



北京2022年冬奥会和冬残奥会  
官方涂料独家供应商

# 守护美好生活

Protecting The Beautiful Life

三棵树2020年度企业社会责任报告

3TREES CORPORATE SOCIAL RESPONSIBILITY REPORT



# 报告导读 About this report

## 报告简介 Summary

《三棵树2020年度企业社会责任报告》是三棵树涂料股份有限公司2020年度履行社会责任的真实反映，旨在加强与各利益相关方的沟通和联系。

本公司董事会及全体董事保证本报告内容不存在任何虚假记载、误导性陈述或重大遗漏，并对其内容的真实性、准确性和完整性承担个别及连带责任。

3TREES Corporate Social Responsibility Report presents the full picture of SKSHU Paint Co., Ltd.'s performance on social responsibility in 2020, and aims to strengthen communication and interaction with the stakeholders.

The Board of Directors and all members on the Board guarantee that this report does not contain any false records, misleading statements or material omissions, and shall undertake individual and joint responsibility for the truthfulness, accuracy and completeness of its contents.

## 时间范围 Time span

本报告书以2020年1月1日至2020年12月31日期间统计数据为主，为增强报告可比性及前瞻性，部分内容往前后年度适度追溯延伸。

The statistics of this report cover the period from January 1, 2020 to December 31, 2020. Part of the content goes beyond this time span in both directions to make the report more comparable and forward-looking.

## 发布周期 Release cycle

本报告按年度发布，本报告是公司发布的第4份报告，上期报告已于2020年4月份发布。

This report is released on an annual basis. This is the fourth report of its kind. The previous one was released in April 2020.

## 指代说明 Reference

为了便于阅读，报告中“三棵树涂料股份有限公司”以“三棵树”、“公司”、“企业”或“我们”表示。

To facilitate reading, in this report SKSHU Paint Co., Ltd. is referred to as “3TREES”, “the company”, “the enterprise” or “we”.

## 数据来源 Data source

本报告披露的财务数据如与年度报告数据有差异，以年度报告为准，其他数据来自公司内部统计并经董事会审议后发布。除特别注明外，本报告中所涉及的计价货币为“人民币”。

In case of discrepancy between the financial data disclosed in this report and the data in the annual report, the annual report shall prevail. Other data are sourced from internal statistics of the Company and released after being reviewed by the Board of Directors. Unless otherwise stated, the currency of denomination in this report is “RMB”.

## 编写标准 Compilation standards

本报告的编写遵循上海证券交易所《公司履行社会责任的报告》编制指引、上海证券交易所关于加强上市公司社会责任承担工作暨发布《上海证券交易所上市公司环境信息披露指引》的通知，并参考联合国全球契约十项原则、国际标准化组织《ISO26000社会责任指南（2010）》以及全球报告倡议组织（Global Reporting Initiative，简称GRI）《可持续发展报告编写指南（G4）》、中华人民共和国国家标准《社会责任报告编写指南》（GB/T 36001-2015）的要求。

This report is compiled in accordance with the Shanghai Stock Exchange (SSE) Guidelines for the Preparation of CSR Reports, and the notice issued by SSE on the improvement of CSR fulfillment by listed companies and the release of the Guidelines for the Disclosure of Environmental Information by Companies Listed in SSE. It is also consistent with the requirements of the Ten Principles of the UN Global Compact, ISO26000 Guidance on Social Responsibility (2010), the Sustainable Development Reporting Guide (G4) by the Global Reporting Initiative (GRI) and China's national standard - Guidance on Social Responsibility Reporting (GB/T 36001-2015).

## 报告获取 Report obtaining and extended reading

本报告书电子版可在三棵树官网（www.3treesgroup.com）及上海证券交易所网站（http://www.sse.com.cn）查询获取，有关更多三棵树履行社会责任的信息，可下载参阅之前发布的社会责任报告。

The electronic version of this report is available on 3TREES's official website (www.3treesgroup.com) and the website of Shanghai Stock Exchange (http://www.sse.com.cn). For more information about 3TREES's social responsibility performance, please download and refer to the social responsibility reports released earlier.

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### CHAIRMAN'S MESSAGE

三棵树坚持“让家更健康、让城市更美丽、让生活更美好”的企业使命，做大国品牌高端涂料引领者，为环境的持久健康、为社会的文明进步、为行业的良性发展、为消费者的健康生活做出贡献。

Keeping to our corporate mission of "making homes healthier, cities more beautiful, and life better", we will continue to act as a leader in the national brands of

high-end coatings. As a major national brand, we will honor our duties and responsibilities, and make greater contribution to a healthy environment, society, industry and livelihood.

--Hong Jie, Chairman and President of SKSHU Paint Co., Ltd.



三棵树涂料股份有限公司  
董事长兼总裁

Hong Jie, Chairman and  
President of SKSHU Paint  
Co., Ltd.



## 守护美好生活 Protecting the Beautiful Life

2020年注定是极不平凡的一年，这一年是国家脱贫攻坚的决胜之年，也是打赢新型冠状病毒感染疫情防控阻击战之役之年。十八岁的三棵树栉风沐雨、初心永砺，于危机中育新机、于变局中开新局，实现了高质量高速发展。三棵树以大国品牌的担当、精准扶贫的行动，在脱贫攻坚的历史长河里画下了浓墨重彩的一笔。

The year 2020 was an extraordinary year. Facing the complex situation of the Covid-19 pandemic, 3TREES nurtured new opportunities in the crisis and opened new grounds amid changes. With strong cultural confidence and firm strategic determination, we have achieved fast business growth while ensuring high quality. All 3TREES associates have worked with one heart and one mind to celebrate 3TREES's 18th birthday with a shining performance. Over the year, 3TREES has notably enhanced its brand influence, core competitiveness, industry status and market value, joined the ranks of the top-ten global coatings companies by market value, and become the exclusive official coatings supplier of the Beijing 2022 Winter Olympics and Paralympics.

**扶贫助弱，泽及四方。**面对精准扶贫的新形势，三棵树充分发挥企业经营管理、人才、资金等优势，通过产业扶贫、人才扶贫、捐助扶贫等方式，全力推进精准扶贫。经过多年帮扶实践，三棵树涂料股份有限公司被全国工商联授予全国“万企帮万村”精准扶贫行动先进民营企业，本人被党中央、国务院授予“全国脱贫攻坚先进个人”。三棵树不断凝聚员工、合作伙伴等各方力量，走进学校、社区等开展关怀行动，践行社会责任，传递大爱精神。

**Helping the poor and the weak in the spirit of charity.** We have actively participated in the "100 enterprises helping 100 villages" pairing program, and provided targeted poverty alleviation support to three provincial or municipal-level poor villages through industrial development, human resources training and financial donation. In recognition of our contribution over the years, 3TREES has been awarded the title of model private company in the nationwide poverty alleviation campaign - "10,000 enterprises helping 10,000 villages" by the All-China Federation of Industry and Commerce, and I myself have been awarded the title of "model individual in the nationwide poverty alleviation campaign" by the Party Central Committee and the State Council. We have also organized charity campaigns in schools and communities with the participation of employees, partners and other stakeholders to fulfill our social responsibility and pass on the spirit of boundless love.



