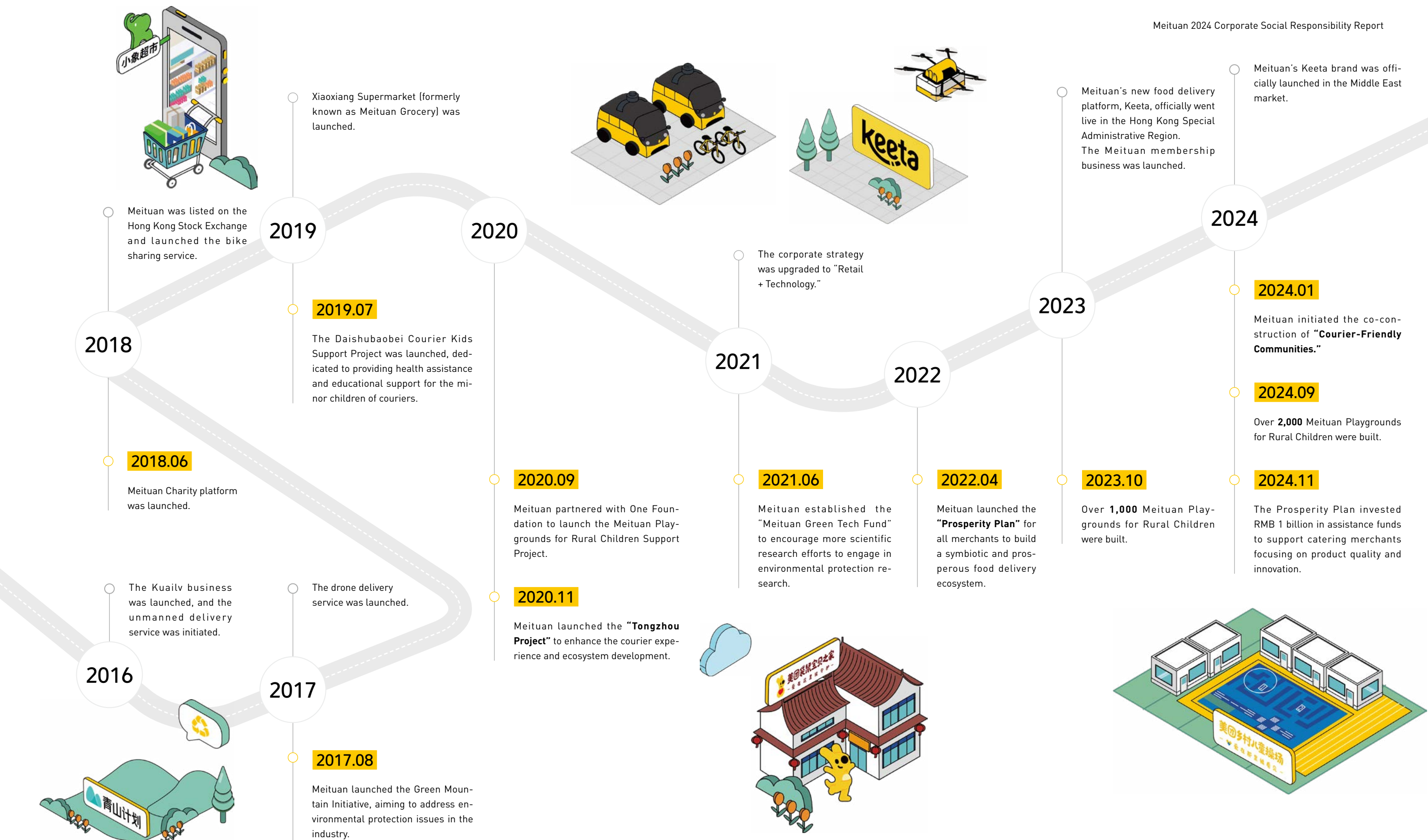
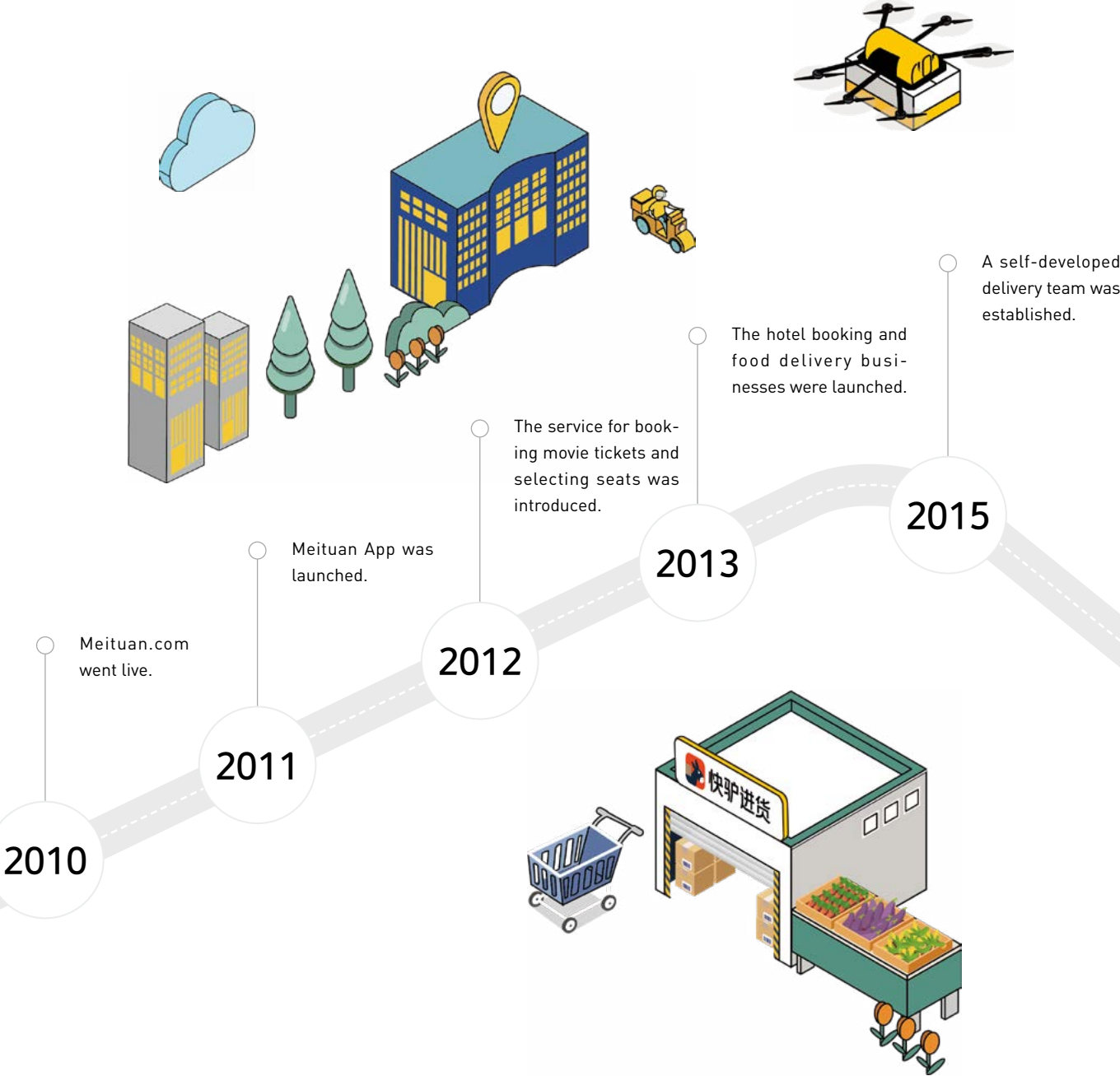
We are committed to sharing our social responsibility philosophy across the whole ecosystem to promote the development and progress of all stakeholders, so that we can create value for users, the industry, and society.



“Tech for People” reflects the value orientation of technological advancement: Amidst the new wave of innovation centered around artificial intelligence, Meituan has always prioritized human dignity and well-being, ensuring that technological innovations truly serve to enhance the quality of life for the public and facilitate the realization of individual values.

“Better Together” outlines a development path for symbiotic growth and mutual benefit: Meituan and all stakeholders within its ecosystem are partners in a symbiotic and mutually beneficial relationship. We are attentive to the rights, interests, and aspirations of every stakeholder, and are dedicated to establishing a sustainable ecosystem characterized by collaborative progress and shared benefits. Additionally, we advocate for multi-cooperation among stakeholders within the ecosystem to jointly tackle social issues and generate more inclusive, long-term social value.

Meituan Over the Years



Facts and Figures



Creating a Better Life

770 million+

In 2024, the number of annual transaction users exceeded 770 million.

3.36 million

In 2024, there was an average monthly count of 3.36 million couriers on the Meituan platform.

16,000+ communities

By the end of 2024, more than 16,000 communities in over 150 cities had joined the "Courier-Friendly Communities". A total of 400 courier meetings were held, attended by over 5,000 couriers.

16,000

Nearly 16,000 24-hour digital pharmacies are now available on Meituan Maiyao, distributed across 330 cities and covering 1,574 districts and counties.

143,000+

By the end of 2024, 21 "Daishubaobei Child-friendly Spaces" had been established in Beijing, Shanghai, Guangdong, Hebei, Shandong, Zhejiang, Jiangsu, Anhui, Yunnan, and other regions, providing community educational support to over 143,000 individuals.



Creating a Better Industry

14.5 million

In 2024, there were 14.5 million annual active merchants.

1 billion

The "Prosperity Plan" was upgraded, with RMB 1 billion invested as food delivery assistance funds to support catering merchants focused on product quality and innovation.

21.1 billion

In 2024, Meituan invested RMB 21.1 billion in R&D.

53 routes

By the end of 2024, Meituan had launched 53 drone routes in cities such as Shenzhen, Beijing, Shanghai, Guangzhou, Nanjing, and Dubai, completing over 450,000 orders in total.

10 million

By the end of 2024, a total of 10 million users had been certified as Xiaomei reviewers, collectively completing 4.09 million review tasks.



Creating a Better Society

490 million+

By the end of 2024, over 490 million Meituan Waimai consumers had chosen the "no cutlery" option, cumulatively reducing carbon emissions by over 330,000 tons.

20,000+

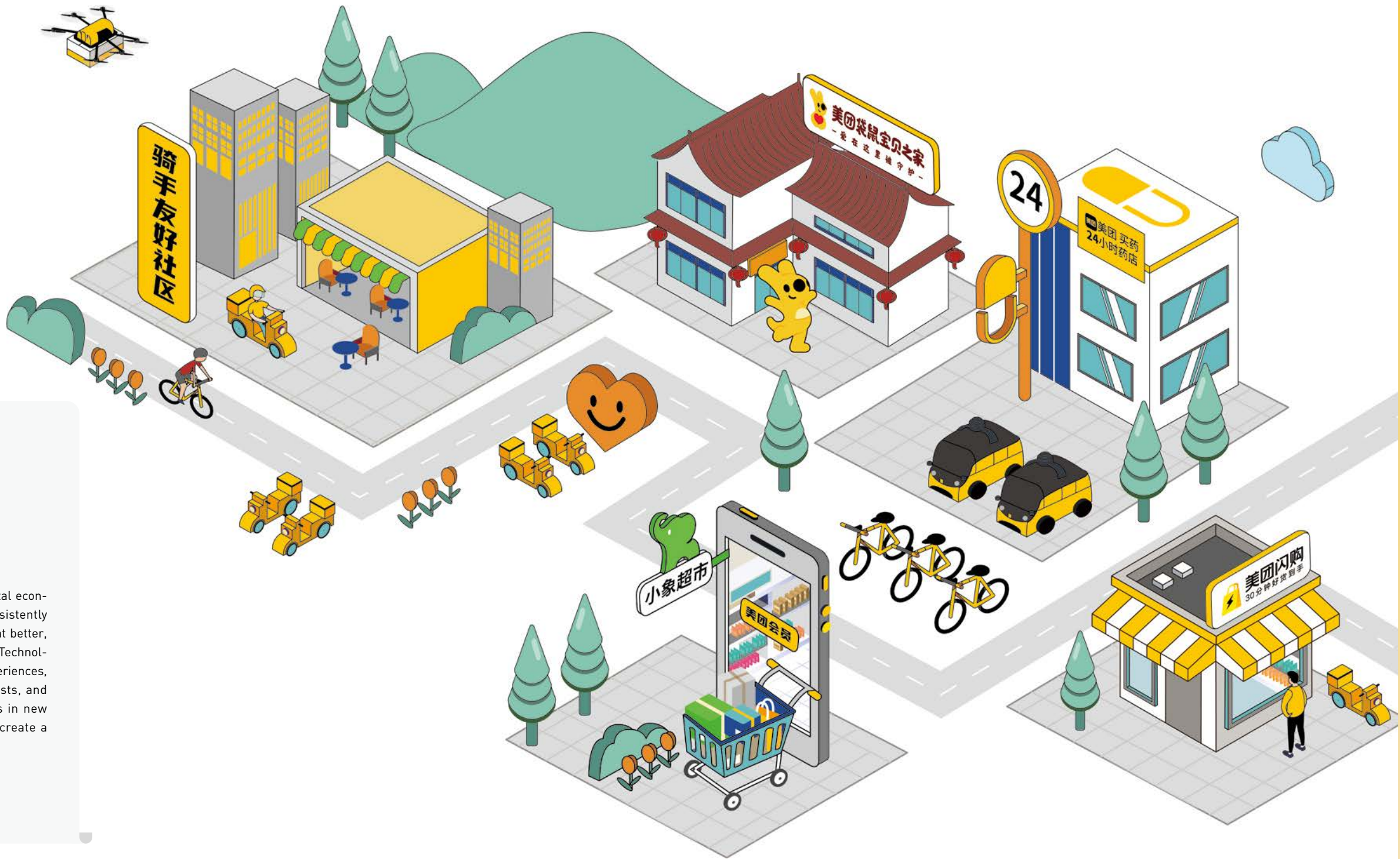
By the end of 2024, Meituan's food delivery service had covered over 20,000 towns and villages across China.

42,000+

By the end of 2024, over 42,000 Meituan employees had voluntarily joined the monthly charity donation program.

2,653 playgrounds

By the end of 2024, with the joint support of 1.382 million charitable merchants and 989,000 caring netizens, Meituan had built a total of 2,653 playgrounds for rural children, spanning 1,939 villages and towns in 29 provinces, autonomous regions, and municipalities directly under the central government, including Guizhou, Yunnan, Xizang, and Qinghai, directly benefiting 370,000 rural children



Creating a Better Life

With the deep integration of the digital economy and the real economy, Meituan consistently upholds its mission of "We help people eat better, live better," and implements the "Retail + Technology" strategy. By enhancing customer experiences, safeguarding couriers' rights and interests, and supporting the development of workers in new forms of employment, Meituan aims to create a better life for all stakeholders.

Enhancing Customer Experience

Meituan always adheres to a customer-centric approach, focusing on the diverse needs of customers. It offers a wide range of cost-effective products and efficient, instant delivery services, striving to become a helper in people’s better lives.

A More Certain and Cost-Saving Consumption Experience

Leveraging big data and artificial intelligence technologies, Meituan has established a real-time multi-person and multi-point dispatching system that precisely matches merchants, consumers, and couriers. It continuously expands product categories and extends consumption scenarios, bringing users a more certain and affordable consumption experience.

Instant Demands Met Instantly

Consumption transformations driven by instant demands, such as “empty-bag travel” and “in-store instant pick-up,” are redefining quality of life. Focusing on user needs, Meituan has created all-category InstaMart and launched services like “Pin Hao Fan” and “Miaoti”. By leveraging the power of technology, it safeguards the vibrancy of urban life, making the idea that “every expectation deserves an instant response” a reality.

1 billion+

The number of daily on-sale items on Meituan Instashopping exceeds 1 billion, covering nearly 3,000 counties, municipalities, districts, and banners nationwide.

30,000+

There are over 30,000 Meituan InstaMart.

Meituan Group Buy

Meituan Group Buy covers multiple business categories, including catering, tickets, leisure and entertainment, beauty and medical aesthetics, and parent-child activities. On the demand side, Meituan Group Buy is dedicated to providing solutions for consumers’ needs in dining, entertainment, and lifestyle, helping everyone eat better and live better through high-quality, low-price services. On the supply side, Meituan Group Buy leverages platform resources and advantages to help cooperative merchants in various business fields better meet consumer demands and support their development.