**抗击疫情，大爱担当。**面对2020年开年突如其来的疫情，三棵树积极响应并快速行动，扎实做好疫情防控、复工复产、“六稳”“六保”等工作。员工及合作伙伴实现零感染，向社会捐资捐物达1800多万元，三棵树成为行业内抗击疫情行动速度最快、捐赠最多的企业之一，获得全国工商联“抗击新冠肺炎疫情先进民营企业”等多项荣誉。

**Fighting the pandemic with determination and compassion.** When the virus struck at the beginning of 2020, 3TREES took swift actions to control the outbreak, and made solid efforts to resume work and production, and implement the government's policy of "six stabilities" and "six protections". While ensuring zero infection of our employees and partners, we have also donated over 18 million yuan to the fight against the disease. We are among the companies that have responded to the outbreak with the fastest actions and made the most donations. As a token of public recognition of our contribution, we have won the award of "Model Private Enterprise in Covid-19 Response" issued by the All-China Federation of Industry and Commerce and several other honorary titles.

**稳健运营，拥抱变化。**面对不确定的环境，三棵树在危机中抓住机遇，修炼更精进的内功，公司治理能力进一步完善。三棵树构建集团型组织架构，持续完善经营管理能力，加快数字化建设，完善供应链布局，建立全渠道全服务体系，建立全面的风险管理体系。三棵树还规范信息披露保障知情权，与股东共享发展成果。

**Embracing changes while running a sustainable business.** Facing the uncertain environment, 3TREES seized the opportunities in the crisis, refined internal management, and further improved corporate governance. We have constructed a group-based organization structure, continued to improve operation management, accelerated digital transformation, improved the distribution of supply chain, established an all-channel and all-service system, and developed a comprehensive risk management system. We have also established standard procedures for information disclosure to protect the right to know and share the fruits of development with shareholders.

**绿色发展，和谐共生。**三棵树坚持人与自然和谐共生发展之道，构建绿色供应链，打造绿色工厂，完善绿色管理，建立绿色信息平台，传递绿色可持续发展理念，带动合作伙伴共同履行生态环境保护责任，推进绿色运营，努力探索绿色可持续发展之路，争取为国家“2030碳达峰、2060碳中和”目标做出我们的贡献。

**Pursuing green development for harmonious coexistence.** Committed to fostering a harmonious relationship between man and nature, we have made vigorous efforts to build green supply chains and green factories, practice green management, establish green information platform, and promote the idea of green and sustainable development. We have also encouraged partners to join us in fulfilling the responsibility of ecological conservation and promoting green operation in an effort to explore the path of sustainable development, and contribute to the national goal of "carbon peak by 2030 and carbon neutrality by 2060".

**客户至上，共赢未来。**三棵树始终坚持“以用户为中心”，加大产品创新力度，提供极致产品和感动服务，不断完善客户服务体系，优化门店销售和服务模式，满足人们对美好生活的需求。三棵树还坚持“与合作者共赢”，打造客户协同共生机制，共同应对市场变化所带来的新挑战，全心全意为客户创造价值。

**Putting customers first and seeking a win-win future.** Being customer-centered, we have stepped up the efforts of product innovation, provided ultimate healthy products and touch-the-heart services, improved the customer service system, and optimized the sales and service model of our stores to meet people's demand for a better life. To "win with collaborators", we have cultivated a symbiotic system with our customers to jointly respond to the new challenges in a changing market, and made utmost efforts to create values for customers.

**赋能员工，创新成长。**三棵树为员工提供“没有天花板、没有边界”的职业发展平台，践行“尊重员工，唯能是用”的用人理念，提供富有竞争力的薪酬福利和广阔的发展平台，赋能员工与企业创新成长。三棵树还构筑360°“慈母般关怀”的家文化，提供“无忧基金”等帮助员工伙伴共度难关，持续与每一个奋斗者共享成长价值。

**Empowering employees to pursue innovative growth.** 3TREES provides employees with a career platform with no "ceiling or boundary". Guided by the philosophy of "showing respect for employees and choosing employees on grounds of their abilities", we offer employees competitive salary and benefits and a broad career platform to empower innovative growth of the employees and the company's business. We have also established a welfare system of 360° "motherly care" and set up "worry-free fund" to help employees and partners navigate through difficulties, and continue to share the fruits of growth with our strivers.

**不忘初心，逐梦未来。**三棵树将继续坚持“让家更健康、让城市更美丽、让生活更美好”的企业使命，保持企业高质量可持续发展，做大国品牌高端涂料引领者，实现“树立天地，绿满世界”企业愿景。三棵树将肩负大国品牌的责任与担当，为环境的持久健康、为社会的文明进步、为行业的良性发展、为消费者的健康生活做出更大的贡献。

**Staying true to the founding purpose and seeking a better future.** Keeping to our corporate mission of "making homes healthier, cities more beautiful, and life better", we will continue to pursue high-quality and sustainable business growth, act as a leader in the national brands of high-end coatings, and achieve the vision of "supporting the earth and greening the world". As a major national brand, we will honor our duties and responsibilities, and make greater contribution to a healthy environment, society, industry and livelihood.

# 数说2020 2020 in numbers

2020世界涂料百强榜\*

## 第15位

提升15个名次 ↑

No. 15 in the 2020 World's Top 100 Coatings Companies, up 15 spots (No. 30 in 2019)

营业总收入

## 820,022.84

同比增长37.31% ↑

8,200,228,400 yuan of total business revenue, up 37.31% year-on-year (5.972 billion yuan in 2019)

研发投入

## 20,703.44

同比增长58.86% ↑

207,034,400 yuan of R&D investment, up 58.86% year-on-year (130,326,600 yuan in 2019)

拥有研发人员

## 900

同比增长54.37% ↑

900 R&D personnel, up 54.37% year-on-year (583 R&D personnel in 2019)

对外捐赠金额

## 2,439.62

同比增长49.97% ↑

24.3962 million yuan of donation, up 49.97% year-on-year (16.267 million yuan in 2019)

总资产

## 909,415.26

同比增长60.24% ↑

9,094,152,600 yuan of total asset, up 60.24% year-on-year

营业利润

## 60,961.06

同比增长17.23% ↑

609,610,600 yuan of operating profit, up 17.23% year-on-year (5.2 billion yuan in 2019)

品牌价值\*

## 292.36

同比增长21.89% ↑

29.236 billion yuan of brand value\*, up 21.89% year-on-year (23.985 billion yuan in 2019)

拥有国内核准的注册商标

## 505

同比增长37.23% ↑

505 domestically approved registered trademarks, up 37.23% year-on-year

2020年度又一次实现

## 0

0 case of occupational disease or serious injuries and 0 fire accident in 2020

归属于上市公司股东的所有者权益

## 250,815.71

较上年同期增长45.41% ↑

2,508,157,100 yuan of owner's equity attributable to shareholders of listed companies, up 45.41% year-on-year

利润总额

## 58,339.53

同比增长16.15% ↑

583,395,300 yuan of total profit, up 16.15% year-on-year (0.5 billion yuan in 2019)

员工总人数

## 8,054

同比增长55.99% ↑

8,054 employees, up 55.99% year-on-year (5,163 employees in 2019)

拥有授权专利

## 332

同期增长25.28% ↑

332 authorized patents, up 25.28% over the same period

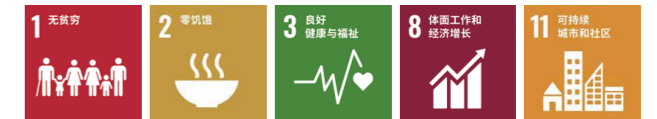
全年全体员工始终确保

## 0

0 confirmed or suspected Covid-19 case and 0 case of clinical observation among employees throughout the year

备注：世界涂料百强榜为美国《涂料世界》(Coatings World)杂志所发布的“2020年全球顶级涂料制造企业排行榜”  
\*Note: The top 100 coatings list is the “top coating manufacturers in the world in 2020” published by Coatings World

备注：品牌价值来源于世界品牌实验室(World Brand Lab)所发布的2020年《中国500最具价值品牌》分析报告内数据  
\*Note: The data on brand value is taken from the analysis report “China's 500 Most Valuable Brands of 2020” published by the World Brand Lab.



## 责任专题

# A company with a sense of responsibility

## 落实精准扶贫 支持乡村振兴

### Promoting targeted poverty alleviation, supporting rural revitalization

2020年是全面建成小康社会目标实现之年，是全面打赢脱贫攻坚战收官之年。精准扶贫是全面建成小康社会、实现中华民族伟大复兴伟大“中国梦”的重要保障。三棵树坚决服务党和国家工作大局，坚决贯彻落实党中央、国务院决策部署，坚持新发展理念，坚决打好三大攻坚战，大力保障和改善民生，在助力脱贫攻坚和乡村振兴，响应国家和各级政府的精准扶贫行动号召，全国工商联、福建省政府、莆田市政府等指导下，带头参与“万企帮万村”等精准扶贫工作，持续投入，发挥优势，助力决战脱贫攻坚。

2020 is the year of completing the building of a moderately prosperous society in all respects, and achieving a decisive victory in the battle against poverty. Targeted poverty alleviation is an important underpinning for building a moderately prosperous society in all respects and realizing the "Chinese dream" of great national renewal. To serve the overall goals of the Party and the country, 3TREES has earnestly implemented the decisions and plans made by the Party Central Committee and the State Council, applied the new development concept, resolutely joined the three critical battles against major risks, poverty and pollution and made vigorous efforts to protect and improve people's livelihood. In the area of poverty alleviation and rural revitalization, 3TREES has responded to the call of the central government and governments at all levels, and actively participated in the Ten Thousand Enterprises Helping Ten Thousand Villages program under the guidance of the All-China Federation of Industry and Commerce, Fujian Provincial Government and Putian Municipal Government. By making continued investment and combining its strengths with the conditions on the ground, 3TREES has led by example in contributing to the battle against poverty.

在面对精准扶贫的新形势，三棵树一直在思考如何更好发挥民营企业的作用，真正激发贫困地区内生动力，起到“四两拨千斤”的作用。多年来，在三棵树董事长兼总裁洪杰先生带领下，充分发挥企业经营管理、人才、资金等优势，结合贫困地区实际情况，通过产业扶贫、人才扶贫、捐助扶贫等方式，带动当地经济发展，帮助贫困群众。在2019年10月三棵树涂料股份有限公司被全国工商联授予“万企帮万村”精准扶贫行动先进民营企业，2021年2月三棵树董事长兼总裁洪杰先生被党中央、国务院授予“全国脱贫攻坚先进个人”称号，这是对三棵树在精准扶贫方面工作的肯定。

In the face of the new requirements of targeted poverty alleviation, 3TREES has been thinking about how to better play the role of private enterprises and stimulate the endogenous growth of poverty-stricken areas by maximizing the impact of the assistance. Over the years, under the leadership of Chairman and President Hong Jie, 3TREES has combined its strengths in business management, talents and funds with the actual conditions of the poor areas, and contributed to the economic growth and poverty alleviation of local communities through the support of industrial development, human resources and financial contributions. In October 2019, SKSHU Paint Co., Ltd. was awarded the title of “Distinguished Private Enterprise in Targeted Poverty Alleviation” of the Ten Thousand Enterprises Helping Ten Thousand Villages program by the All-China Federation of Industry and Commerce, and in February 2021, Mr. Hong Jie, Chairman and President of 3TREES, was awarded the title of National Model of Poverty Alleviation by the Party Central Committee and the State Council, which is a recognition of 3TREES’s contribution to targeted poverty alleviation.



### “万企帮万村”精准扶贫行动

### Ten Thousand Enterprises Helping Ten Thousand Villages targeted poverty alleviation program

全国“万企帮万村”精准扶贫行动由全国工商联、国务院扶贫办、中国光彩事业促进会发起。“万企帮万村”以民营企业为帮扶方，以建档立卡贫困村、贫困户等为帮扶对象，以签约结对、村企共建为主要形式，聚焦精准扶贫、精准脱贫，为高质量打赢脱贫攻坚战提供动力。

The Ten Thousand Enterprises Helping Ten Thousand Villages program is initiated by the All-China Federation of Industry and Commerce, the State Council Poverty Alleviation Office and the China Society for Promotion of the Guangcai Program, under which private enterprises are paired up with registered poor villages and households to provide targeted poverty alleviation support. The program has been instrumental in securing the victory in the battle against poverty with high quality.

为贯彻落实党中央脱贫攻坚总体部署和全国工商联“万企帮万村”行动安排，按照莆田市工商联“百企帮百村”打赢脱贫攻坚战的要求，2016年开始，三棵树挂钩帮扶莆田白洋村、五云村和萍湖村。几年来，三棵树董事长兼总裁洪杰先生带领公司坚持爱心扶贫，结合企业自身优势和贫困村实际情况，先后通过捐赠扶贫、产业扶贫、思想扶贫等多种形式，因地制宜打造贫困村特色旅游和特色农产品经济，取得脱贫攻坚战阶段性成果。三棵树成立三棵树公益基金会和扶贫专项小组，由企业总裁、副总裁带头并多次深入贫困村组织开展扶贫工作，为当地产业发展建言献策。

To implement the overall plan of the Party Central Committee for poverty alleviation and the arrangements made by the All-China Federation of Industry and Commerce for the Ten Thousand Enterprises Helping Ten Thousand Villages program, and in accordance with the requirements of the One Hundred Enterprises Helping One Hundred Villages poverty alleviation campaign launched by the Putian Federation of Industry and Commerce, 3TREES has been providing assistance to Baiyang Village, Wuyun Village and Pinghu Village in Putian since 2016. In the past few years, under the leadership of Mr. Hong Jie, Chairman and President of 3TREES, the company has combined its strengths with the conditions of the villages, and supported the poverty alleviation endeavor of the local communities with financial donations, industrial development and experience sharing. We have also helped the villages develop characteristic tourism and agricultural economy in line with local conditions, and achieved initial results in the battle against poverty. The special taskforce for poverty alleviation under the 3TREES Public Welfare Foundation, led by the president and vice president, has visited the poor villages several times to organize poverty alleviation and give suggestions for local industrial development.





## 脱贫攻坚



### 白洋村 Baiyang Village

为支持白洋村实现农业产业发展的自我造血功能，结合白洋村种植香菇的实际情况，三棵树成立项目专项小组，进行香菇品牌和产品形象升级，还提供资金建设香菇冷冻库和烘干机，并全方面协助营销，加速农副产业发展。此外，公司董事长兼总裁洪杰先生提供1,000万元基金成立“金淼基金会”，用于产业帮扶、帮助白洋村贫困孤寡老人和城厢区范围的优秀贫困学子。

To support Baiyang Village in developing a self-sustaining agricultural sector, 3TREES set up a special project team to support the upgrade in the brand and image of the village's mushroom products, provided funds to build mushroom freezers and dryers, and helped with the organization of marketing and the development of related agricultural and sideline industries. In addition, Mr. Hong Jie, Chairman and President of 3TREES, set up the Jinmiao Charitable Foundation with a personal donation of 10 million yuan to support the development of local industries, and help the poor, elderly widows and widowers in Baiyang Village and poor students with good study performance in the Chengxiang District.