Saving Money and Time with Meituan Group Buy’s “Pre-Order and Instant Pick-Up” Feature Used by Over 20 Million People

In the fast-paced lifestyle, “group purchase online, instant pick-up in store” has gradually become a new trend. In July 2024, Meituan Group Buy officially launched the “Miaoti” service. Whether dining in or taking out, customers can place orders at “Miaoti stores” on the Meituan App, click “Go to Order” on the order page, and complete in-store voucher verification, ordering, back-end self-pickup reservations and picking up the order in-store with the pickup code in one go. This process eliminates the hassle of jumping to brand mini-programs or manual voucher verification. “Miaoti” not only provides consumers with Meituan’s group-purchase experience of “more stores, more savings” but also helps them reduce in-store waiting times and easily pick up their meals.

InstaMart

The InstaMart is a new model of instant retail supply pioneered by Meituan Instashopping. It focuses on online operations, with merchants renting warehouses and Meituan specializing in assisting merchants with online operations to provide customers with more diverse, more well-targeted, and more cost-effective product offerings. Consumers can place orders through the Meituan App on their mobile phones and enjoy the convenience of delivery within 30 minutes, relying on Meituan’s intelligent delivery network and strong delivery capacity.





Meituan × MINISO: Lighting Up “24H Super Stores,” a New Benchmark for Instant Retail

On October 14, 2024, Meituan and MINISO reached an agreement on in-depth strategic cooperation. Within the same year, MINISO launched over 800 “24H Super Stores” in the form of InstaMart on Meituan, specifically designed to meet the online consumption needs of instant retail customers and provide 24-hour services. In terms of product offerings, in addition to regular fast-moving consumer goods, MINISO has designed and developed products tailored to the needs of instant retail based on commodity analysis provided by Meituan Instashopping, such as travel supplies, gift items, digital accessories, and beauty and personal care products, further enriching the product matrix to meet consumers’ instant demands.

Pin Hao Fan

“Pin Hao Fan” is a low-price group-ordering service launched by Meituan Waimai, centered around the concept of “saving more by grouping orders.” Customers can select participating merchants and meals during designated time slots, and initiate a group order or join someone else’s order. Once the group is formed, they can enjoy significant discounts on meals and free delivery. By increasing order density, Pin Hao Fan reduces meal preparation costs for merchants and delivery costs for couriers, achieving win-win results for customers, merchants, and the platform.



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Direct Access to Local Specialties Across China

Meituan has established a well-developed logistics system to connect local specialties with urban consumer markets. By streamlining distribution channels, it brings premium local products to various parts of the country, enabling customers to enjoy fresh and delicious specialties from their places of origin at more affordable prices and with greater convenience and faster delivery.

Xiaoxiang Supermarket

Xiaoxiang Supermarket is Meituan’s self-operated instant retail business launched in early 2019. Positioned as a “30-minute fast delivery supermarket,” it mainly offers vegetables and fruits, seafood, snacks, daily cleaning supplies, personal care and beauty products, beverages, and more. It has established a presence in cities such as Shanghai, Beijing, Shenzhen, and Guangzhou, with numerous convenient service stations that penetrate deeply into communities, covering a 3-kilometer radius. With its own delivery service, it guarantees delivery within 30 minutes from order placement to receipt.



“Meng Brand” Mutton from the Gobi Desert Enters Beijing Market Reaching Dining Tables in 24 Hours

The Gobi Desert sheep from Dorbod (Siziwang) Banner, of Inner Mongolia, are raised under natural grazing conditions in arid and semi-arid regions, resulting in low fat content, high protein, tender meat, and a rich flavor. Previously, mutton sales were mainly through offline wholesale, primarily supplied to hot-pot restaurants and chain supermarkets, facing challenges such as weak bargaining power and difficulty in brand building. Over the past two years, the Dorbod (Siziwang) Banner Ethnic Trade Company has collaborated with Meituan to launch a series of Gobi Desert mutton products online. Through instant retail with 30-minute home delivery, high-quality mutton is directly delivered to first-tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen, gaining favor from more consumers. The Head of Live Livestock Procurement in Dorbod (Siziwang) Banner said, “Relying on Meituan’s cold chain delivery, we can not only ensure that consumers can enjoy fresher mutton but also arrange production and sales with a more well-targeted approach.”



Safeguarding Every Household and Protecting Public Health

Guided by the mission of “bringing health to everyone,” Meituan Medicine & Healthcare leverages its platform’s resource integration capabilities to establish an integrated digital health service system that covers the entire service chain. Through its one-stop service platform featuring “home testing - online diagnosis - medicine delivery to home - medical insurance payment,” customers can access a full range of healthcare services from disease screening to rehabilitation management with no need to leave their homes.

Upholding the philosophy of “building an ecosystem rather than offline pharmacies,” Meituan Medicine & Healthcare collaborates with offline pharmacies and pharmaceutical enterprises to create a “15-minute medical and healthcare service circle.” By leveraging its instant delivery network and intelligent dispatching system, it ensures medicine delivery within 30 minutes and a 15-minute response time for basic medical services. With convenient, professional, comprehensive, and trustworthy pharmaceutical services, it safeguards family health 24/7.

*In 2024

300 million+

The cumulative number of customers who have made purchases through Meituan Maiyao has exceeded 300 million, covering 250,000 pharmacies. The platform provides customers in nearly 3,000 municipalities, districts, counties, and banners across the country with access to over 80,000 types of medicines and 24-hour online medical consultations, serving the healthcare needs of over a million households per day.

16,000

There are nearly 16,000 24-hour digital pharmacies on Meituan Maiyao, distributed across 330 cities in 31 provinces (autonomous regions, municipalities directly under the central government), covering 1,574 districts and counties.

Meituan Medicine 24-Hour Delivery Initiative

To actively respond to the requirements of the Healthy China Initiative and alleviate the mismatch between residents’ nighttime medication needs and the insufficient supply of 24-hour pharmacies, Meituan Medicine & Healthcare continues to promote the expansion of the Meituan Medicine 24-Hour Delivery Initiative to cover more 24-hour pharmacies in more regions and serve more people. In health consumption scenarios such as counties, nighttime, cold chain, and tourism, Meituan Medicine & Healthcare has forged in-depth cooperation with industry partners. Well-known domestic and international pharmaceutical companies like Haleon and Kenvue China offer exclusive subsidies for nighttime medication purchases, further driving pharmacy profits and helping 24-hour pharmacies achieve sustainable operations.



Meituan Maiyao Supports Online Medical Insurance Personal Account Payment

Online medication purchases using medical insurance offer transparent pricing and traceable transaction chains, contributing to the rational use of medical insurance funds and accelerating the digital transformation of the pharmaceutical industry. Meituan Medicine & Healthcare has launched an online medical insurance personal account payment service in more than 40 cities, including Beijing, Shanghai, Guangzhou, and Shenzhen, serving nearly 10 million insured individuals.

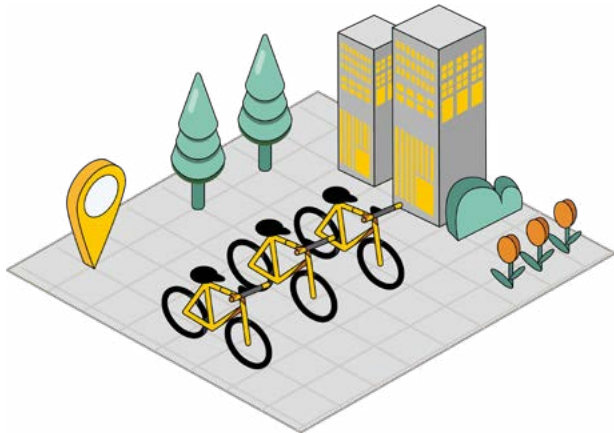
On July 1, 2024, Meituan Maiyao officially launched its online medication purchase service using medical insurance personal accounts in Beijing, covering the entire city. Commonly used OTC medications, such as those for cold and cough relief, which are in high demand for respiratory diseases, as well as nutritional and health supplements, can all be paid for using medical insurance personal accounts, including branded medications like 999, Fenbid, Bactroban, and Motrin. “It’s so convenient to use my medical insurance card without leaving home!” exclaimed Ms. Liu from Chaoyang District, Beijing. She usually had to prepare medications for her family at designated medical insurance pharmacies herself, but the online medication purchase service with 30-minute delivery using medical insurance has significantly alleviated her burden.

Facilitating Urban Travel

Meituan continuously innovates in intelligent technologies, standardizes operational management, improves the travel environment, and offers thoughtful services. It has launched travel services such as Meituan Dache, bike sharing, and e-moped sharing to meet customers’ diverse travel needs across various scenarios, thereby enhancing travel efficiency and experience.



To enhance the cycling experience in autumn and winter, Meituan Bikes are equipped with warm gloves.



Success of the Central Axis’ Application for World Heritage and “Little Yellow Bike” Rides Along the Central Axis

On July 27, 2024, the Beijing Central Axis was successfully inscribed on the UNESCO World Heritage List. Subsequently, riding Meituan’s “Little Yellow Bikes” along the Central Axis has become a new trend for tourists exploring Beijing. To better meet tourists’ demands, during the summer of 2024, Meituan Bikes designated the Central Axis as a key operational area, increasing manpower, strengthening regulatory measures, promptly replenishing vehicles, and collaborating with relevant departments to maintain traffic order. On social media platforms, numerous netizens have shared tips for taking photos with “Little Yellow Bikes” against the backdrop of “landmark buildings along the Central Axis”, immersing themselves in the city’s scenery up close.



Bridging the Digital Divide

In the context of the accelerating digital transformation, Meituan has always incorporated the needs of the elderly and special populations into its product iteration considerations, continuously improving relevant products and services to provide them with greater convenience and better social integration.

Caring for the Elderly

We focus on building an elderly-friendly service ecosystem. Online, we optimize products tailored for the elderly, such as the “elder user version” of Meituan Waimai, the “elder user version” of Dianping, one-click ride-hailing, and voice-based food delivery services. By enlarging fonts, simplifying operations, and adding voice interactions, we make these services more accessible for the elderly. Offline, we carry out volunteer initiatives to assist the elderly, prioritize filial piety orders, implement elderly-friendly renovations at scenic spots, and arrange for dedicated service personnel and supplies for the elderly at these locations. These efforts aim to integrate elderly-friendly services into various aspects of their lives, enhancing their sense of happiness.

Serving Special Groups

We pay close attention to the needs of special groups and have established a dedicated accessibility experience governance team. Through measures such as “converting text and images to voice,” “reducing human-machine verification and identity verification,” and “blocking ads and marketing content,” we improve the user experience for the visually impaired. In 2024, in response to the abnormal “screen-reading” issue on the order address editing page, we promptly investigated it and launched optimized functions to enhance information accessibility. Additionally, we continue to upgrade the care functions for hearing-impaired couriers, providing more convenience and care for the employment and lives of disabled individuals.

I Can’t Hear, but I Can Feel

There are over 8,000 disabled couriers on Meituan, with hearing-impaired couriers accounting for nearly 80% of the total. While they bring convenience to people’s lives, communication poses a significant challenge in their work. To better serve hearing-impaired couriers, Meituan added relevant identifiers for such couriers in the new version of the courier app in 2024, allowing couriers to turn them on/off independently so that merchants and customers can be aware of their status in a timely manner. Additionally, the new version includes a voice-to-text message conversion function to minimize communication inconveniences that may arise from phone calls between customers and hearing-impaired couriers. The new function has been well-received by couriers, merchants, and customers. Tao Bo, a hearing-impaired courier in Wuhan, has been delivering food since 2020. Initially, the difficulties far exceeded his expectations. With the assistance of the care functions for the hearing-impaired, he gradually adapted to his job and now delivers orders for about six hours a day, earning more than RMB 4,000 per month.

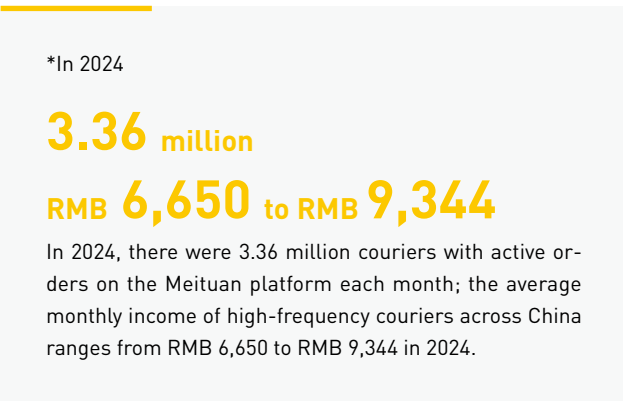


Safeguarding Couriers’ Rights and Interests

Meituan continues to advance its “Tongzhou Project”, collaborating with merchants, customers, partners, and other stakeholders across the ecosystem chain, as well as mobilizing more social forces, to continuously enhance couriers’ experiences and ecological construction from multiple dimensions, including job security, delivery experience improvement, career development, and life care. This ensures that couriers can work with greater peace of mind and security.

Ensuring Job Security

Meituan continues to serve as a “reservoir of employment” for couriers, providing abundant job opportunities for blue-collar workers. It constantly improves the labor security system for couriers, safeguards their legitimate rights and interests, and strives to create a fair, diverse, inclusive, and non-discriminatory employment environment.



Improving Insurance Coverage

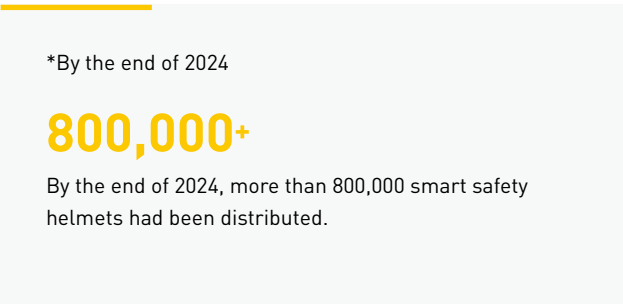
Since July 1, 2022, in line with national arrangements, Meituan has taken the lead in launching a pilot program for occupational injury insurance for workers in new employment forms. We have researched new commercial insurance schemes to ensure that, in pilot regions, all compensation responsibilities except for occupational injury insurance are covered by new commercial insurance products. This ensures that the combined coverage of “occupational injury insurance + new commercial insurance” exceeds that of the original commercial insurance products, further strengthening the social security safety net for couriers.



Ensuring Courier Safety

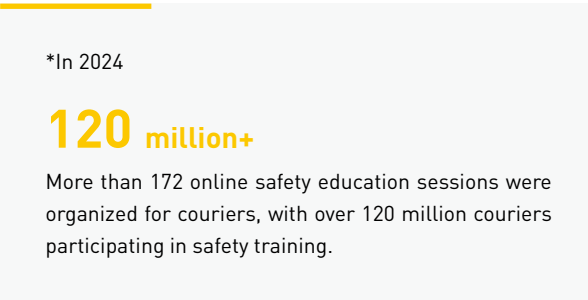
Upgrading Technological Equipment

We continue to advance the “Helmet and Seat Belt” safety campaign, independently developing smart helmets that enhance order processing efficiency through intelligent voice interaction. We have optimized functions such as safety materials, noise reduction, waterproof durability, and helmet-wearing detection, and added a “real-time collision detection” feature that automatically contacts emergency focal points in case of risks, thereby safeguarding couriers’ safety.



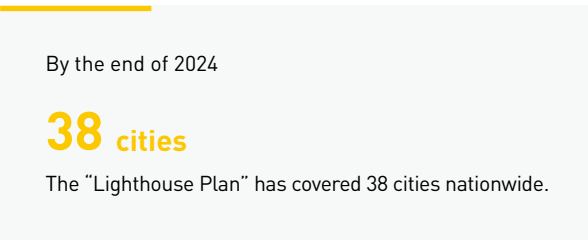
Enhancing Traffic Safety Awareness

We continue to conduct safety training and education for couriers through online and offline channels, promoting the learning of content closely related to delivery safety, including traffic safety, fire safety, law compliance, food safety, and civilized etiquette. In 2024, we presented core risks related to the delivery process, such as laws, regulations and traffic safety, in the form of posters, comics, infographics, and animated videos to enhance couriers’ enthusiasm for online learning.