疫情期间，三棵树携手共青团莆田市委、莆田商务局和莆田市工商联联合主办大型助农扶贫网络直播活动。活动中，三棵树公益基金会理事长、驻村第一书记和扶贫干部，化身平台主播为家乡农产品代言，助力消费扶贫，扩大白洋香菇销量，调动村民种植的积极性。

During the pandemic, 3TREES joined hands with the Putian Municipal Committee of the Communist Youth League, Putian Municipal Bureau of Commerce and Putian Federation of Industry and Commerce to host a large-scale live-stream event on poverty alleviation in the rural areas. During the event, chairman of the 3TREES Public Welfare Foundation, the first Party secretary in the village and poverty alleviation workers promoted agricultural products from their hometowns as hosts on the live-stream platforms, which have boosted the sales of Baiyang mushrooms and increased the motivation of the farmers.

### 五云村 Wuyun Village

为解决龙眼产业持续萎缩消失的困境，致力于打造省级现代化龙眼产业园示范基地，三棵树发挥企业管理优势梳理出标准化生产和管理流程，将初级产品打造成高品质的深加工产品，调动了村民种植龙眼树的积极性，帮助农户创收。同时，三棵树组织为贫困户送去帮扶慰问品及慰问金，并捐赠特困医疗救济金，为五云村幸福家园项目和五云村小学提供免费建筑涂料，为村民、孩子打造了一个舒适的生活学习环境。



In order to help the village walk out of the predicament caused by the shrinking longan industry and build a provincial demonstration base of modern longan industrial park, 3TREES developed a standardized production and management process for the village based on its own expertise of business management, turning primary products into high-quality deep processing products, and mobilized the initiative of the villagers by boosting their income. In addition, 3TREES sent material and financial assistance to the poor households, donated medical relief funds, and provided free coatings to the Wuyun Beautiful Village project and Wuyun Village Primary School to create a sound living and learning environment for the villagers and children.



## 萍湖村 Pinghu Village

三棵树成立了萍湖枇杷产业帮扶专项小组，企业副总裁牵头，由营销、电商、品牌等各部门核心骨干组成10人项目团队，多次进村上山实地考察，与村干部、村代表多次积极探讨营销方案，协助完成萍湖枇杷、无花果品牌定位、电商销售渠道搭建等工作；支持光伏发电项目充分利用了萍湖村的自然气候优势，每年产生可观售电收益；支持冷冻库建设项目，解决了枇杷、无花果等果蔬冷藏保鲜问题；实行“以购代销”，企业集中采购农副产品，作为员工年会福利。同时，结合“建设美丽乡村”这一号召，推进“美丽乡村-公益扶贫”项目，引入旅游公司推动旅游扶贫并提供免费涂料，通过美化村容村貌和文化交流等形式，推动萍湖村的精神文明建设，为建设萍湖特色旅游村打好基础。



3TREES has set up a special taskforce for the commercialization of Pinghu's loquat fruits. A ten-member team led by the vice president of the company and composed of key members of the marketing, e-commerce and branding departments, went into the village and up to the mountains for many times, actively discussed the marketing plan with village officials and representatives of the villagers for many times, and assisted in the brand building of Pinghu loquat and figs and the construction of e-commerce channels. The photovoltaic power generation project, which makes full use of the favorable natural climate of the village, generates considerable income from electricity sales each year. We have also supported the cold store project in the village to solve the problem of cold storage and preservation of loquat, fig and other fruits and vegetables. We also purchase agricultural and sideline products from the village as gifts for our employees during the New Year party. At the same time, in response to the government call of "building beautiful villages", we have launched the "beautiful village - poverty alleviation" project, which leverages the role of tourism companies in promoting poverty alleviation. We have also provided free coatings to improve and beautify the village's environment, and supported the village in fostering a sound cultural atmosphere by promoting cultural exchanges and other means, thus laying a solid foundation for the construction of the Pinghu characteristic tourism village.

## 贫困县产业投资

## Industrial investment in poor counties

三棵树还在全国范围探索精准扶贫与企业发展双赢的模式。围绕企业自身发展，三棵树在全国范围内优先选择具有特色资源、适合企业发展的贫困县设立分厂，一方面带动贫困地区经济发展，另一方面降低企业物流成本，实现扶贫与企业发展双赢。

三棵树在国家级贫困县河南南召县与省级河北博野县投资建厂，实现扶贫与企业发展双赢。在河南，三棵树投资南召县，不仅为当地贡献大量税收收入，同时为当地解决数百人的就业问题，带动了当地脱贫致富的步伐；与河北省保定市博野县签订《投资协议书》，目前已建成并投产，以实际行动带动当地产业发展，落实三棵树产业扶贫事业。

3TREES has opened factories in Nanzhao County, Henan Province, a national-level poor county, and Boye County, Hebei Province, a provincial-level poor county, with the aim of promoting poverty alleviation and growing the company business at the same time. In Henan, 3TREES's investment in Nanzhao County has generated substantial tax income, and created hundreds of jobs for the local area, making significant contribution to the poverty alleviation in the county. We have also signed an Investment Agreement with Boye County of Baoding City, Hebei Province, and completed the construction of the factory, which has now been put into production. Through these concrete actions, we have contributed to the growth of local industries and fulfilled our commitment of poverty alleviation.

3TREES is also exploring a win-win model of targeted poverty alleviation and business development across the country. 3TREES has chosen poor counties with special resources and suitable for its own business development to set up factories to drive the economic development of the areas and, at the same time, reduce the logistics cost of the company, achieving a win-win outcome between poverty alleviation and company development.

## 济困助弱

## Supporting the poor and vulnerable groups

三棵树从2018年4月持续向宁德古田县捐资100万，用于帮助该县的低保户、贫困学子、残障人士和精神病患者，关爱他们的身心健康；同时积极参与全国工商联开展的贵州扶贫工作，捐赠33万元；连续两年支持白求恩公益基金会心脏外科救助公益项目，捐赠100万元帮扶福建省内患有心脏病的贫困家庭，关注贫弱群体的身心健康。

3TREES has continuously donated 1 million yuan to Gutian County in Ningde City from April 2018 to help the low-income households, poor students, people with disabilities and patients of mental disease in the county, caring for their physical and mental health. We have also participated in the poverty alleviation initiatives carried out by the All-China Federation of Industry and Commerce in Guizhou, with a total donation of 330,000 yuan. Meanwhile, we have supported the cardiac surgery public welfare project of the Bethune Charitable Foundation for two straight years, and donated 1 million yuan to help poor families suffering from heart disease in Fujian Province, to show our care for the poor and vulnerable groups.

## “百美村宿”乡村美化

## “Bona Villa” village renovation initiative

响应国家建设美丽乡村的号召，三棵树支持中国扶贫基金会“百美村宿”项目，为四川干埝村、河南韩徐庄村捐赠内外墙涂料，改善乡村环境，用爱与行动为游子留住乡愁，让美丽与微笑常驻乡村。



Responding to the government call of building beautiful villages, 3TREES has supported the “Bona Villa” project of China Foundation for Poverty Alleviation by donating interior and exterior wall paint to Gannian Village in Sichuan Province and Han Xuzhuang Village in Henan Province. By helping improve the village environment, we have preserved a sense of nostalgia and left beauty and smile to the villagers.

## 抗击疫情 三棵树在行动

### Fighting the pandemic, 3TREES is in action



2020年伊始，新冠肺炎疫情牵动着全国人民的心。作为一家具有使命感和责任感的民族企业，三棵树积极承担企业社会责任并积极响应，快速决议行动。我们通过汇聚企业、合作伙伴、员工等各地方力量共同抗击疫情，第一时间捐赠善款和防疫物资，为在一线抗击疫情的广大医务工作者提供更多力所能及的帮助，为疫情防控和复工复产贡献一份力量，充分彰显三棵树“大爱精神”。

At the beginning of 2020, the spread of the novel coronavirus triggered concerns among people all over the country. As a national enterprise with a sense of mission and responsibility, 3TREES actively assumed its social responsibility and responded with swift actions. We joined forces with our partners, employees and other stakeholders in containing the virus, and donated charity funds and material supplies at the earliest opportunity to support medical workers on the front line of the battle against the disease and make our contribution to pandemic response and economic reopening, fully demonstrating our “spirit of great philanthropy”.

## 为员工：科学防控，有序复工

## Support for our employees: exercising science-based epidemic control and promoting orderly resumption of production

自新冠肺炎疫情爆发后，三棵树第一时间成立疫情防控工作小组，调动全球供应商资源采购防疫物资，保障员工安全复工复产。为了保障2月17日三棵树复工日疫情防控，疫情防控小组制定全员防疫管理方案，传达及落实公司关于疫情防控工作的安排，做到精准施策与科学合理防疫，通过每日健康打卡、疫情形势分享、日常防护贴士、防疫物资发放等，时刻关注员工的身体健康，关怀员工的复工需求。

Immediately after the coronavirus struck, 3TREES set up a special taskforce to lead the epidemic response, and purchased epidemic prevention materials through its global supplier network to ensure employees' safe return to their jobs. In order to ensure the safety of employees on the day of factory reopening, February 17, the taskforce formulated a whole-of-company epidemic containment plan to ensure targeted implementation of the company's arrangements on epidemic prevention and control. By initiating the requirement of daily health reporting, sharing epidemic update and hygiene tips and distributing epidemic prevention materials, we have paid close attention the health conditions of our employees and attended to their needs after returning to work.

全员每日健康打卡  
Daily employee health reporting

累计**196天**，**超110万**人次  
196 days, 11 million+ reports

异常员工及家属电话  
Calls made to employees struggling with difficulties and their families

累计**1,946**人次  
1,946 times

异常及隔离员工关怀  
Consolation for employees struggling with difficulties or under quarantine

累计**167**人次  
167 times

对接政府优惠政策申请  
Applications for preferential government policies

减免**2,870.5**万元  
28.705 million yuan in reductions and exemptions

### 防控制度保障 Institutional safeguards

发布员工各类防控安全保障政策和通知，覆盖春节假期延长及工作安排通知、复工管理方案、餐厅用餐分流方案、防疫物资领取方案，异地返司管理方案等多项防控措施。

We have issued various policies and notices on containment measures such as the notice on extending the Spring Festival holidays and the adjusted work arrangements, the plan for managing production resumption, the plan for staggered canteen visits, the plan for the distribution of epidemic prevention materials, and the management plan for employees returning from hometown.

### 提供物资保障 Material supplies

在办公区域提供一次性口罩、含酒精洗手液、一次性手套、红外测温枪等防疫防护物资，供员工防护使用。

We have provided disposable masks, alcohol-based hand sanitizers, disposable gloves, infrared thermometer guns and other epidemic prevention materials in the office area for employees to use.

### 薪酬福利及保障 Remuneration, welfare and other benefits

不裁员，不降薪，正常发放员工工资、福利。

采取错峰弹性工作制度，部分员工远程办公视为正常出勤，薪酬和福利正常发放。

提供隔离慰问，返岗关怀、精神关怀等关怀保障。

We have avoided layoff or salary cut, ensured on-time payment of salaries and benefits, and introduced the system of staggered working hours - employees working from home are counted in the attendance record, receiving the same salaries and benefits.

We have expressed care for employees under quarantine, and offered consolations to employees returning from hometown to work.

### 安全教育与培训 Safety education and training

三棵树大学上线百门课程和新书，组织员工开展线上学习培训和学习。

The 3TREES University launched 100 courses and new books, and organized online training and study for employees.

### 安全防控宣传 Public education

通过OA协同管理平台、微信公众号、企业微信、树APP等线上平台发布三棵树疫情防控手册宣传学习。在办公场景处则设立防控宣传专区进行日常生活安全防控知识宣传。

We have released the 3TREES Covid-19 Response Manual through OA platform, WeChat public account, enterprise WeChat, Tree APP and other online platforms, and set up a special section in the office scene to promote the knowledge of epidemic control in daily life.

### 畅通沟通渠道 Smooth communication channels

畅通的员工沟通渠道，收集员工各方面工作及生活需求，及时跟进疫情期间员工提出的问题，及时反馈结果并形成闭环管理，保障员工复工复产。

We have opened smooth communication channels for employees to express their concerns about their work and life, followed up on the issues raised by employees during the pandemic, and provided timely feedback and workable solutions for their requests to guarantee the resumption of work and production.

### 响应“六稳六保”号召 Responding to the government's call for ensuring stability on six fronts and protection in six areas

稳就业、保就业，加大社会招聘和应届生招聘力度，为社会提供了大量就业岗位。

We have stepped up public and campus recruitment and provided a large number of job opportunities to support the government's effort of securing employment.

### 为伙伴：防疫爱心包裹，为健康护航

#### Support for our partners: sending care parcels for health protection

了解到抗疫一线防疫物资紧缺的信息，三棵树采购部寻找全球供应商资源、协同上下游合作伙伴，采购紧缺的医用防疫物资，为抗疫工作者及三棵树员工及合作伙伴送去一份生命守护。

Having learned about the shortage of anti-epidemic materials at the front line of the battle against the virus, 3TREES Procurement Department mobilized its global supplier network and worked with upstream and downstream partners to purchase badly needed material supplies, building an extra shield of protection for both medical workers and 3TREES employees and partners.

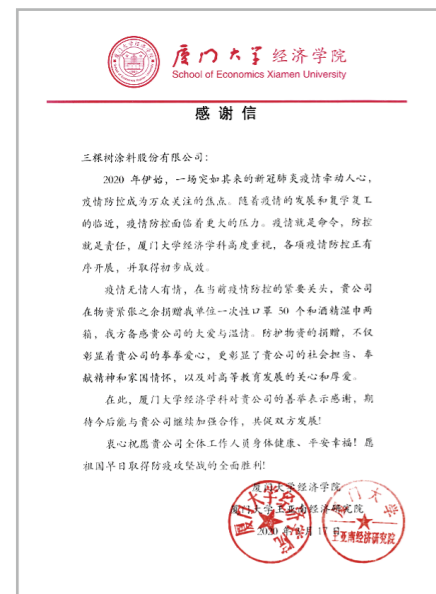


为守护全国三棵树员工及合作伙伴的健康，行政中心全体员工连续奋战两个月将一份份爱心快递传送到全国员工家属、合作伙伴、供应商的手中，持续调配近600万元防疫物资，在疫情最严重的时刻及时送去关怀和保障。

In order to protect the health of employees and partners, the staff of the Administration Center worked tirelessly for two straight months, delivering care parcels to the families of 3TREES employees as well as partners and suppliers in different parts of the country, and distributed nearly 6 million yuan of epidemic prevention materials, bringing care and reassurances when the pandemic was at its worst.