Strengthening Joint Governance with Police

We continue to deepen cooperation with the police, conducting diverse traffic safety publicity activities. We have launched the “Lighthouse Plan” for joint governance between the police and the enterprise, precisely identifying traffic violations such as speeding and running red lights. Through measures such as pre-education, offline training, and order restrictions, we aim to enhance couriers’ safety awareness and skills, reducing traffic violations and accident rates, and contributing to urban traffic safety.

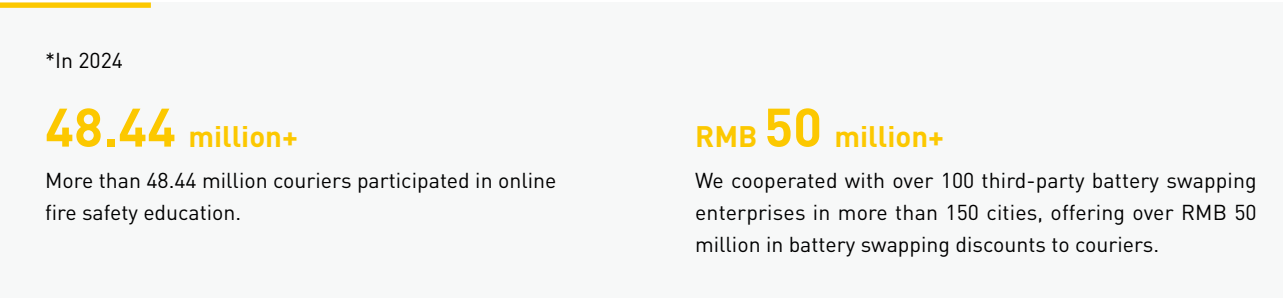


On the morning of May 31, 2024, representatives of Meituan couriers in Chongqing and the “Yujing Xiaoji” (Chongqing Police Cavalry) jointly participated in the launch ceremony of the 2024 National “Safety Production Month” and the first Chongqing “5·31” National Safety Open Day event.



Strengthening Fire Safety

We collaborate with local governments and fire rescue departments, leveraging our strengths to enhance online fire safety knowledge dissemination and conduct offline fire safety training and drills. Additionally, we vigorously promote the shared battery swapping model to effectively mitigate fire safety risks.



Improving the Delivery Experience

We strive to refine the algorithm transparency mechanism, collaborate with various stakeholders to build “courier-friendly communities,” establish regular communication mechanisms with couriers, continuously listen to their feedback, and drive improvements, aiming to enhance their work experiences in all aspects.

Establishing an Algorithm Transparency Mechanism

We continuously promote the development of algorithms that are both beneficial and ethical. We have set up a dedicated section for algorithm disclosure to communicate the basic principles and operational mechanisms of our algorithms with various stakeholders, enhancing algorithm transparency. We have also established an algorithm advisory committee composed of external experts to provide professional guidance for algorithm optimization. In 2024, we further refined the courier fatigue prevention mechanism, adopting a combination of “pop-up reminders and forced offline periods” to ensure couriers’ rest. Additionally, we explored more equitable and humanized incentive mechanisms by introducing training programs and a point system.

Couriers Need Not Worry About “Order Surge” on Winter Solstice; Meituan Provides “Timeout Protection” for Deliveries

During the 2024 Winter Solstice, orders for seasonal foods such as dumplings surged. To alleviate the delivery pressure on couriers during peak order periods, Meituan piloted a “timeout protection” feature for couriers delivering orders related to these foods. We also optimized the feedback mechanism for merchants’ meal preparation speeds, enabling both merchants and couriers to report meal preparation status more quickly. This facilitated customers’ order planning and allowed couriers to better arrange meal pickups and communicate with customers in advance. This approach not only provided customers with a more predictable ordering experience but also gave couriers more time for deliveries.

Meituan is also continuously driving algorithm improvements, refining the “timeout exemption protection” product for couriers, and promoting a shift from negative penalties to positive incentives.

Courier-Friendly Communities

Meituan actively responds to the guidance and requirements of CPC committees and government departments at all levels, collaborating with ecological partners such as sub-district offices, communities, and property management enterprises to promote the joint construction of “courier-friendly communities” nationwide. We provide services and facilities such as community route maps, rest stations, and dedicated elevators for couriers, addressing issues such as difficulty in entering and parking, helping them achieve quick passage through communities, and enhancing their delivery experiences.



“Courier-Friendly Communities” Make It Easier for Couriers to Enter Residential Areas

On the morning of August 28, 2024, in the Yuncai Zhicheng community of Xintang Sub-district, Hangzhou, food delivery courier Xiao Li scanned a QR code generated by the access control system on the wall using his mobile phone to enter the community for delivery, taking less than 10 seconds. To address the difficulty couriers face in entering residential areas, Meituan collaborated with property management companies such as Vanke, China Overseas Property Management, Gemdale, Jinke, Longfor, and Poly to launch a “courier access solution” and introduce the “Meituan Courier Access Program” in multiple communities. Couriers simply need to scan the property management’s mini-program code using WeChat at the community entrance for one-click registration and instant verification. The access control system recognizes the courier’s identity and opens the gate, with the entire process taking just a few seconds. This not only enhances the efficiency of courier access but also ensures the orderly registration of visitors entering the communities.

By the end of 2024

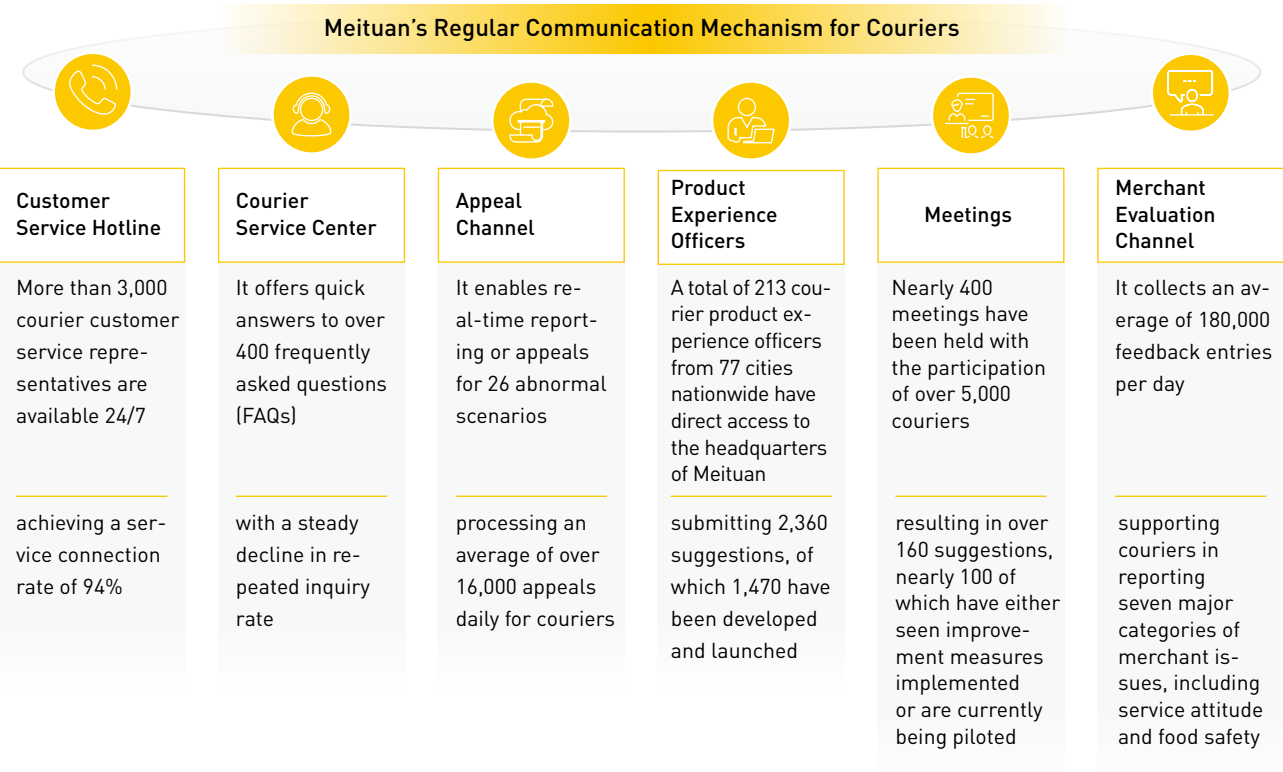
16,000

More than 16,000 communities in over 150 cities had joined the “courier-friendly community” initiative. Seventy percent of couriers complete registration and entry within 10 seconds.



Enhancing Communication with Couriers

We continuously refine our regular communication mechanism for couriers, exploring diverse channels to extensively listen to their voices. Through initiatives such as establishing a “courier evaluation channel for merchants,” organizing courier meetings, and recruiting product experience officers, we aim to address couriers’ pressing concerns in a targeted manner, thereby providing a positive experience for all stakeholders in the ecosystem, including merchants, customers, and couriers.



Caring for Couriers' Lives

Meituan partners with merchants, communities, and other stakeholders in society to provide more support for couriers. Through the joint construction of courier rest stations and courier-friendly communities, the distribution of meal subsidies, and the provision of daily life care; through health check-ups, psychological counseling, and other initiatives, we care for couriers' physical and mental well-being; and through the establishment of a serious illness care fund, we add an extra layer of security for couriers' families.

Daily Life Benefits

Courier Rest Stations

We have collaborated with government departments, communities, state-owned enterprises, and others in society to establish courier rest stations since the 717 Couriers Festival in 2021, enabling couriers to find the nearest place to rest, cool off, or warm up when needed.

By the end of 2024, there were over 50,000 "courier rest stations" covering 189 cities nationwide.

Courier-Friendly Merchants

We continue to develop courier-friendly merchants, collaborating with well-known catering and chain health service brands to provide services such as in-store rest, drinking water, and discounted meal packages for couriers. In 2024, we launched exclusive discounted meals for couriers in collaboration with merchants nationwide, helping them enjoy dining discounts below market prices.

By the end of 2024, we had jointly developed 220,000 "courier-friendly merchants" with brands such as He-fu-Noodles, Country Style Cooking, and New York Burger.

Seasonal Care

We conduct extensive courier care activities in summer and winter, providing couriers with more comprehensive care and security measures through customized heat-stroke/cold prevention supplies, heatstroke/cold prevention activities, and emergency responses to adverse weather conditions.

In the summer and winter of 2024, Meituan Delivery distributed over 800,000 care supplies nationwide.

Meituan Cooperates with Merchants to Launch "Courier Warm Meals," Bringing More Warmth to Couriers

On December 19, 2024, to address the issues of expensive and difficult dining for food delivery couriers, Meituan announced a joint investment of RMB 50 million in subsidies to launch "Courier Warm Meals." Couriers can claim exclusive discounts through the Meituan Courier App, with warm meals priced at an average of RMB 10, some as low as RMB 6. "I usually don't eat on time and sometimes just make do with a quick meal. The merchants are really kind to us, and I can eat my fill for just over RMB 10. I can save several hundred yuan a month this way." After delivering meals to customers, couriers can enjoy a warm meal at a "courier-friendly merchant," take a rest, and then continue on their way, feeling warm inside.



Safeguarding Physical and Mental Well-Being

We care for the physical and mental well-being of couriers through various means, including regular health check-ups, medication subsidies, psychological counseling, and the "Tongzhou 1 m2 Protection", etc..

Courier Health Check-up Vehicle

We offer professional, complimentary, fast, and convenient health check-up services for couriers across the industry. The check-up package includes general examinations, 18-item blood routine tests, diabetes screenings, liver and kidney function tests, electrocardiograms, and other routine physical examinations.

Two-Cancer Screenings for Female Couriers

We distribute caring packages for female couriers at stations and provide professional, complimentary two-cancer (cervical and breast cancer) screenings for female couriers across the country. After making an appointment through the courier app, couriers can visit partner medical institutions for examinations. By the end of 2024, the two-cancer screenings were open for appointment to female couriers in over 300 cities nationwide, with a total of 3,105 female couriers completing the screenings.

Courier Health Consultation

In collaboration with Meituan Maiyao, we have opened an exclusive health consultation channel for couriers on the courier app, helping them overcome difficulties such as long waiting times and difficulty in securing medical appointments in their daily lives and work. Additionally, we have introduced "medication red envelopes" to offer discounts to couriers.

Psychological Counseling Hotline

Through psychological hotlines and micro-lectures for couriers, we help them alleviate psychological pressure and complex emotions encountered during daily deliveries and in life, enabling them to maintain a positive and optimistic mindset. By the end of 2024, the hotline had received a total of 34,554 calls, with an average of more than 500 consultation calls from couriers received each month.

Tongzhou 1 m² Protection

We have set up self-service health service areas that integrate functions such as providing common medications, health science popularization, service guidance, service applications, feedback collection, and storage of medical equipment and supplies. Couriers can use the medications and items available to address minor ailments like headaches and colds or apply for the health care services they need according to the guidance provided.

Supporting Courier Families

We hope that couriers and their families enjoy good health. Therefore, we have established the funding for serious diseases to assist families of couriers suffering from serious illnesses. When couriers or their family members unfortunately fall ill and require financial support to overcome difficulties, they can apply for subsidies for the treatment of major diseases.

By the end of 2024, the funding for serious diseases had provided assistance to a total of 6,137 couriers and their family members, with a total aid of RMB 190 million.

Expanding Employment Channels

With the continuous development of the new economy, new business formats, and new models, a series of new employment forms have emerged, and new occupations have become a new trend in employment. Meituan collaborates with partners from various sectors to expand employment opportunities and organize a series of training programs, helping practitioners in new occupations achieve better growth.

Fostering New Jobs

Meituan actively explores innovative employment fields, giving rise to a series of emerging occupations with contemporary characteristics, such as drone pilots, Meituan cloud customer service, and safety test officers for autonomous delivery vehicles, injecting new vitality into the employment market.

Low-Altitude Economy Spawns New Employment Opportunities, with Drone Pilots Becoming a Popular Profession

At Shenzhen Talent Park, citizens can quickly receive “air-dropped” delivery orders such as milk tea and hamburgers at the park with just a few clicks on their mobile phones. This convenient and novel consumption experience is attributed to the “escort” of drone pilots. Before becoming a drone pilot, Luo Xikun was a traditional food delivery courier. Transitioning from a courier to a pilot, he is keenly aware of the convenience that technological development has brought to people’s lives. It not only saves a significant amount of communication time but also greatly enhances delivery efficiency. On average, traditional delivery takes about 30 minutes per order, while drone delivery takes around 20 minutes, and even as fast as 10 minutes for some orders. Moreover, the delivery arrival time can be accurate to the second. Behind this convenience lies the hard work of the pilots in providing “escort” service. Meituan also provides systematic training for these transferred couriers, from theory to practical operation, and funds their applications for relevant qualification certification exams.



Meituan Cloud Customer Service Helps a Post-90s Mother Achieve Self-Worth

Employment opportunities have become increasingly scarce due to market fluctuations and changes in the economy, prompting more people to explore diverse career development paths. Meituan has opened up part-time job opportunities for many groups, and cloud customer service is one of them. Xiao Dan, a post-90s mother from Shijiazhuang, Hebei Province, used to be a full-time homemaker taking care of her child. After her child entered kindergarten, she began looking for flexible work. By chance, she joined Meituan cloud customer service team. “I feel excited every time I sit in front of the computer waiting for customers to call in. I just love sitting there and solving problems for customers. The sense of accomplishment I get from solving problems through my efforts is truly different. I’m really grateful to the Meituan cloud customer service platform.” Nowadays, Xiao Dan can earn an average monthly income of RMB 4,000-5,000, enabling her to better achieve financial independence.



Supporting the Growth of New Professionals

Meituan offers broader career development prospects for practitioners in new occupations through a development path that emphasizes job diversification and skill specialization. We organize specialized skill training programs and have established multiple training centers covering catering, food delivery, hotels, beauty services, homestays, and other fields. Additionally, we develop courses on practical operations, operations management, general management, and industry trends to meet the learning and certification needs of new-occupation practitioners, thus contributing to the cultivation of digital talents.



* In 2024

11.926 million trainees 49,195 practitioners

There were 2,321 Meituan training instructors. A total of 49,195 practitioners obtained the “Food Delivery Operations Specialist” certificate. We developed 14,020 courses on practical operations, operations management, general management, and industry trends, attended by 11.926 million trainees in total.

Meituan Builds a Growth System to Aid Artisans’ Development

During the summer of 2024, Ajin, a post-00s hairstylist who gave Olympic champion Pan Zhanle a haircut, gained immense popularity. Even consumers from other places traveled all the way to get a “lucky haircut” like the champion’s. In the hairdressing industry, there are many artisans like Ajin. For these practitioners, honing their craftsmanship is a lifelong pursuit. Meituan continuously improves the artisan growth system to accompany artisans in their growth and support their advancement from ordinary artisans to star artisans. It has launched exclusive profiles for artisans to accumulate their digital assets such as their works, orders, and evaluation notes, so that consumers can easily understand the artisans’ specialties and styles through the Meituan and Dianping apps. Moreover, Meituan has introduced an annual “Top 100 Artisans” list to help artisans progress towards becoming star artisans and enhance their industry influence, thus enabling more artisans to grow and advance through the platform and leverage their craftsmanship to create a better life.



On August 14, 2024, Meituan Liren released a brand-new artisan ecosystem and presented awards to hairstylists who made it onto the “Top 100 Artisans” list.



Daishubaobei Courier Kids Support Project

Love is Nurtured here



Daishubaobei Courier Kids Health Care program

We offer assistance to the minor children of food delivery couriers across the industry who are suffering from major diseases or accidental injuries through charity funds for serious disease relief and caring activities, helping courier families overcome difficulties.

* By the end of 2024

959 children

The Daishubaobei Courier Kids Health Care program had provided assistance to 959 couriers' children from 12 instant delivery platforms, including Meituan, Ele.me, FlashEX, Dada, KFC, and Freshippo.

RMB 30.117 million

More than 40,000 Meituan employees voluntarily joined the monthly charity donation program, contributing a total of RMB 30.117 million in serious disease relief funds for the program.



The Daishubaobei Courier Kids Health Care Program Brings New Hope to a Hospital Ward in Yanjiao

In October 2022, Ahan, a boy from Haifeng, Guangdong Province, was diagnosed with acute B-lymphoblastic leukemia at Shenzhen Children's Hospital. His health condition fluctuated after chemotherapy.

In May 2024, he traveled north with his family for medical treatment, and doctors recommended a hematopoietic stem cell transplant to prolong his life. Facing the heavy burden of high medical expenses, Ahan's father became a courier following the advice of fellow patients. He delivered orders in the daytime to make a living, took care of his child in the hospital ward at night, and applied for assistance from the Daishubaobei Courier Kids Health Care program. Now, Ahan, whose condition has stabilized, visits the Daishubaobei Child-friendly Space · Langfang Sanhe Yanjiao Station every week, where he beams with smiles during painting and handicraft classes. These vibrant moments filled with colors light up his long journey of fighting the disease.



Ahan is making handicrafts at the Daishubaobei Child-friendly Space · New Sunshine Academy



On July 17, 2019

The Daishubaobei Courier Kids Support Project was officially launched. The health care project took the lead in providing major disease assistance for children of food delivery couriers across the industry.



On May 28, 2020

Meituan employees who joined the monthly charity donation program began making voluntary monthly donations to jointly contribute to the charity fund for major disease assistance.



As of December 31, 2020

More than 10,000 employees had signed up for the monthly charity donation program.



Daishubaobei Child-friendly Space Love is Nurtured here

We focus on providing community-based education services for families of the newly employed workforce. In partnership with charity organizations, we jointly establish child-friendly spaces to offer high-quality companionship, support children's all-round development, and help them better integrate into the city.

* By the end of 2024

143,000+

We had set up 21 Daishubaobei Child-friendly Spaces in 14 cities including Beijing, Shanghai, Guangdong, Hebei, Shandong, Zhejiang, and Anhui Provinces. These facilities have collectively delivered community-based education support to more than 143,000 individuals.



Daishubaobei Child-friendly Space-Hongta Fenghuang Station, Yuxi, Yunnan Province



Meituan Daishubaobei Courier Kids Choir Takes the Big Stage

The Daishubaobei Child-friendly Space · Sijiqing Station, Haidian District, Beijing was jointly developed by the Beijing Meituan Charity Foundation and the Beijing Social Work Development Center for Facilitators. Wen Yachao, a food delivery courier, used to be deeply troubled by the lack of someone to look after his children, Wen Yutong and Wen Yibo, after school. Two years ago, the signboard of the Daishubaobei Child-friendly Space near the school caught his attention. His children made close friends there and became more outgoing and confident. Not only did they finish their homework on time every day, but they also learned skills like chess and dancing. In June 2024, Wen Yutong was selected as a member of the Daishubaobei Courier Kids Choir, which invited professional music teachers to train the children.

In January 2025, on the stage of the New Year's Gathering between the Children's Choir of the Art Troupe of the All-China Federation of Trade Unions and workers in new-employment forms, the children of the choir moved the audience to tears with their pure, childlike voices as they performed two songs. The New Year's Gathering was also broadcast on multiple platforms such as Xinhuanet and Yangshipin, reaching over 10 million people both online and offline with their singing.

In June 2022

The Daishubaobei Child-friendly Space was completed in Haidian District, Beijing, and Langfang, Hebei Province. The Daishubaobei Courier Kids Support Project expanded its charity services to include educational support.

In June 2024

The first Meituan Daishubaobei Courier Kids Choir was established at the Sijiqing Station, Haidian District, Beijing, marking the beginning of the Daishubaobei Child-friendly Space providing better educational resources for children through specialized support.

As of August 1, 2024

More than 40,000 employees had signed up for the monthly charity donation program.



Creating a Better Industry

In 2024, the platform economy was included for the first time in the category of new quality productive forces, playing a pivotal role in empowering the real economy and driving high-quality economic development. As a digital economy enterprise, Meituan is committed to nurturing new business formats through technological innovation. Centered around its strategic positioning of "Retail + Technology," the company strives to build a local life ecosystem that benefits multiple stakeholders through technology-driven endeavors, ecological co-construction, and business innovation, thereby fostering a thriving market environment.



Technology Empowering Life

Meituan continues to increase its R&D investment, seamlessly integrating technology into daily life. It constantly improves products and services, advances the development of intelligent warehousing, unmanned delivery, and logistics infrastructure, optimizes delivery and logistics networks, and continuously explores AI applications to make technological achievements benefit a broader population.

Technology Driving Industrial Upgrades

Meituan actively promotes the application of technological innovations across various business scenarios, deeply integrating them into daily life to better meet the public's diverse needs for a better living.

*In 2024

RMB 21.1 billion

Meituan's R&D investment reached RMB 21.1 billion.



We strive to connect low-altitude, ground, and building spaces, linking staff, automated equipment, and urban infrastructure to achieve full-chain decision-making and coordination, creating a safe and efficient instant logistics network.



Based on scenario characteristics and robotics technology, we are piloting robotics applications in retail scenarios, such as 24-hour pharmacies and building deliveries.

Drones

Meituan Drones has initially completed the R&D of autonomous drones, fully automated meal collection and delivery airports, and drone operation software systems, achieving the four major goals of safety, efficiency, cost-effectiveness, and autonomous control. Together, they contribute to building a multi-scenario, all-weather, high-density urban low-altitude logistics network.

* By the end of 2024

53 routes 450,000 orders+

Meituan Drones has launched 53 routes in cities such as Shenzhen, Beijing, Shanghai, Guangzhou, Nanjing, and Dubai, delivering more than 450,000 orders in total.



Flying over the Great Wall - Meituan's drone delivery service makes its debut at Badaling Great Wall in Beijing

In August 2024, Meituan Drones launched Beijing's first drone delivery route at the Badaling Great Wall, a national 5A-level tourist attraction. This initiative further enhances the tourist experience, strengthens the emergency response capabilities, and elevates the daily digitalization of operation and maintenance at the scenic area. The route enables tourists near the landing point to purchase and receive sun protection umbrellas, cooling patches, and other urgently needed heatstroke prevention supplies. An emergency first-aid kit from Meituan has been added at the takeoff point, providing disinfectants, light saline solutions, anti-nausea medications, and other emergency supplies for tourists in need. Additionally, after the daily operation hours, the drones transition from "porters" to "sanitation workers," assisting the operation and maintenance staff in transporting nearby waste to designated recycling locations, alleviating the daily transportation pressure on staff in the sweltering weather.



Launch of the Meituan drone route at Badaling Great Wall, Beijing

Autonomous Delivery Vehicles

Based on the needs of delivery business scenarios, Meituan has introduced an automated solution for the last-mile logistics of instant delivery. The new-generation self-developed autonomous delivery vehicles, iterating on the first generation, are smarter, more stable, and safer, with a larger payload capacity and longer endurance, further enriching ground logistics capacity. Thanks to the collaboration between autonomous delivery vehicles and couriers, residents in hundreds of communities, such as Shunyi in Beijing, Pingshan in Shenzhen, and Longhua in Shenzhen, can enjoy instant delivery services for fresh groceries and daily necessities.

* By the end of 2024

5 million orders

Meituan's autonomous delivery vehicles had completed nearly 5 million deliveries, with a total autonomous driving mileage of 13 million kilometers, accounting for 99% of the total mileage. The number of test and operation routes had reached 340.



Meituan's autonomous delivery vehicles make their debut in the core urban areas of a first-tier city

In May 2024, Meituan's autonomous delivery vehicles officially commenced trial operations in Longhua District, Shenzhen. Residents along the route can place orders on Xiaoxiang Supermarket and enjoy the autonomous delivery service. During the trial operation, Meituan's autonomous delivery vehicles collaborated with couriers to provide door-to-door delivery services for fresh groceries and daily necessities, reducing the pressure on couriers from long-distance travel. The autonomous delivery vehicles also continuously adjusted routes, service hours, and delivery timelines based on residents' feedback and strengthened coordination with couriers to improve service performance.



Meituan's autonomous delivery vehicles officially commence public road testing in Longhua District, Shenzhen

● Accelerating Collaborations with Universities and Research Institutions

Meituan actively collaborates with universities, research institutions, and think tanks to deepen exchanges and promote the transformation of research outcomes and talent cultivation in universities and research institutions. Leveraging its diverse business scenarios, data resources, and real-world industrial challenges, Meituan has engaged in approximately 260 scientific research cooperation projects with over 200 scholars from nearly 60 renowned universities and research institutions both at home and abroad. Numerous technological achievements have been implemented across Meituan's various business scenarios, effectively facilitating the development of collaborations with universities and research institutions.

Meituan Academy of Robotics Shenzhen (MARS)

The Meituan Academy of Robotics Shenzhen (MARS) aims to establish itself as a benchmark for new-type R&D institutions in Shenzhen, drawing on Meituan's diverse life service scenarios and data accumulation, and combining the scientific research advantages of Shenzhen and the Guangdong-Hong Kong-Macao Greater Bay Area. It focuses on R&D in key common technologies for robots, striving to develop an open innovation platform that integrates "industry, academia, research, and application" in robotics technology within the Greater Bay Area.

Since its establishment, the academy has actively collaborated with universities to explore scientific research topics in the robotics and drone industries, receiving over 100 proposals from more than 40 universities and research institutes, including Tsinghua University, Shanghai Jiao Tong University, Harbin Institute of Technology, the Institute of Automation Chinese Academy of Sciences, and the Hong Kong University of Science and Technology. As of the end of 2024, the academy had established 43 cooperative projects with research teams from 23 universities and research institutions.

Tsinghua University - Meituan Joint Institute for Digital Life

The Tsinghua University - Meituan Joint Institute for Digital Life has initiated multiple collaborative projects with various departments at Tsinghua University, including the Department of Automation, the Department of Electronic Engineering, the Department of Computer Science and Technology, the Department of Industrial Engineering, the School of Economics and Management, the School of Software, and the Tsinghua Shenzhen International Graduate School.

Meituan and Tsinghua University have jointly tackled challenges in complex scenario planning and control algorithms for autonomous driving. The collaborative outcomes have been applied to Meituan's autonomous driving system, supporting the deployment of autonomous delivery vehicles in multiple locations across Beijing and Shenzhen which take the lead in achieving normalized autonomous delivery operations nationwide. In December 2024, the project "Intelligent Perception and Navigation Control Technologies for Heterogeneous Autonomous Unmanned Systems in Complex Multi-Domain Environments," jointly submitted by Meituan, Tsinghua University, and Huazhong University of Science and Technology, was awarded the first prize for technological invention by the Chinese Association of Automation.



Approved by the Ministry of Science and Technology as the

"National New-Generation AI Open Innovation Platform for Smart Living."

Approved by the National Development and Reform Commission as a

"National Enterprise Technology Center."



Under the guidance of the Science, Technology and Innovation Bureau of Shenzhen Municipality, the Meituan Academy of Robotics Shenzhen (MARS) and the Tsinghua Shenzhen International Graduate School jointly hosted the second Low-Altitude Economy Intelligent Flight Management Challenge. Centered around air-ground coordination in urban low-altitude environments, the competition featured two main tracks: a performance competition and a creativity competition. The event attracted 109 teams from 74 universities worldwide, with 20 teams ultimately standing out.



Group photo at the conclusion of the 2024 Tsinghua University - Meituan University-Enterprise Joint Course on Applications and Practices of Big Data Technology

Unleashing Market Potential

Meituan is committed to building a positive and healthy business ecosystem platform, fully leveraging its strengths in data, technology, and resource integration to help merchants enhance operational efficiency and drive market prosperity.

● Stimulating New Vitality in the Consumer Market

Meituan strives to fully stimulate new vitality in the consumer market by implementing initiatives to support merchants and benefit the public, empowering new forms of cultural and tourism businesses, boosting the new economy in counties, and creating unique consumption scenarios.

Implementing Measures to Support Merchants and Benefit the Public

Meituan fully capitalizes on the scale advantages of merchants and customers on its platform, collaborating with the government to launch the "Consumer Voucher Program to Support Merchants and Benefit the Public." By distributing consumer vouchers, it motivates customers to make offline purchases, increases the transaction volume of physical merchants, and contributes to urban economic development. We actively expand our service boundaries, participate in consumer goods trade-in programs, and extend their coverage to more provinces. Leveraging our online-offline integration capabilities, we assist physical merchants in boosting sales.

*2020-2024

200+

Meituan undertook government consumer voucher projects covering 26 provincial-level administrative regions and over 200 cities, with hundreds of millions of users enjoying consumption subsidies.

Creating New Consumption Scenarios

As the cultural and tourism industry shifts from traditional models to diversified, intelligent, and culturally integrated approaches, Meituan actively explores development trends and innovative practices in the cultural and tourism sector. It breaks free from the limitations of traditional sightseeing and innovatively integrates various elements such as tourism, leisure, and culture to create unique consumption scenarios, bringing a youthful, trendy, and enjoyable lifestyle to more people.



"Intangible Cultural Heritage +" Cultural Tourism Becomes a New Theme for Holidays

With the rising popularity of "intangible cultural heritage +" cultural tourism, scenic spots and cultural museums across the country have created "immersive" folk and national trend experiences during the Dragon Boat Festival holidays. In Shanghai, Shanghai Haichang Ocean Park, in collaboration with Meituan, organized special events such as an intangible cultural heritage folk custom market, theatrical performances, and night tours of Kangaroo Paradise featuring "flower lanterns." On the site, intangible cultural heritage masters were invited to teach interactive activities like bamboo-weaving sachet-making, igniting enthusiasm for "intangible cultural heritage +" cultural tourism. Additionally, in Jingmai Mountain, Pu'er, Yunnan Province during the National Day holiday, an increasing number of local tea farmers transformed their homes into homestays and listed them on online platforms like Meituan, integrating the development of tea culture and tourism. By offering special services such as taking guests to experience tea picking and processing in the gardens, they further enriched tourists' travel experiences.