三棵树董事长兼总裁洪杰先生说：“员工健康，企业才能健康，保障员工的安全与健康就是对全国防疫工作的巨大贡献。三棵树坚决贯彻落实政府相关要求，做好公司疫情防控工作安排，确保责任到位、工作到位、措施到位，努力做到让员工安心，让客户放心。”

Mr. Hong Jie, Chairman and President of 3TREES, said, "Only when employees are healthy can the company be healthy, and ensuring the safety and health of employees is a great contribution to the country's epidemic response. We will resolutely implement the relevant government requirements, make a proper epidemic response plan in the company, and undertake our responsibilities with effective work and measures to give our employees and customers a sense of reassurance."



爱心包裹发放情况  
Statistics of distributed care parcels

- 一次性口罩: 2,079,241个  
Disposable masks: 2,079,241
- 酒精湿巾: 610,704包  
Alcohol wipes: 610,704
- 酒精棉片: 6,484盒  
Alcohol pads: 6,484 boxes
- 防护服: 1,920套  
Protective clothing: 1,920 sets

为医院：奔赴“疫”线，驰援防疫医院建设

Support for hospitals:  
rushing to the battlefield to assist the construction of Covid-19 hospitals

春节是中国人最喜庆团圆的传统节日，但有一批三棵树人奔赴防疫一线，为全国收治新冠肺炎患者的定点医院捐赠健康涂料等物资，驰援医院建设，助力最美逆行者。

For the people in China, the Chinese New Year is the most celebrated traditional festival. On this day of family reunion, a team of 3TREES employees left their home and threw themselves into the battle against the disease, delivering healthy paints and other materials to the designated hospitals for the treatment of Covid-19 patients and participating in hospital construction all across the country.

作为集中收治新冠肺炎患者的专门医院，武汉雷神山医院筹建之初，三棵树湖北工程团队与旗下的大禹九鼎员工组建了先锋队，2020年2月1日了解到医院建设物资需求信息后，与湖北大禹九鼎的工厂取得联系，立刻排单生产，联系好特别通行证专车等紧急调配工作，全程仅用4个小时。2月2日凌晨将全部物资装车，7点赶至雷神山医院完成交付、卸货。在这样严峻和全城戒严的状态下，三棵树在不到一天时间内完成接到需求到铺设完成，争分夺秒为医院建设贡献一份力量。



At the early stage of the construction of Leishenshan, a makeshift hospital built in Wuhan for treating Covid-19 patients, a vanguard team was set up by 3TREES's Hubei engineering division and the employees of its subsidiary Dayu Jiuding. On February 1, upon learning the hospital's demand for construction materials, 3TREES contacted the Dayu Jiuding factory in Hubei and immediately scheduled production orders. In just four hours' time, all the emergency arrangements, including special cargo trucks and passes, were in place. In the early morning of February 2, all the supplies were loaded onto the trucks and delivered to Leishenshan before 7 o'clock. Despite the grave situation and the city-wide lockdown, 3TREES completed the delivery and installation within 24 hours after receiving the demand, racing against time to expedite the hospital's construction.

除雷神山医院，曾经在“非典”期间有效控制疫情的北京小汤山医院也启动修缮，准备做好防疫就诊工作。三棵树北京团队及天津工厂组成抗疫驰援先锋队，主动与小汤山医院总指挥部取得联系，一批健康内墙涂料驰援物资运达小汤山医院。施工期间三棵树应急小组全天候现场查勘、给出书面施工指导。作为首批驰援小汤山医院的企业，北京疾控中心相关人员对三棵树的支援效率给予高度赞扬。

In addition to the Leishenshan Hospital, the Xiaotangshan Hospital in Beijing, which was instrumental in controlling the SARS epidemic back in 2003, was also being prepared for treating Covid patients. The vanguard team formed by 3TREES's Beijing division and Tianjin factory made contact with the general command of Xiaotangshan, and delivered a batch of healthy interior wall paints to Xiaotangshan. During the construction, the 3TREES emergency taskforce was present at the site around the clock to track the construction progress and give written guidance. As one of the first companies to go to Xiaotangshan, 3TREES was commended by Beijing CDC for its efficient support.

另外，三棵树还分别向宁夏银川市第四人民医院、福建龙岩康山医院、广西壮族自治区人民医院邕武医院、江苏省徐州市贾汪人民医院、安徽省宿州市第三人民医院、江西赣州市第五人民医院、湖北襄阳市航空工业襄阳医院等防疫医院捐赠了健康涂料，驰援医院建设项目。

In the meantime, 3TREES also donated healthy paints to the Fourth People's Hospital in Yinchuan, Ningxia, the Kangshan Hospital in Longyan, Fujian, the Yongwu Branch of the People's Hospital of Guangxi Zhuang Autonomous Region, the Jiawang People's Hospital in Xuzhou, Jiangsu, the Third People's Hospital in Suzhou, Anhui, the Fifth People's Hospital in Ganzhou, Jiangxi, the Xiangyang Hospital of Aviation Industry in Xiangyang, Hubei, and other Covid-19 hospitals to support their construction projects.

疫情就是命令，防控就是责任。正值春节期间，1月31日在得到北京小汤山医院建设物资紧缺消息时，我们仅用36个小时，克服种种困难，在2月2日冒着大雪把健康涂料送到了医院。虽然已是隆冬腊月，但我们的心是温暖的，我们的行动是热切的！虽然我们不能像白衣天使奔赴前线，如英雄出征战场，但是以我们的方式为抗击疫情英雄的人民献上自己的爱心，更好的为疫情提供保障。

——三棵树北京工程团队 杜迪迪

The epidemic is an order, and to prevent the virus from spreading is the responsibility for us all. On January 31, about two weeks before the Chinese New Year, we got the news of the shortage of construction materials in Beijing Xiaotangshan Hospital. Less than 36 hours later, on February 2, we overcame all kinds of difficulties and braved the heavy snow to deliver the healthy paint to the hospital. Although it was already the middle of winter, our hearts were filled with warmth and passion! Although we could not rush to the front line like angels in white, or march to the battlefield like soldiers, we showed our care for the heroes in our own way, and built a firmer line of defense against the epidemic.

--Du Didi,  
3TREES Beijing Engineering Team

## 为社会：捐资千万，为战役加油

### Support for the society: donation for victory

新冠肺炎疫情发生后，三棵树一直密切关注，积极响应并快速决议行动，共抗疫情。2020年1月27日，为支持武汉抗击疫情，三棵树立即启动紧急决策程序，向福建省光彩事业促进会捐助1,000万元人民币，并由福建省光彩事业促进会转交湖北红十字会和福建红十字会，用于支援武汉抗击疫情工作。

In the wake of the outbreak, 3TREES followed closely the development of the situation and joined the battle against the disease in no time. On January 27, 2020, to support Wuhan's fight against the epidemic, 3TREES immediately launched its emergency decision-making process and donated 10 million yuan to the Fujian Provincial Society for Promotion of the Guangcai Program, which passed on the fund to the Hubei Red Cross Society and Fujian Red Cross Society to support Wuhan.