Cultural Experience in the Ancient Tea Forests of Jingmai Mountain, Yunnan Province

Boosting the New Economy in Counties

Meituan actively promotes the expansion of new business models such as community e-commerce, food delivery, and instant retail into towns and villages. It assisted county-based physical merchants in digital transformation, diversified service offerings, expanded consumption scenarios, and enhanced the consumption experience in towns and villages. This enables consumers in remote areas to enjoy a wide variety of affordable goods and convenient, exceptional online shopping experiences.



Small Towns Soothe the Soul

In the fast-paced modern life, people increasingly yearn to escape the hustle and bustle of cities and find tranquility and relaxation in “hidden gem counties.” Meituan released the 2024 Young People’s County Living Report, which showed a 558% year-on-year increase in search volume for keywords related to “county tourism.” The proportion of county and village retail sales of consumer goods in the total retail sales of consumer goods increased by 0.4 percentage points compared to the same period last year. In 2024, following the release of the game “Black Myth: Wukong,” the integration of game IPs with local cultural tourism emerged as a new trend, allowing players to experience the blend of gaming and reality. The “pilgrimage to gaming sacred sites” travel approach has effectively enhanced the popularity and appeal of local cultural and tourism attractions such as Xiaoxitian, Yuhuang Temple, and Tiefs Temple and promoted economic development. Meituan data shows that on the day “Black Myth: Wukong” was released, the popularity of tourism in Shanxi’s scenic spots increased by 156% month-on-month, and pre-orders for Shanxi’s cultural tourism in August grew by 105% year-on-year.

Bringing Beautiful Flowers to More Ordinary Households

In Xigaze, Xizang, local residents have a strong demand for festive flowers and home decoration flowers. The “Love Flowers” chain brand, based on the concept of bringing flowers into ordinary households, conducted in-depth research on local consumption habits, optimized its product mix, and launched affordable festive bouquets and delicate gift bouquets with rich meanings. In 2024, the “Love Flowers” chain brand opened its online store on Meituan. Leveraging the advantages of the online platform and combining offline activities to attract traffic, it imbues flowers with emotional value. This not only allows more people to easily enjoy the beauty of flowers but also promotes the development of the local flower market.

Rankings Leading a New Wave of Consumption

Meituan continues to enhance the professionalism of its consumption rankings, creating multiple distinctive lists such as “Black Pearl,” “Must Series,” and “Polaris,” offering customers premium consumption options across various sectors including catering, accommodation, medical aesthetics, and cultural tourism.

“Black Pearl” Driving Quality Upgrades in Fine Dining

The “Black Pearl Restaurant Guide” has been released for eight consecutive years, dedicated to providing consumers with a guide to savoring the best of Chinese cuisine.

370 restaurants

On January 6, 2025, the “2025 Black Pearl Restaurant Guide” was released for the eighth consecutive year, featuring 370 restaurants across 34 cities globally.



“Must-Eat List” Mapping the City’s Culinary Landscape

Following the public’s quest for culinary delights, the “Must-Eat List” continues to discover more authentic local eateries and traditional restaurants, making the list not only a “big stage for small businesses” and a “barometer for the catering industry” but also a “city cuisine hallmark” showcasing local culinary specialties and cultural heritage.

* In 2024

2,797 restaurants

The “Must-Eat List” featured 2,797 restaurants across 119 cities and regions, with 58 new cities added to the list. Listed merchants saw a nearly 50% year-on-year increase in online traffic.

“Must-Order List” Unveiling Hidden Culinary Delights

Adhering to its mission of “discovering great local flavors,” the “Must-Order List” selects takeout dining brands favored by locals for consumers. Listed restaurants range from offline favorites with long queues in various cities to top-tier Black Pearl restaurants, covering local specialties, international cuisine, coffee and desserts, to grilled skewers and craft beers, helping consumers discover hidden culinary delights and meet diverse demands for high-quality takeout in various scenarios.

* In2024

30 cities

The “Must-Order List” expanded to 30 cities, with listed merchants experiencing an average 30% increase in online exposure, a 16% rise in transactional customers, and a 22% growth in new transactional customers.

“Must-Play List” Igniting New Momentum in Tourism Consumption

The “Must-Play List” aims to become a “new cultural tourism hallmark” for more regions, introducing sub-categories such as “Family Fun,” “Citywalk,” and “Nightlife” to cater to diverse travel needs. It closely follows emerging trends, adding more second-, third-, and fourth-tier “hidden gem cities” to the list and launching a “Nearby Travel” section, significantly diversifying options on the list and providing customers with a more comprehensive travel guide. This fosters an improved ecosystem in tourism consumption, attracting more customers and merchants for win-win outcomes.

* In2024

1,306 attractions

The “Must-Play List” covered 84 cities and regions in China, featuring a record high of 1,306 listed attractions.

“Must-Stay List” Exploring Optimal Holiday Accommodation

The “Must-Stay List” aims to provide customers with a genuine, comprehensive, and reliable “city accommodation guide,” selecting hotels based on five dimensions: meeting vacation needs, themed scenario suitability, long-term stable quality, public preference, and authentic reviews. It assists customers in discovering the “best hotel solutions” during their travels, promoting standardized development in the hotel industry and building an enhanced local life and tourism service ecosystem.

* In2024

1,148 hotels

The “Must-Stay List” covered 52 cities, featuring a total of 1,148 listed hotels.

“Polaris” Creating a Professional Medical Aesthetics Guide

The “Meituan Polaris Medical Aesthetic List” adopts a dual-track evaluation system combining medical expertise and user experience reputation. It assesses medical aesthetics institutions based on five modules: medical qualifications, doctor configuration, service experience, ambiance, and user reputation. In addition to objective scores, it incorporates results from over 1,000 secret visits by medical aesthetics consumers, categorizing listed institutions into three types: exceptional three-star institutions, professional two-star institutions, and reliable one-star institutions. This aids medical aesthetics institutions in digital transformation and upgrading, fostering a new ecosystem in the industry with participants and providing customers with a better beauty enhancement experience.

* In2024

114 institutions

The “Polaris Medical Aesthetics List” covered 29 cities nationwide, featuring a total of 114 professional medical aesthetics institutions.

“Popular Cultural and Museum List” Boosting Cultural Knowledge Dissemination

The “Popular Culture and Museum List” encompasses various sub-lists such as “Popular Among the Public,” “Great for Tourists,” “Perfect for Families,” and “Museum Aesthetics,” providing consumers with references for decision-making and helping them discover unique experiences. It enhances the efficiency of cultural dissemination in museums and promotes museums as “city cultural hallmarks,” thereby meeting diverse demands for leisure travel, driving the professional, standardized, and lifestyle-oriented development of the museum industry, and accelerating cultural dissemination.

* In2024

54 museums

The “Popular Cultural and Museum List” covered 20 cities in China, featuring a total of 54 listed museums and providing customers with references for museum visits.



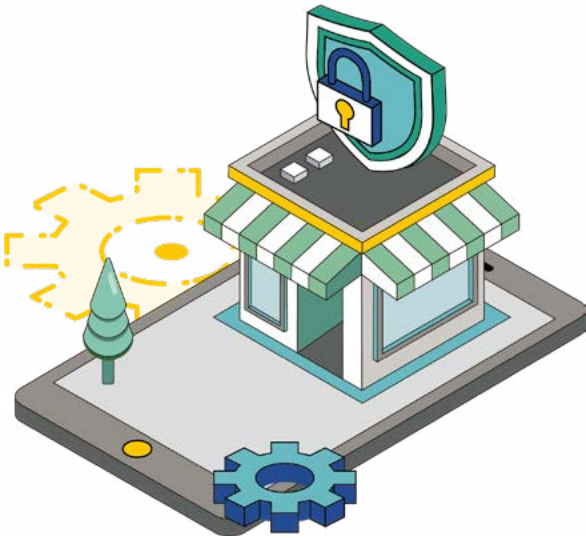
Maintaining a Fair Market Environment

Meituan actively fosters a fair and healthy market environment, encouraging extensive participation from various market groups. Meanwhile, it fully leverages the positive role of technology to optimize platform rules and services, thereby facilitating fair transactions and positive interactions between merchants and consumers and promoting the sound development of the industry ecosystem.

Ensuring a Fair Online Environment

Meituan adopts a “zero-tolerance” stance towards illegal and criminal activities such as those associated with the black and gray industries. It continuously improves its governance and prevention system for these illegal online activities, focusing on tackling the root causes of black-market operations that disrupt platform order, infringe on user rights, and threaten data security, thereby creating a safer and healthier online environment.

In 2024, we launched a special anti-fraud campaign. By employing pre-identification and interception alerts, we developed an early warning model for telecom fraud using large model capabilities, targeting risk scenarios where merchants were susceptible to telecom fraud perpetrated by black-market operations. This enabled timely detection and real-time interception. We also provided pop-up risk alerts to affected merchants to raise their vigilance and conducted multi-channel publicity to enhance their awareness of fraud prevention, effectively assisting them in guarding against the risk of telecom fraud.



* In2024

Meituan collaborated with public security organs across the country to solve over 357 cases related to black and gray industries and assisted in the arrest of more than 1,000 criminal suspects.

Meituan Waimai Establishes a Mechanism for Publicizing Non-compliant Merchants to Build a Food Safety Defense Line

Meituan Waimai actively cooperates with law enforcement authorities to curb various illegal activities, such as mismatched licenses. It has implemented five measures to build a food safety defense line: establishing a mechanism for publicizing non-compliant merchants, building up the verification capabilities for merchant onboarding, investing in new technologies and models to enhance risk identification, intensifying offline inspections and monitoring, and collaborating with multiple parties to establish a transparent supervision system. At the beginning of 2025, Meituan launched a “Bright Kitchen and Stove” section, which uses digital cameras to provide transparent views of kitchens and offers participating merchants support such as hardware equipment, subsidies, and preferential platform traffic.

Developing Fair Platform Rules

Meituan continuously operates the “Meituan Rules Center,” which features a concentrated display of platform rules, customer agreements, privacy policies, consumer rights protection, and legal knowledge columns, facilitating quick access and downloading by customers and merchants. A public “Opinion Solicitation” column has been established in the Rules Center, where customers and merchants can submit suggestions on rules and agreements under solicitation. Additionally, the “Violation Publicity” section promptly publicizes merchant violations and corresponding penalties, ensuring greater equality and transparency in rule application.

Establishing a Public Review System

Meituan continuously improves its public review system. It carries out governance work in areas such as merchant violation handling, consumer rights protection, and dispute resolution through various mechanisms including the “Xiaomei Review Panel” and the “Rules Deliberation Hall.” The system is committed to maintaining platform community order, building a positive platform ecosystem, and creating a healthy and orderly online consumption environment along with a harmonious and trusting community atmosphere.

Public Reviewers Make “Online Dialogues” Fairer

On the Meituan Waimai platform, disputes often arise between customers and merchants due to food flavors not meeting expectations. When it is difficult for the platform to determine responsibility, the reviewer mechanism of the “Xiaomei Review Panel” plays a positive role. Enthusiastic members of the public, customers, and merchants can all sign up to join the panel, voting and making judgments on disputes based on the materials provided by both parties. During the summer of 2024, with the increased demand for beverage deliveries, the number of such disputes within the review panel also rose. In response, Meituan’s Rules Deliberation Hall initiated a discussion on the topic “Is it reasonable to leave a negative review when the merchant provides beverage flavor options, but the customer still doesn’t like the taste,” further inviting all Meituan users to participate in the discussion. This innovative interactive approach not only resolved disputes but also promoted understanding and communication between users and merchants, contributing to the improvement of the platform’s dispute resolution mechanism.

加入小美评审团

发现真善，发扬正义

通过考试即可得 新人大礼包

如何成为小美评审员

近90天在美团有消费记录

美团App下单时更新资格，其余方式下单次日20:00更新

通过认证考试

考试内容：《小美评审团审核规则》，共计5题，答对4题即可通过；通过后，你将成为小美评审员，可参与公开任务池的评审任务，也会定期收到任务邀请。

* By the end of 2024

10 million

A total of 10 million users had been certified as Xiaomei reviewers, who collectively reviewed 4.09 million tasks.

* In 2024

66,000

Three sessions of the Rules Deliberation Hall were held, with a total of 66,000 people participating in rule voting.

Supporting Merchant Development

Meituan adheres to the principles of inclusivity, sharing, and balanced interests. It provides exceptional and convenient services to merchants on its platform, empowering them to operate at a high standard. It injects digital elements into physical stores, enabling merchants to upgrade their service performance and operational efficiency. Additionally, it revitalizes China’s time-honored brands by encouraging them to innovate while preserving their traditions.

Facilitating High-Quality Operations for Merchants

Meituan is committed to offering a more comprehensive service system to its vast merchant partners.It continuously explores and seeks new market opportunities to help merchants expand their businesses and boost competitiveness.

Takeout and Catering Merchant Support Fund

Meituan continuously invests in product iteration, service enhancement, and supply chain transformation, leveraging digital means to foster the growth of small and medium-sized merchants through innovation and drive upgrades in industry models. In 2024, Meituan launched an upgraded “Prosperity Plan” and initiated the “Catering Merchants Assistance Initiative,” providing financial support to premium catering merchants dedicated to product innovation. Meanwhile, it launched the “Catering Industry Digital Enhancement Initiative,” aiming to serve as a comprehensive business assistant for catering merchants by improving their digital operational capabilities, strengthening digital infrastructure, enhancing digital contract fulfillment capabilities, and expanding the cultivation of digital operation talents, thereby serving as the comprehensive business helper of catering merchants’ and driving the prosperity of the catering industry ecosystem.

RMB 1 billion

In November 2024, Meituan announced an investment of RMB 1 billion in support funds, including RMB 500 million to enhance the quality and efficiency of small and medium-sized merchants, RMB 300 million to support the upgrading of catering products and models, and RMB 200 million to accelerate the digitalization of “China’s time-honored brands.”

Meituan’s support fund helps a Hunan girl realize her entrepreneurial dream

Wu Yangmei, a girl from Changde, Hunan, dropped out of high school and worked in various industries for 14 years. However, she aspired to rewrite her predetermined life defined by “getting married and having children” through entrepreneurship. In 2020, despite strong family opposition, she invested all her savings to open a milk tea shop, but the business was sluggish, leading her to believe she was a born loser. Later, she managed to run the shop while working as a delivery courier, eventually overcoming the toughest times and starting to support local tea farmers. In early 2025, she received a takeout support fund of RMB 10,000 from Meituan, feeling deeply recognized for her perseverance. “Entrepreneurship is tough, and I appreciate Meituan’s support for us entrepreneurs,” she said. The support fund boosted Wu Yangmei’s confidence in her entrepreneurial choice. With platform promotion and online training, she improved her recipes, upgraded equipment, and increased sales. Nowadays, her milk tea store can receive nearly 1,000 orders a day at its peak, gaining family recognition while realizing her entrepreneurial dream and driving the development of the tea industry in the mountains.

Meituan Membership System

Meituan continuously refines its membership system to help merchants streamline marketing processes and focus on traffic re-sources. In 2025, Meituan fully upgraded its membership system, integrating multi-end businesses into a single membership frame-work. Using “Super Vouchers” (formerly “Super Membership”) as universal benefits, it connects all Meituan services, covering members’ rights and interests across all life scenarios, including dining, accommodation, travel, tourism, entertainment, shopping, and healthcare. Through a “user value segmentation” strategy, Meituan offers differentiated benefits to members at different levels, reducing ineffective marketing costs and guiding the industry’s focus shift from “price” to “value.” This helps merchants reshape their relationships with us-ers and drives the high-quality development of the catering industry.

“Brand Satellite Stores”

Meituan’s “Satellite Stores” are dedicated takeout outlets established by chain brands to provide high-quality takeout services. Re-lying on online traffic within a 3-kilometer radius around the store, they help catering brands expand to a broader market while offering consumers more cost-effective meals.

Takeout “Satellite Stores” Sustain Business and Drive Growth in a More Flexible Manner

Nonggenji Hunan Native Cuisine insists on not using pre-prepared dishes or central kitchen deliveries, with each store making dishes fresh on-site. This requires higher efficiency in staff coordination and overall operations. Its “Satellite Stores” have only five or six staff members. Despite operating in a 40-square-meter space where the entire food production line, from ingredient washing, chopping, cooking to packaging, is compressed within a small space, the staff work efficiently and in an orderly manner, each fulfilling their respective roles. Nonggengji’s “Satellite Stores” in Beijing generally have monthly sales ranging from 2,000 to 4,000 orders, sometimes reaching up to 9,000 orders, achieving both reduced rental costs and improved labor efficiency.

Conducting Merchant Training

Meituan has initiated city summits and regional operational summits for all-scenario marketing in catering across multiple re-gions nationwide. By inviting authoritative industry experts and seasoned platform operational mentors to share experiences and pro-vide training to merchants. Meituan has built a knowledge bridge connecting merchants with cutting-edge industry trends. Meanwhile, it facilitates experience sharing and resource exchange among merchants, empowering them in multiple dimensions to break through operational bottlenecks and continuously driving quality and efficiency improvements as well as win-win outcomes in the local life ser-vices ecosystem.

We have established a training system tailored for service retailers. Through the introduction of external course research teams, original content creation, and collaborative business development, we have developed diverse courses specifically for novice mer-chants, operated and optimized online learning and communication platforms to assist merchants in their growth. Additionally, we lev-erage lecturer resources from various industries to conduct regular themed live broadcasts, addressing operational challenges for the merchants.

Supporting Digital Upgrades of Physical Stores

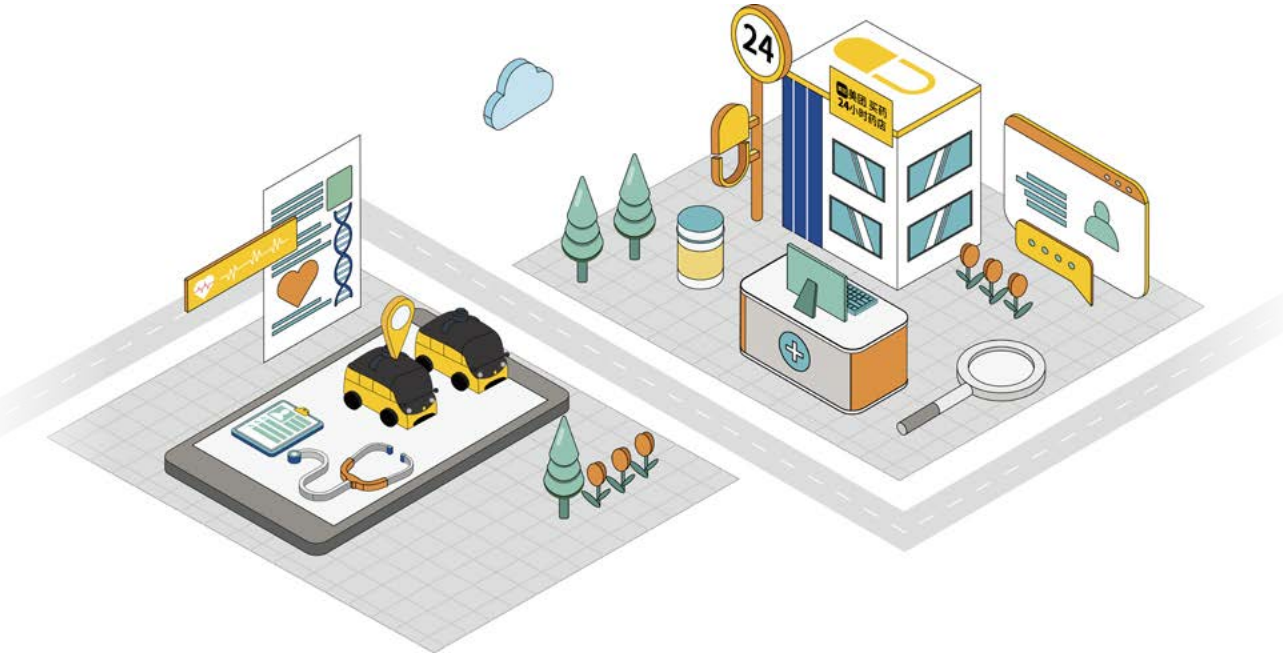
Meituan supports the digital upgrades of physical stores in various ways, helping physical merchants enhance transaction efficiency, reduce transaction costs, expand market reach, and foster innovative development, thereby boosting overall market vitality.

Digital Supply Chain Channels

Meituan offers diversified online procurement channels such as Kuailv, enabling merchants to improve efficiency in raw material procurement, product selection, and stock preparation, thereby driving business growth.

The First Operational Methodology in the Pharmaceutical and Healthcare Instant Retail Sector—HEALTH Operational Growth Model

By consolidating and integrating past practical experiences in the pharmaceutical and healthcare instant retail sector, Meituan Medicine has introduced a full-link digital capability for branded manufacturers and chain merchants, covering entry, operational launches, tool deployment, performance reviews, and financial settlements. It has compiled a mature and replicable operational methodology for instant retail in pharmacies—the HEALTH Operational Growth Model. The methodology supports partners in managing every aspect of their business with a one-stop approach and is open to all industry partners in the ecosystem, including branded manufacturers and chain merchants. Brands and merchants of different operational types and growth stages can find precise solutions tailored to their business conditions. For instance, the methodology can help turn new products into bestsellers through comprehensive data navigation and insightful analysis, precisely reach target audiences relying on Meituan’s panoramic user medication data, and provide professional, comprehensive, and efficient medication selection and usage advice, as well as online health education and management, based on professional Internet medical service capabilities along the user transaction journey.



“Kuailv Jinhua” Helps Catering Merchants Stay Open During the Chinese New Year

Lihuaaju Malatang, a small restaurant with seven or eight tables located in Chaoyang District, Beijing, opened just a month before the Chinese New Year. For this small establishment, while the food preparation process is not complex, the key lies in sourcing ingredients of consistent quality. From frozen foods, soy products, and seasonings to staples like rice, flour, grains, and oils, all supplies are procured through Kuailv Jinhua. The restaurant owner checks prices and new products daily via the app, and delivery drivers arrive as early as 6 a.m. with a complete range of high-quality goods. Most importantly, the ordering process is convenient, and deliveries are reliable. Mr. Wang, the owner of Lihuaaju Malatang, said, “Having worked in the catering industry for over a decade, I know that a stable supply chain is the foundation of running a business. Some peers partner with unreliable suppliers, and when money or goods aren’t guaranteed, it can ruin a small business. Choosing ‘Kuailv Jinhua’ was primarily because of its secure funding and reliable sourcing, which has been a tremendous help for our family-run restaurant venturing into holiday business for the first time.”



Integrating into the “Dual Home Fields”

Catering merchants need to view dine-in and takeout as two independent yet equally important operational fronts. There are fundamental differences in user groups, consumption motivations, needs, willingness and ability to pay, and operational logic between the two markets, necessitating differentiated strategies. Meituan has introduced the “Dual Home Fields” operational methodology to help merchants excel in both online and offline operations. By reshaping business models and adjusting product mixes, workflows, store locations, order fulfillment efficiency, and profit margins, Meituan assists merchants in enhancing operational efficiency. Since its launch, the “Dual Home Fields” methodology has been implemented by 15 brands, all achieving business growth.

Creating a New Growth Paradigm for Chinese Fine Dining in the “Dual Home Fields”

In 2024, Meituan took Yuxiang Lapopo Restaurant (Ping’an Branch) as a demonstration store for the “Dual Home Fields” operational methodology. By optimizing the menu and dishes, quickly creating bestsellers, and updating set menus seasonally to diversify dining scenarios, Meituan enhanced the appeal and variety of the menu. Combined with precise traffic promotion, more resources were allocated to acquiring new customers, thus expanding the brand’s new customer base. Active evaluation follow-ups were conducted for target customers, and standardized management of order fulfillment and packaging processes was reinforced to improve customer interaction experiences. Additionally, Meituan strengthened brand visual marketing to precisely reach consumers with key brand information, enhancing brand recognition and aiding online traffic generation.

● Accelerating the Inheritance and Innovation of China's Time-Honored Brands

Meituan has launched the Special Initiative for the Digital Development of China's Time-Honored Brands, integrating traditional classic food brands with digital approaches to support the sustainable and healthy development of these time-honored establishments.

* By the end of 2024

176 Labeling work has been completed for 176 catering time-honored brands across 31 provinces in China.

Highlighting the Exclusive Identity of China's Time-Honored Brands



Apps such as Dianping and Meituan Waimai have labeled the relevant stores with the "China's Time-Honored Brand" tag. Consumers can search for "China's Time-Honored Brands" on the Dianping App to view certified stores and identify "authentic traditional flavors."

Launching Consumption Promotion Activities and Multi-Channel Communication



In collaboration with industry associations, Meituan releases food maps and rankings, hosts offline markets, invites influencers to visit stores, and leverages multi-channel communication both on and off the platform to help time-honored brands expand diverse consumption scenarios and enhance their brand influence.

Enhancing Digital Operation Capabilities



Meituan innovates its business operation models and offers catering retail consulting services to time-honored brands on how to achieve the fastest 30-minute home delivery service, helping them succeed in the online "instant retail" business. Meanwhile, based on big data and typical cases of time-honored brands, Meituan regularly publishes digital development reports on time-honored brands through seminars, interviews, and other forms, telling stories about their adherence to tradition and innovation. Additionally, Meituan helps time-honored brands improve their digital operations through measures such as one-stop delivery management services, digital marketing management services, as well as online and offline courses, enabling them to seize market opportunities and achieve growth in order sales.

Protecting the Brand Rights of China's Time-Honored Brands



Meituan boasts a comprehensive online brand protection system, offering all-round brand protection services for certified stores of China's Time-Honored Brands and rejecting infringement by "copycat stores."

Promoting the Intangible Cultural Heritage Techniques of China's Time-Honored Brands



By organizing offline intangible cultural heritage street events and promoting the inheritors of intangible cultural heritage techniques of China's time-honored brands through online special sections, Meituan disseminates intangible cultural heritage food culture, encouraging a new generation of consumers to understand the culture and stories behind these techniques and driving consumption.

Exploring International Markets

Meituan continuously strives to "go global" and expand into overseas markets, opening up new development prospects. In May 2023, Meituan launched its overseas food delivery platform, Keeta, in the Hong Kong Special Administrative Region's market. By March 2024, Keeta had secured the top order share in the Hong Kong Special Administrative Region. On September 9, 2024, Keeta officially launched in Saudi Arabia, marking its first international operation outside China. Going forward, Meituan will continue to expand into more overseas markets, enhance consumer experiences, promote merchant development, and create more job opportunities in the regions where it operates.



Keeta Drone's First Global Stop in Dubai

In December 2024, Meituan Drones obtained the first BVLOS (Beyond Visual Line of Sight) drone delivery commercial operation qualification certificate issued by the Dubai Civil Aviation Authority. Meituan Drones officially became a general aviation company in the cargo transportation sector in Dubai and the first drone logistics operation company in China with international operation qualifications. Concurrently, Meituan Drones announced that it would deliver fast food, emergency medications, and other goods to customers on the campus of the Rochester Institute of Technology and in Dubai Digital Park. Looking ahead, Meituan Drones will explore more application opportunities in various scenarios, leveraging technologies to unlock more potential in the overseas low-altitude economy.



The Dubai Civil Aviation Authority presented the BVLOS drone delivery commercial operation qualification certificate to Meituan Drones at the launch ceremony for the commercial operation of Meituan Drones' logistics in Dubai.

● Green Packaging

Meituan continuously explores development paths for the food delivery packaging industry in the “green” and “sustainable” dimensions, placing equal emphasis on “reduction, substitution, and recycling.” It promotes the application of environment-friendly packaging and advanced recycling and regeneration demonstrations throughout the entire lifecycle. In 2024, we released the “Green Packaging Solutions for Food Delivery (Phase II)” and promoted its application, dedicated to addressing the green packaging challenges for food items with different characteristics. Meanwhile, we jointly launched a digital platform for green packaging in food delivery with the China Packaging Federation and the China Environmental Protection Foundation to drive the development of a green supply chain in the food delivery packaging industry.



CupCycle+

From August to September 2024, Green Mountain Initiative, in collaboration with the new tea brand “ChaPanda” and the recycling company “Aihuishou,” launched the “CupCycle+” campaign. This initiative conducted large-scale recycling of milk tea cups using over 20,000 recycling machines in more than 30 cities, including Shanghai, Qingdao, and Wuhan. Consumers were encouraged to actively remove labels and dispose of the used plastic milk tea cups at recycling points, with incentives such as vouchers and eco-friendly gifts. Participants who accumulate 200g of cups are entitled to a 15-yuan coupon. Over 90,000 users participated in the initiative, and recycling machines completed over 20,000 eco-friendly carbon reduction tasks and recycled over five tons of milk tea cups in more than 45,000 instances.



129 items

In April 2024, the 2024 Recommended List of Green Packaging for Food Delivery was officially released, which included 129 eco-friendly products from 79 food delivery packaging companies.

* By the end of 2024

29,000 tons

By the end of 2024, the “Green Mountain Initiative” had implemented large-scale waste sorting and food container recycling projects in 22 cities across 20 provinces, recycling approximately 29,000 tons of plastic food containers, an increase of over 12,000 tons compared to 2023.

4.15 million+ items

The “Green Mountain Initiative” has incubated and deployed 43 models of green packaging products, totaling over 4.15 million items.



Green Mountain Initiative
Better Life, Better Nature



The “Green Mountain Initiative” has been committed to fulfilling the vision of “Better Life, Better Nature,” focusing on four key areas: Green Packaging, Low-Carbon Ecology, Meituan Green Tech, and Meituan Green Mountain Public Welfare. It aims to drive the establishment of a green and low-carbon consumption ecosystem across the entire industry value chain and support the green and low-carbon development of society as a whole.

● Low-Carbon Ecology

Meituan explores the development of convenient participation mechanisms and product features. It promotes sustainable operations among merchants and “no cutlery” source reduction among consumers through continuous publicity and guidance efforts, aiming to build a sustainable ecosystem involving “merchants-platform-consumers.” We have established “Green Mountain Profiles” for merchants, showcasing their environment-friendly practices with honor badges such as “Supporting Low-Carbon Consumption” and “Food Conservation Initiatives.” Additionally, Meituan Waimai collaborates with charity organizations, industry associations, and merchants to advocate for environment-friendly practices such as “no cutlery,” waste sorting, and food waste reduction on important environmental protection occasions.

* By the end of 2024

330,000+ tons

By the end of 2024, over 490 million Meituan Waimai consumers had chosen the “no cutlery” option, resulting in a cumulative carbon reduction of over 330,000 tons.



Green “high-tech wizardry” Debuts at Shenzhen Marathon

On December 1, 2024, the 10th anniversary edition of the Shenzhen Marathon kicked off. Green Mountain Initiative became a charity partner of the event, providing environment-friendly apparel (cloaks and vests for charity runners) made from recycled food container materials for charity runners and “sub-3-hour” runners (those who complete the full marathon within three hours). On the day of the event, a Green Mountain Initiative booth was set up to interactively promote the environmental protection concept of “food containers are recyclable,” advocating for public participation in food container sorting and recycling.



Environment-friendly apparel made from recycled food containers

Meituan Green Tech

In 2021, Meituan established the “Meituan Green Tech Award” to fund young researchers who play a pivotal role in advancing disciplines such as materials science, chemistry, chemical engineering, environmental science, and energy science. The award aims to encourage more researchers to engage in technological R&D in green and sustainable development. The “Meituan Green Tech Award” is granted annually, with no more than 10 recipients each time. Each recipient is awarded RMB 1 million, which is disbursed over three years.

The 4th “Meituan Green Tech Award” focuses on four key topics: green and low-carbon materials, carbon capture and utilization, new energy and energy storage, and coordinated control of carbon reduction and pollution mitigation. The awardees of this edition have actively engaged in technological R&D and the commercialization of research outcomes in related fields, contributing scientific research efforts towards fulfilling the vision of a Beautiful China.

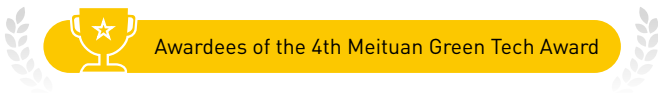
* March 2025

10 individuals

The list of awardees for the 4th “Meituan Green Tech Prize” was announced, with 10 recipients.

39 individuals

Over the four editions of the “Meituan Green Tech Prize”, a total of 39 young researchers have been awarded.