除向疫情重灾区的武汉捐资1,000万元人民币外，2020年2月7日，三棵树再向河南省南召县财政局捐款50万元，用于当地抗击新冠肺炎疫情；2020年2月10日，三棵树旗下的湖北大禹九鼎新材料科技有限公司向湖北省孝感应城市东马坊街道捐赠50万元，支持当地抗疫工作。

In addition to the 10 million yuan donation to Wuhan, the epicenter of the pandemic, on February 7, 2020, 3TREES donated another RMB 500,000 to the Finance Bureau of Nanzhao County, Henan Province, to support the local Covid containment efforts; on February 10, 2020, Hubei Dayu Jiuding New Material Technology Co., Ltd, a subsidiary of 3TREES, donated RMB 500,000 to Dongmafang Street, Yingcheng City, Xiaogan, Hubei Province, to support the local campaign against the epidemic.

疫情严峻，全国人民万众一心，共克时艰，特别是广大医务人员奋战在抗疫情一线，面临着被感染的危险，却依然坚守岗位，在此向他们表示由衷的敬意。三棵树将尽一份力所能及的力量，希望能够为疫情防控提供帮助和支持。

——三棵树涂料股份有限公司  
董事长兼总裁 洪杰先生

The epidemic situation is grave, but the people of the whole country are united in getting through the difficult period. In particular, I wish to pay high tribute to our medical workers, who are battling the virus on the front line and holding fast to their positions, without fear for the risk of infection. We in 3TREES will do what we can to help and support the fight against the epidemic.

--Hong Jie, Chairman and President of  
SKSHU Paint Co., Ltd.



病毒无情，人间有爱

The virus is ruthless, but the world is filled with love

在公司董事长兼总裁洪杰先生号召下，三棵树每位员工发扬“敬天爱人”的大爱精神，纷纷捐款表达爱心。短短3天时间，小爱已汇集成大爱，三棵树公益基金已累计收到员工捐赠善款达60多万元，所筹公益款项全额用于防疫物资购买。三棵树公益基金会陆续向莆田学院附属医院、莆田市第一医院两家医院捐赠了8,000瓶酒精、2.4万只医用口罩和三台热成像测温仪，旨在缓解医疗物资紧缺，为坚守在一线医护工作者的健康护航。

Under the leadership of Chairman and President Hong Jie, the employees of 3TREES carried forward the spirit of “respecting nature and caring for compatriots” and contributed to the charity cause with generous donations. In just three days’ time, the 3TREES Public Welfare Foundation raised over 600,000 yuan of charity funds, all of which were used for the purchase of epidemic prevention materials. The 8,000 bottles of alcohol, 24,000 medical masks and three thermal imaging detectors donated to the Affiliated Hospital of Fujian Putian College Hospital and First Hospital of Putian City alleviated the shortage of medical supplies and ensured protection of the health of front-line medical workers.

面对海外疫情，三棵树国际事业部积极响应，助力缅甸防疫抗疫，驰援缅甸曼德勒消防总局，并联合两家在缅中资企业，共同向仰光省政府社会事务部捐赠防疫物资，助力缅甸抗疫工作。

When other countries were hit by the pandemic, 3TREES International Department quickly extended a helping hand. In Myanmar, 3TREES has actively supported the country’s epidemic response efforts, provided assistance to the Mandalay Fire Department, and donated epidemic prevention supplies to the Department of Social Affairs of the Yangon Provincial Government together with two Chinese-funded enterprises in Myanmar.



缅甸曼德勒消防总局在这次缅甸疫情期间，不但担负着新型冠状病毒疑似病人的隔离安保工作，还同时承担着整个曼德勒城市的消毒、火灾防护、出入城人员体温检测等高危工作。每日防疫物品消耗巨大，然而物资补给却未能及时跟上。三棵树缅甸销售部得知该信息后，联合了缅甸合作伙伴和爱心华人一行6人走进曼德勒消防总局，代表三棵树将多方渠道募集到的100套防护服、4,000个口罩、250公斤大米、60瓶免洗手消毒凝胶、10箱消毒液防疫物品捐赠至曼德勒消防总局。

The Mandalay Fire Department is responsible not only for the isolation and security of suspected patients of the novel coronavirus, but also for the disinfection, fire protection, temperature testing at the points of entry & exit and other high-risk works of the Mandalay city. The daily consumption of epidemic prevention supplies was huge, but the replenishment could not keep up. Upon learning the information, the representative of 3TREES Myanmar Sales Department, together with five local partners and members of the Chinese community in Myanmar, went to the Mandalay Fire Department and donated 100 sets of protective clothing, 4,000 masks, 250 kg of rice, 60 bottles of hand-free disinfectant gel and 10 cases of disinfectants that 3TREES raised through multiple channels.



与此同时，缅甸仰光省病例总数占全国总病例数的75%以上严峻情况下，三棵树缅甸销售部通过迅速调动在缅各方社会资源，经过一个月的沟通联系，继驰援缅甸曼德勒消防总局抗击新冠状肺炎疫情后，5月初又成功联合两家在缅中资企业——缅甸仰光职业技术学院和缅甸鸿蒙集团有限公司，向仰光省政府社会部捐赠了口罩、酒精和消毒液等防疫物资。

In Myanmar, the cases reported in Yangon Province accounted for more than 75% of the country’s total. Despite the grave situation, 3TREES Myanmar Sales Department quickly mobilized all its social resources in Myanmar. As in the case of the assistance for the Mandalay Fire Department, in early May, after a month of communication and contact, 3TREES joined another two Chinese-funded enterprises, i.e. Yangon Vocational and Technical College and Myanmar Hongmeng Group, in donating masks, alcohol and disinfectant to the Ministry of Social Affairs of the Yangon Provincial Government.



# 走进三棵树

WALK INTO 3TREES





## 关于三棵树 About 3TREES

三棵树创立于2003年，始终关注人类美好生活和家居健康，致力于打造内外墙涂料、防水、保温、地坪、辅材、施工“六位一体”的绿色建材一站式集成系统，打造以高品质涂料为主和家居新材料为辅、基辅材全配套、健康、色彩、品位、服务一体的美好生活解决方案。三棵树于2016年登陆上海证券交易所A股主板上市，2019年跻身胡润中国民营企业500强榜单，成为北京2022年冬奥会和冬残奥会官方涂料独家供应商。三棵树总部位于福建莆田，在上海、广州、北京成立中心，并在四川、河南、天津、安徽、河北、广东、湖北等设有及在建10个生产基地，现已成为全资及控股27家公司的企业。三棵树现有员工8,000多名，在全球拥有10,000多家合作伙伴。三棵树独具特色的“道法自然”生态文化和被誉为“醉美企业”的生态园区，每年吸引数万人前来参观、学习和交流。

Since its founding in 2003, 3TREES has been committed to building healthy homes by providing an integrated 6-in-1 one-stop system of green construction materials and services, encompassing interior and exterior wall coatings, waterproofing products, insulation materials, auxiliary materials, floor coatings and construction. Focused on high-end paint and supported by new materials for home, our solution offers both base and auxiliary materials and pays great attention to health, color, taste and service. We were listed on the A share main board of Shanghai Stock Exchange (SSE) in 2016, got listed in the "Hurun China 500 Most Valuable Private Companies" ranking table in 2019, and became the exclusive coatings supplier of the Beijing 2022 Winter Olympics and Paralympics. We have our headquarters in Putian, Fujian, regional centers in Shanghai, Guangzhou and Beijing, and ten production bases, either in operation or under construction, in Sichuan, Henan, Tianjin, Anhui, Hebei, Guangdong and Hubei. We have 27 wholly owned or controlling companies, over 8,000 employees and more than 10,000 partners globally. We have established a corporate philosophy known as the "Imitation of Nature" and an eco-industrial park known as an "Enterprise of Intoxicating Beauty", attracting tens of thousands of visitors every year.