Guo Xiaodong

Sichuan University



Wang Chao

South China University of Technology



He Hongyan

Institute of Process Engineering, Chinese Academy of Sciences



Zeng Jie

Anhui University of Technology, University of Science and Technology of China



Chen Qi

Beijing Institute of Technology



Tao Xinyong

Zhejiang University of Technology



Zhu Jia

Nanjing University



Li Hui

Shanghai University



Xu Jianhong

Tsinghua University



Zhao Liang

China University of Petroleum, Beijing

Meituan Green Mountain Public Welfare

We have collaborated with the China Environmental Protection Foundation to establish the “Meituan Green Mountain Public Welfare Fund”, pooling the resources of platform merchants to jointly advance ecosystem protection and restoration, as well as climate change response efforts. We continuously carry out the “Meituan Green Mountain Public Welfare Nature Conservation Campaign”, funding and guiding social organizations and research institutions to undertake three major types of charity projects: ecological restoration, livelihood alternatives, and scientific research practices.

We have partnered with the China Environmental Protection Foundation and the Center for Environmental Education and Communications of Ministry of Ecology and Environment to launch the “Beautiful China, I Am an Actor - Ecological and Environmental Volunteer Service Initiative of Green Charity.” This initiative funds social organizations to conduct ecological civilization promotion, environmental knowledge popularization, and green and low-carbon practices in communities and schools, to enhance public awareness of environmental responsibility. In 2024, the third phase of funding activities was initiated, openly recruiting 40 social organizations nationwide to carry out ecological and environmental volunteer service activities.

We have also initiated the “Meituan Green Mountain Public Welfare Clean Nature Campaign” in collaboration with the Society of Entrepreneurs and Ecology (SEE Foundation), supporting frontline actions, scientific empowerment, and cross-sectoral communication on zero-waste issues in urban, rural, wilderness, and marine areas. In 2024, the first phase of the initiative funded 12 partner organizations to carry out frontline activities.

* By the end of 2024

1.6 million+

More than 1.6 million merchants had joined the “Meituan Green Mountain Public Welfare Campaign”.

25.5 million+

The “Meituan Green Mountain Public Welfare Nature Conservation Campaign” had invested RMB 25.5 million in funding 48 charity projects across 26 provinces and municipalities nationwide, completing ecological planting and restoration on over 8,700 acres of land and protecting more than 16 species.



Merchant volunteers of the Meituan Green Mountain Public Welfare Nature Conservation Campaign replanting native mangrove seedlings in protected areas after clearing invasive Derris plants

Creating a Better Society

Meituan actively leverages its technological strengths to continuously build a green and low-carbon consumption ecosystem, support rural revitalization, and foster a collaborative charity ecosystem where everyone can contribute, working hand in hand with all stakeholders to create more social value.



Promoting Green Consumption

Meituan places great emphasis on green development and environmental protection, assumes environmental protection responsibilities, and leverages its platform advantages to continuously explore more forms of green consumption, bringing together forces from all sectors of society to build a more beautiful natural environment.

Combating Food Waste

Meituan fully leverages its platform’s exemplary and leading role, collaborating with industry associations, specialized institutions, and others to jointly promote a positive trend of “practicing frugality and opposing waste” through a combination of product design, merchant support, and customer advocacy.

Guiding Consumers to “Order Appropriately”

Meituan incorporates reminders to “order an appropriate amount” throughout the entire process of “ordering”, “submitting an order”, and “completing an order”. It optimizes the placement, font size, and color contrast of the prompts based on consumer feedback. Additionally, staple food items are not displayed on the “To qualify for threshold discount” page.

Increasing the Availability of “Small-Portion Dishes” and “Small-Portion Meals”

Meituan encourages more merchants to offer “Small-Portion Dishes” and “Small-Portion Meals,” promotes new models such as “Meal for One,” optimizes the structure of meal offerings, and provides dedicated pages with traffic support to help combat food waste. In 2024, we made small portion dishes a key focus of the “Food Delivery Operator” project, conducting specialized training for catering merchants and related practitioners. By the end of 2024, over 2.9 million catering merchants had offered more than 9.22 million types of “small-portion dishes.”



Training and Advocacy for Frugality

During major events such as the anniversary of the implementation of the Anti-Food Waste Law and World Food Day, Meituan actively responds to and cooperates with the State Administration for Market Regulation to promote food waste prevention, collaborating with merchants to advocate for actions like “choose small-portion meals, join the clean plate campaign.” We also joined forces with the China Hospitality Association to launch the 2024 Small-Portion Dishes Initiative against food waste and collaborated with “China Civilization Network” on charity advertising, featuring “Small-Portion Dishes” and “Small-Portion Meals” in themed promotions on Meituan’s homepage to create a positive atmosphere for frugality both online and offline.

1.3 billion participants

Meituan collaborated with merchants to encourage consumers to take actions such as “ordering ‘Small-Portion Meals’ and joining the clean plate campaign,” with approximately 1.3 billion participants in total.

60 million+ views

Themed promotions featuring Small-Portion Dishes and Small-Portion Meals on Meituan’s homepage generated over 60 million views in total.

Low-Carbon Travel Options

Upholding the concept of green development, Meituan continuously innovates its service models to enhance customer travel experiences and encourage citizens to opt for low-carbon travel options more frequently, thus jointly contributing to the sustainable development of cities. In September 2024, Meituan Bikes was honored as the “2024 Green Travel Contributor” by the China Urban Public Transport Association. Additionally, we practice the “3R principles” (Reduce, Reuse, and Recycle) in the production, use, and disposal of bikes and e-mopeds, promoting the effective reuse of bike parts. In 2024, Meituan Bikes and E-mopeds received the “full lifecycle” carbon-negative product certification for the second time.

*In2024

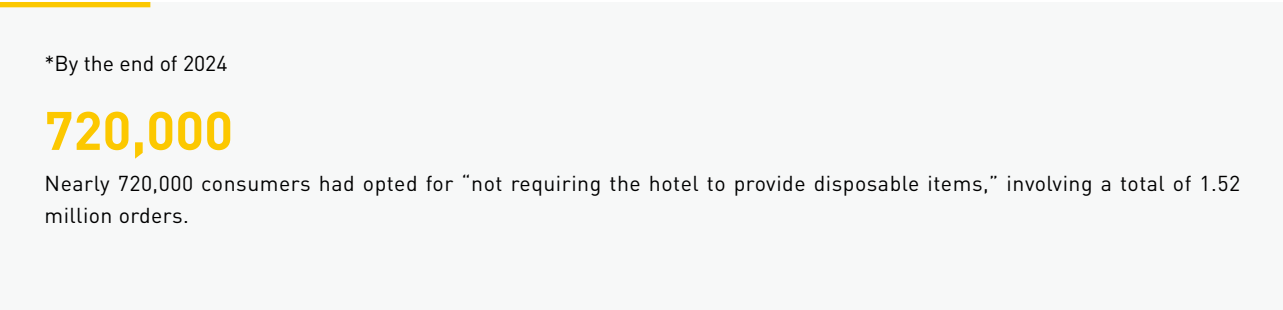
560,000 tons

Customers of Meituan Bikes and E-mopeds collectively reduced carbon emissions by approximately 560,000 tons through green and low-carbon riding.



●● Low-Carbon Hotel Stay

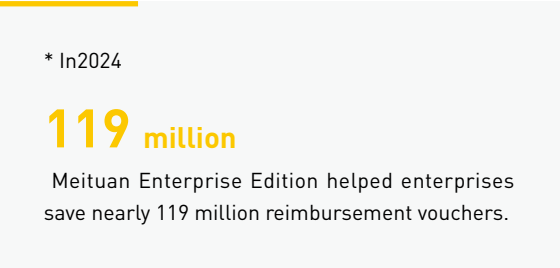
In June 2024, Meituan launched the “Low-Carbon Hotel Stay” product. When consumers book hotels participating in this program, they can choose via a product pop-up whether they “require the hotel to provide disposable items.” Opting not to receive them makes the consumer a user of Meituan Hotels’ Low-Carbon Stay. According to third-party calculations, each order without disposable items reduces carbon dioxide emissions by 203.2g. After checking out, customers not only receive 200 Meituan Hotels membership points but also accumulate carbon points in their Meituan carbon account, contributing to donations for environmental protection corners in Meituan Playgrounds for Rural Children, empowering merchants and customers to take actions for sustainable development, and adding warmth and meaning to every order.



Meituan launches the “Low-Carbon Hotel Stay” product to empower merchants and customers to take actions for sustainable development

●● Advocating Green Office Practices

We prioritize paperless office practices and advocate for green and sustainable consumption management approaches to support enterprises in achieving green development. Meituan Enterprise Edition effectively reduces the use of paper-based vouchers by promoting paperless reimbursement processes, lowering operating costs for enterprises while contributing to environmental protection.

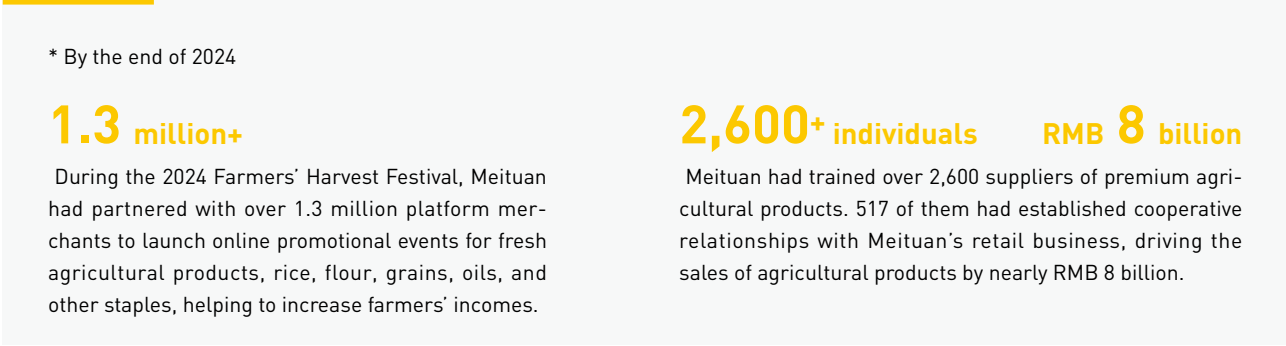


Serving Rural Revitalization

Meituan leverages the advantages of its e-commerce platform to facilitate the direct delivery of high-quality agricultural products from their origins to communities, improving every aspect of agricultural production, distribution, circulation, and consumption. Meanwhile, it innovates cultural and tourism service models to boost the development of rural cultural and tourism industries, fosters new forms of employment in e-commerce, expands employment channels for workers in key counties that receive assistance in pursuing rural revitalization, and enhances their quality of life and vocational skills, thereby responding to the national rural revitalization strategy with concrete actions.

●● Driving Economic Growth

Meituan’s retail businesses, such as Xiaoxiang Supermarket’s “Local Specialties,” facilitate the online sales of agricultural products, connecting small farmers with large markets and driving income growth for farmers. Additionally, we actively engage in consumption assistance, taking large-scale agricultural support initiatives such as the “Central SOEs’ Consumption Assistance Week for Rural Revitalization” and “Digital Commerce for Rural Revitalization.” By fully leveraging the strengths of digital platforms, we organize various promotional sales events, procurement matching activities, and product promotions, providing more exposure and traffic for agricultural products.



★ Next-Day Delivery of Fruits from South China to the ‘Northernmost Border County in China’

More than 500 Oroqen people settled down in Shibazhan Village, Tahe County, Heilongjiang Province, known as the “northernmost border county in China.” They bid farewell to their nomadic hunting lifestyle and experienced profound changes in their lives. Before the 2024 Spring Festival, Wei Yi, an Oroqen elder, picked up a large package of green onions from the village store, which she had ordered for making dumplings via Meituan one day before. She said, “In the past, it was difficult to buy fresh vegetables in winter. Now, it’s much more convenient to buy vegetables, fruits, and New Year’s goods with Meituan. Many fruits I’ve never seen before have arrived in our Oroqen village.” Today, even in such remote and extremely cold ethnic minority areas, a diverse range of affordable New Year’s goods can be delivered on the “next day.” The continuous expansion of retail formats has facilitated the lives of village residents while bringing new changes to the rural consumption market.



Caption: In 2024, Meituan organized direct procurement events for agricultural products in Urumqi and Korla, connecting nearly 300 agricultural product suppliers across Xinjiang with Meituan’s direct procurement channels.

Promoting Cultural and Tourism Revitalization

Meituan leverages its platform resources and innovative service models to promote the deep integration of rural culture and tourism, expanding income growth channels for farmers and fostering the prosperity of rural cultural and tourism industries. It actively explores high-quality collaborative development paths for homestays and communities, enhancing the quality of rural accommodation formats. By organizing offline food and tourism promotion events, it creates a “culture + tourism + food” consumption model, continuously stimulating the vitality of rural cultural and tourism development.

* In2024

500,000+

Meituan B&B boasts over 500,000 active house owners and 2.5 million online homestay listings, covering more than 3,000 counties, municipalities, districts, and banners across the country.

Cultivating Rural Talents

A series of new employment forms derived from the Meituan platform expand channels for workers to seek employment outside their hometowns, providing local and nearby job opportunities for those with relatively insufficient vocational skills and helping them improve their income levels and stability. Meituan has launched food delivery partnership programs in towns and villages, creating more employment opportunities and assisting more young people in starting businesses and finding jobs there, thereby boosting local economic development. Meanwhile, it continues to organize training sessions for new agricultural merchants and agricultural product suppliers, driving the development of new business formats and supporting local economic growth.

* In2024

469,000

Approximately 469,000 couriers on the Meituan platform came from key counties that received national assistance for rural revitalization.

* By the end of 2024

20,000

Meituan Waimai business had covered over 20,000 towns and villages across the country.



Food Deliveries Arrive in Villages, Bringing New Business to Small Towns

With the accelerated integration of urban and rural development and the enhanced influence of county-level commerce, the rural consumption market has unleashed greater potential, and the new format of instant retail has also reached markets in towns and villages. In Minning Town, Yongning County, Yinchuan, Luo Yongwang, a “post-2000s” individual, became a town and village food delivery partner, helping local entrepreneurs expand their food delivery channels. In 2024, over 70% of the more than 100 physical merchants in the town, including restaurants, supermarkets, and flower shops, were integrated with food delivery services. Luo Yongwang and his delivery team could deliver hundreds of orders daily to nearby residents.

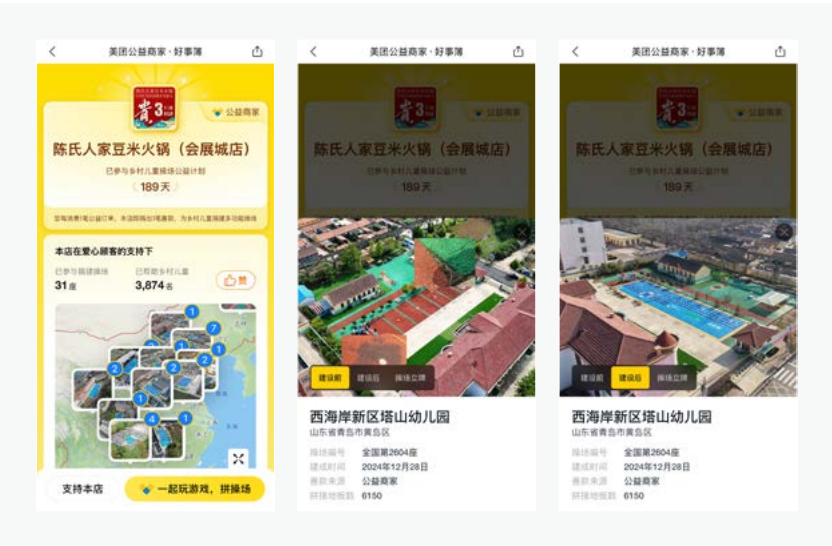


Supporting Social Charity

Meituan is committed to social welfare, integrating philanthropy into the business operations of merchants and the consumption behaviors of users through the Meituan Charity platform. On one hand, it provides users and merchants with reliable channels for charitable donations through its self-developed donation tracking system. On the other hand, it enables large-scale fundraising and standardized execution feedback for projects by offering fundraising information display services and order-based donation products for charitable organizations.

Developing a Donation Tracking System

Through its self-developed donation tracking system, Meituan ensures transparency in the allocation of every donation, achieving closed-loop feedback for donations. Charitable merchants can set the amount of donation per order in their backend. For every RMB 20 accumulated, a modular floor tile (along with relevant supporting costs) is donated. Merchants can view the progress of their donation in the backend, precisely locating where their donated tiles are laid down in the specific row and column in the playground of a kindergarten.



Users can view donation feedback in merchants’ charity profiles



Bringing Love Back Home

In December 2023, Meituan Playgrounds for Rural Children launched the “Hometown Donation” feature for its vast community of charitable users. This innovative, low-threshold, and transparent “localized charity” model allows donors to direct their contributions to places they care about most, such as their hometowns, second hometowns, or places of residence. It aims to help children in designated provinces to run happily and grow healthily. To date, it has fulfilled the wishes of donors from 29 provinces, autonomous regions, and municipalities to “give back to their hometowns.”

Pass on Paper
Airplanes,
Donate Play-
grounds for
Hometowns
Together



● Creating Diverse Charity Scenarios

Leveraging digital technologies and resources, Meituan encourages customers to participate in emergency relief and charity activities, creating diverse charity scenarios that inspire more people to engage in charity and jointly create more sustainable social value.



Enhancing Emergency Relief Capabilities

Meituan Charity integrates resources from multiple parties, focusing on disaster relief and regularly conducting emergency relief charity activities to enhance the professional emergency response capabilities of various social forces. It leverages the strengths of its digital platform to actively participate in earthquake relief efforts, fully committed to protecting lives.

Meituan's Relief Efforts for the Xizang Earthquake

On January 7, 2025, following the earthquake in Xizang, Meituan immediately activated its emergency response, collaborating with government departments and charitable organizations at the first opportunity to urgently procure large quantities of warm clothing and food. In partnership with its partners in the ecosystem, Meituan provided 300,000 boxes of emergency medicines, first aid kits, and other medical supplies, as well as 10,000 boxes of warm patches, over 3,600 cotton coats, 2,400 cotton quilts, and other cold-protection and warmth-retaining items, along with 1,000 boxes of milk and 1,000 boxes of instant noodles to meet local needs for disaster relief materials, living arrangements, and emergency medical care. Local couriers actively participated in rescue operations, transporting supplies to different disaster relief points. Additionally, Meituan Maiyao's Internet hospital launched a complimentary medical consultation initiative, "Post-Disaster Assistance and Protection," on the Meituan App and Meituan Waimai App to support post-disaster medical rescue efforts.



Meituan Conducts Training Camp for Key Members of Social Forces in Flood Rescue for Disaster Prevention, Mitigation, and Relief

From September 27 to 29, 2024, Meituan Charity, in partnership with One Foundation, organized the Meituan Training Camp for Key Members in Flood Rescue for Disaster Prevention, Mitigation, and Relief. Targeting social emergency rescue teams in Hebei Province, the training camp aimed to build a systematic training and professional support system through resource integration. 25 rescue teams from Hebei Province participated in the three-day training program, with a total of 126 team members and key personnel. The program not only designed a comprehensive knowledge system and an online learning platform but also funded professional equipment and formulated incentive measures, aiming to enhance the flood rescue capabilities of social emergency rescue teams in Hebei Province in an all-round manner. These efforts ensure rapid response and efficient rescue during disasters, minimizing life and property losses and mitigating the impact of disasters.



Training Camp Site

Pooling Together the Strength of Charitable Merchants

The "Meituan Charitable Merchant Program", initiated by Meituan, aims to leverage the capabilities of its life service platform to engage merchants from various sectors of the life services industry in charity projects through the combination of online order donations and offline scenarios, as well as joint promotion.

In recent years, the number of Meituan charitable merchants has grown at an average annual rate exceeding 150%. By the end of 2024, over 1.45 million merchants had been enrolled, covering various sectors such as catering, hotels, parent-child services, leisure and entertainment, sports and fitness, lifestyle services, healthcare, as well as beauty and hairdressing. The Meituan Charity platform has been dedicated to integrating charity into merchants' operations and users' consumption behaviors, conveying charity values to consumers, and advocating for a shared commitment to goodness in the ecosystem. In May 2024, Meituan developed the "Self-Service Application for Honorary Materials" feature for charitable merchants, providing cost-effective and efficient charity honorary materials suitable for online photo albums, in-store display, and sharing. By the end of 2024, over 120,000 merchants had downloaded or applied for charity honorary materials.



Motivating Employees to Engage in Charity

The Meituan Employee Charity is a dedicated platform for Meituan employees. Through various initiatives, including monthly donations, environmental protection efforts, art education, and charity auctions, Meituan encourages its employees to actively participate in charity activities, stimulating their passion for charity and fostering greater love and trust in society.

All charity actions taken by employees at Meituan are converted into charity hours and points, which are recorded in their charity profiles. These points can be redeemed for additional charity privileges and gifts. Furthermore, on the first Wednesday of every month, which is designated as “Employee Charity Day,” the platform sends out notifications about the charity activities of the month to all employees. Monthly donors can also enjoy discounts on Meituan cultural and creative products on this day.

- Employees are encouraged to donate RMB 1 per day to support the children of couriers. New hires can choose whether to become monthly donors, and the donated funds can be tracked via the mobile app to see where they are utilized.
- Employee volunteers conduct art classes for children at the Daishubaobei Child-friendly Space and Meituan Playgrounds for Rural Children projects. The artwork created in these classes is developed into cultural and creative products for charity purposes, which are sold on the Meituan cultural and creative platform, with a portion of the proceeds donated to charity projects.

- Activities such as “Empty Bottle for Gift” encourage employees to support environmental protection through plastic bottle recycling.
- Employees can donate gifts themselves or have them reported through the Integrity Workplace. All proceeds from these charity sales are donated to charity projects.

*By the end of 2024

85,089 employees

A total of 85,089 employees had participated in various charity activities.

12.9 tons

Through environmental protection actions such as low-carbon living, 452,677 plastic bottles had been recycled, weighing approximately 9.1 tons and equivalent to the reduction of carbon emissions by about 12.9 tons.

RMB 151,171

15,064 employees had participated in charity auctions, donating a total of RMB 151,171 to the Daishubaobei Courier Kids Support Project.

16 playgrounds

Meituan employees had made donations to build 16 Meituan Playgrounds for Rural Children through activities such as reading challenges, sports challenges, and purchasing charity products.



Charity Auction Supports the “Daishubaobei” Courier Kids Health Care Program

The Employee Charity Program regularly organizes themed auctions, transforming donated collectibles and charity artworks from employees or departments into charitable funds through online auctions. During previous events, an artwork entitled “The Great Artists’ Circle,” created by an employee, was sold for RMB 5,001, showcasing the integration of art and charity.

Behind the auction items, there is deep employee involvement. In October 2024, Meituan cultural and creative designers and employee volunteers traveled to the remote areas of Wafang Village, Baoshan City, Yunnan Province, to conduct a charity printmaking class themed “My Home is a Wonderful Place” with children at Langjia Kindergarten, in collaboration with local inheritors of intangible cultural heritage. The children’s artwork was then auctioned off through the Employee Charity Program, with all proceeds donated to the “Daishubaobei Courier Kids Support Project” Health Care program.



An artwork entitled “The Great Artists’ Circle,” created by an employee, was sold for RMB 5,001



Company employees painting with children at Langjia Kindergarten in Wafang Village, Baoshan City, Yunnan Province



Low-Carbon Living Challenge

On World Environment Day (June 5), Meituan employees engage in a series of environmental protection-themed activities, including lectures, exhibitions, and interactive games, to explore more sustainable lifestyle changes. In their daily lives, they also practice low-carbon living by participating in environmental protection initiatives such as exchanging empty bottles for gifts and recycling old clothes. The plastic bottles recycled through the Employee Charity Program are transformed into trendy, eco-friendly cultural and creative products by Meituan.



Employees are visiting the “Green Living for a Better Life Together” environmental protection-themed exhibition.

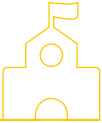


Employees collecting and depositing discarded plastic bottles into recycling bins at the workplace



Meituan Playgrounds for Rural Children

Love is visible there



The Meituan Playgrounds for Rural Children Charity Program, jointly initiated by Meituan and One Foundation, aims to build multifunctional playgrounds and provide comprehensive physical education game kits for rural children in underdeveloped areas. It also provides complimentary training for teachers and kindergarten principals, helping rural children run joyfully and grow healthily.

* By the end of 2024

2,653 playgrounds

By the end of 2024, with the collective support of 1,382 million charitable merchants and 989,000 caring netizens, Meituan had cumulatively built 2,653 playgrounds for rural children. These playgrounds span 1,939 towns and villages across 29 provinces, autonomous regions, and municipalities directly under the central government, including Guizhou, Yunnan, Xizang, and Qinghai, directly benefiting 370,000 rural children. Meituan's donation tracking system ensures transparency in how every cent is spent on each playground. Since June 2024, the program has donated four playgrounds per day, with a peak of donations for playgrounds on a single day on July 28, 2024.

The 1,000th Meituan Playgrounds for Rural Children

On October 8, 2023

The 1,000th playground for rural children nationwide was jointly donated by 57 caring netizens from Shanghai and 1,054 charitable merchants through Meituan, with charity support from Shanghai's assistance to Xizang and the Shanghai Xiaoyingxing Choir. It is located at the Baila Village Kindergarten in Mabujia Village, Sagya County, Xigaze City, Xizang Autonomous Region.



The 2,000th Meituan Playgrounds for Rural Children

On September 3, 2024

The 2,000th playground for rural children nationwide was jointly donated by Meituan's charitable catering merchants, with charity support from the 2024 Catering Industry Conference. It is located at the Yangguang Community Kindergarten in Dari County, Golog Tibetan Autonomous Prefecture, Qinghai Province.



The 3,000th Meituan Playgrounds for Rural Children

On March 31, 2025

The 3,000th playground for rural children nationwide was completed, jointly donated by caring netizens and charitable merchants from Shaanxi Province. It is located at the Central Kindergarten in Xiaoqiu Town, Yaozhou District, Tongchuan City, Shaanxi Province.



Mixue Ice Cream & Tea

In February 2023, Mixue Ice Cream & Tea joined the Meituan Playgrounds for Rural Children Charity Program. By the end of 2024, Mixue Ice Cream & Tea had independently donated to build 20 rural children's playgrounds.



The 18th rural children's playground donated by Mixue Ice Cream & Tea (the 1,206th nationwide), located at the Central Kindergarten in Micun Town, Xinmi City, Henan Province



Decathlon

In July 2024, Decathlon joined the Meituan Playgrounds for Rural Children Charity Program.



The first rural children's playground donated by Decathlon (the 2,275th nationwide), located at the Ganxi Town Kindergarten in Pujiang County, Chengdu, Sichuan Province



Wuhan Culture and Tourism

Flowers bloom in different seasons, but love knows no boundaries. During the 2024 cherry blossom season, the Wuhan Municipal Culture and Tourism Bureau collaborated with Meituan Playgrounds for Rural Children Charity Program to build two multifunctional playgrounds for the Dalete Kindergarten and Qingdeli Town Infrastructure Team Kindergarten in Bole, Xinjiang, an area that receives paired assistance from Wuhan.



The playground for rural children built with the donation by Wuhan's charitable merchants (the 1,628th nationwide) is located at the Dalete Kindergarten in Bole City, Bortala Mongol Autonomous Prefecture, Xinjiang Uygur Autonomous Region



Charity Partners

As of March 2025



● Champion's Hometown Charity Project

The "Meituan Playgrounds for Rural Children Charity Program - Champion's Hometown Charity Project" was jointly launched by Meituan, One Foundation, and the China Sports Foundation. It aims to collaborate with outstanding athletes to give back to their hometowns, leveraging their professional expertise and personal influence to mobilize society to care for the development of rural children's physical education and games and promoting the integration of sports and education. Champions, along with charitable merchants, caring netizens, and other stakeholders, are building colorful playgrounds for rural children.

By March 2025, 11 athletes had joined The "Meituan Playgrounds for Rural Children Charity Program - Champion's Hometown Charity Project," including Olympic gymnastics champion Chen Yibing, Olympic trampoline champion Dong Dong, Olympic gymnastics champions Deng Linlin and Feng Zhe, Olympic badminton champion Huang Dongping, Olympic women's volleyball champion Hui Ruoyi, table tennis world champions Lin Gaoyuan and Liang Jingkun, Olympic diving champion Lin Yue, Olympic shooting champion Pang Wei, and Olympic skiing champion Su Yiming.



● Village Games

The "Village Games" activity was launched for the first time in 2024. Under the guidance of the United Front Work Department of the CPC Guizhou Provincial Committee and the Guizhou Provincial Department of Education, and in collaboration with the Behavioral Health Research Center at Beijing Normal University, the event aims to promote the healthy growth of rural children through sports games while enhancing the outdoor game teaching abilities of rural preschool teachers.

At Xingfuli Kindergarten in Yuezhao Subdistrict, Zhongshan District, Liupanshui City, Guizhou Province, activities such as "Picking Beans with Bamboo Trays," "Plowing with Small Carts," and "Harvesting Wheat with Sickles" were incorporated with local culture and kindergarten culture. Local agricultural culture was blended into the inaugural "Village Games", allowing children to experience the joy of sports games through educational play. The Fourth Kindergarten in Hezhang County, Bijie City, organized revolution-themed competitions such as "Flying Over the Luding Bridge" and "Crossing the Chishui River Four Times," to foster a sense of teamwork and sportsmanship among the children.

* From Children's Day (June 1) to just before the summer vacation in 2024

Nearly 1,000 rural kindergartens across 14 provinces, municipalities and autonomous regions, including Guizhou, Sichuan, Yunnan, and Xinjiang, participated in the "Village Games". Nearly a quarter of these kindergartens hosted their first formal sports meet.



Children collaboratively shaking a rainbow umbrella at Angu Village Central Kindergarten in Qinglong County, Qianxinan Buyi and Miao Autonomous Prefecture, Guizhou Province.



Children engaging in revolution-culture games during the sports meet at Angu Village Central Kindergarten in Qinglong County, Qianxinan Buyi and Miao Autonomous Prefecture, Guizhou Province.



Children and their parents are experiencing the "three-legged race" at Zima Village Central Kindergarten (Tunshang Village Branch) in Qinglong County, Qianxinan Buyi and Miao Autonomous Prefecture, Guizhou Province.



Children participating in a relay race at Yanglu Kindergarten in Xinzhou Town, Honghuagang District, Zunyi City, Guizhou Province.

About This Report

About the time span of this report

This is the seventh Corporate Social Responsibility (CSR) report released by Meituan, primarily covering Meituan’s CSR actions and performance from January 1 to December 31, 2024. Some content also includes data and cases beyond this timeframe.

About the data of this report

The data in this report is sourced from Meituan’s internal statistics, corporate documents and reports, third-party surveys and interviews. In case of discrepancies between the data disclosed in this report and the company’s annual report, the latter shall prevail. Unless otherwise specified, all monetary amounts disclosed in the report are in Renminbi (RMB).

Report Preparation Basis

This report was prepared with reference to the Chinese national standard *Guidelines for Preparing Social Responsibility Reports* (GB/T 36001-2015) and the United Nations’ *2030 Agenda for Sustainable Development*.

Get a copy of this report

This report is published in both electronic and printed formats.
The electronic version can be downloaded and viewed on the Meituan website at www.meituan.com/csr/report.
For a printed copy of the report or to make any suggestions and comments, please send an email to: csr@meituan.com.

About Meituan

Meituan is a technology-driven retail company. Following the strategy of “Retail + Technology,” Meituan fulfills its mission of “We help people eat better, live better.”

Since its inception in March 2010, Meituan has continuously promoted the digital upgrading of service and commodity retail on both the demand and supply sides, working with numerous partners to provide quality services to consumers. On September 20, 2018, Meituan was listed on the Hong Kong Stock Exchange.

Meituan always adheres to a customer-centric approach and continuously increases its investment in research and development of new technologies. Meituan will strive together with everyone to better fulfill its social responsibilities and create more social value.



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