**2003**

三棵树创立(年)  
Year of founding

**603737**

股票代码  
Stock code

**292.36**

品牌价值\*(亿元)  
Brand value (100 million yuan)

备注：品牌价值来源于世界品牌实验室(World Brand Lab)所发布的2020年《中国500最具价值品牌》分析报告内数据。  
\* Note: The data on brand value is taken from the analysis report "China's 500 Most Valuable Brands of 2020" published by the World Brand Lab.





## 企业文化与理念 Corporate culture and philosophy

资源总会枯竭，唯有文化生生不息。

Natural resources will be depleted one day, but culture will continue to thrive and flourish.

三棵树文化哲学源于中国老子《道德经》思想。三棵树深信基业长青之道，在于取法自然。三棵树创始人洪杰先生在创办企业之初就开始思考如何建立一套天、地、人和谐统一的企业文化体系，让企业拥有信仰且能永续经营，“人法地，地法天，天法道，道法自然”，“无为而治”、“敬天爱人”等成为了企业经营哲学。老子《道德经》思想“道生一、一生二、二生三、三生万物”，与代表健康、绿色、生命力的企业图腾“树”相融，“三棵树”的名字由此而来。

3TREES's cultural philosophy has its roots in the thoughts that Lao Tzu articulated in "Tao Te Ching". It is 3TREES's firm conviction that the only way to ensure the prosperity of its foundation business is to model itself after nature. Mr. Hong Jie, founder of 3TREES, set out to build a dynamic and vibrant corporate culture system in the early days of the enterprise to breathe life into the business. Thus, the enterprise's operating philosophy was based on the inspirations derived from the following lines in Tao Te Ching: "Man models himself after the Earth; the Earth models itself after Heaven; Heaven models itself after Tao; Tao models itself after Nature"; "Achieve control by doing nothing that goes against nature"; "Respect nature and care for your compatriots"; and "Tao produced one; one produced two; two produced three; three produced all things". And three trees, symbolizing health, greenness and vitality, became the corporate totem, hence the name "3TREES" for the company.

随着企业的发展，三棵树不断演变和沉淀出研发、生产、采购、营销、人力、财务、战略等各种管理理念和企业制度流程，2007年三棵树进行内容优化，形成“精神、制度、物质”三位一体、更加系统的“道法自然生态文化”。2017年三棵树再度升级企业文化体系，由三棵树董事长兼总裁洪杰先生亲自主持，凝聚三棵树发展智慧的新版《道法自然·三棵树生态文化手册》诞生，并于2018年推出英文版，三棵树企业文化迈出了走向全球的重要一步。

With the steady development of the enterprise, various management concepts and enterprise system processes, such as R&D, production, procurement, marketing, manpower, finance and strategy, have continuously evolved and consolidated. Hence, in 2007, 3TREES established a more systematic "Taoist natural ecological culture" combining "spirits, institutions and materials". In 2017, 3TREES again upgraded its corporate culture system. Under the personal leadership of Mr. Hong Jie, the new 3TREES ECO-CULTURE HANDBOOK was published, which was followed by the launch of its English version in 2018, marking an important step in bringing 3TREES's corporate culture to the world.

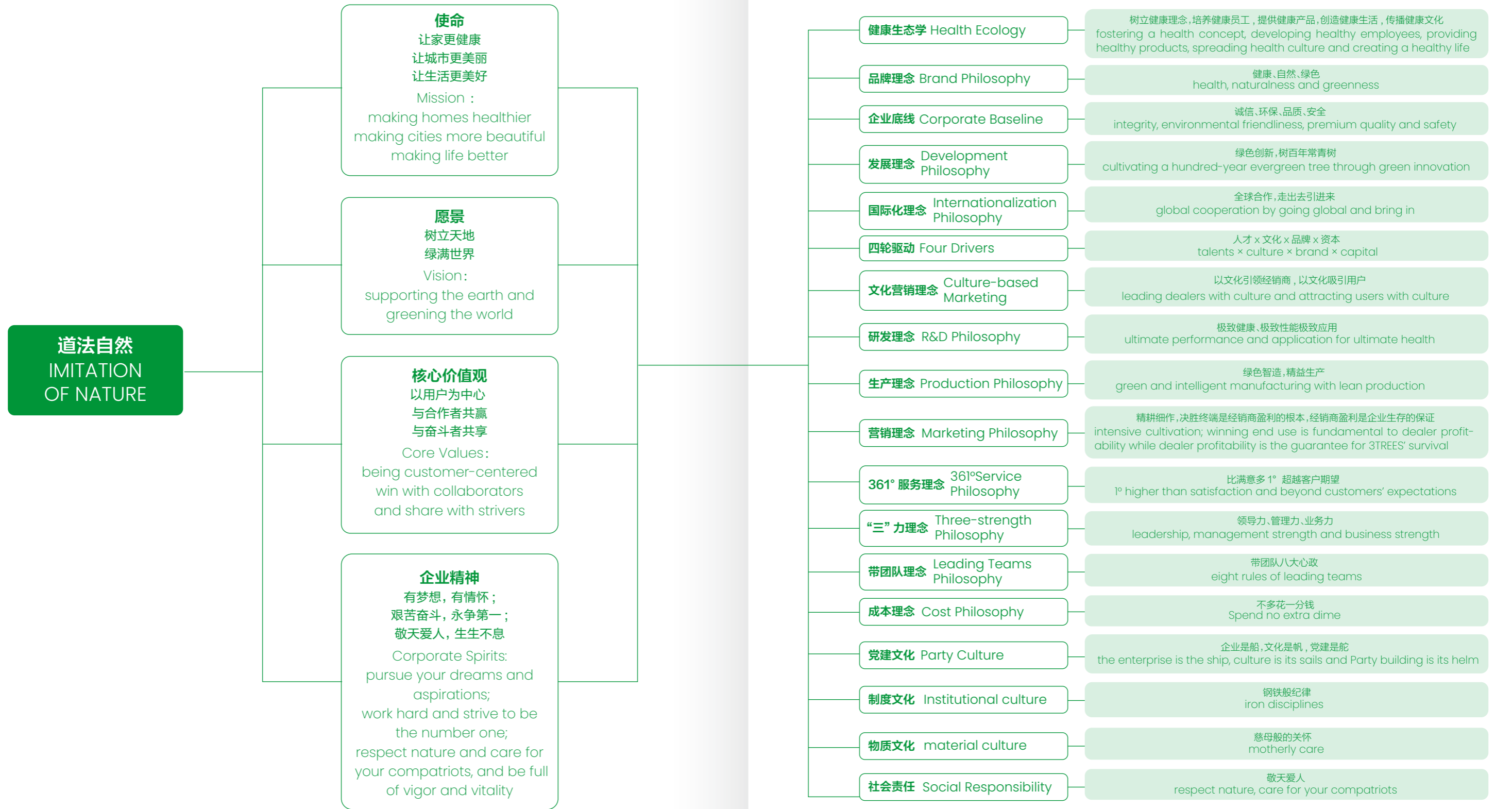
三棵树企业文化兼具天人合一、中西合一、知行合一、体系完善、与时俱进等特色。作为三棵树的一张名片，对内员工的文化满意度高达98.3%，对外得到了企业内外、社会各界的广泛认可。

3TREES's corporate culture features combination of heaven and man, east and west, understanding and practice. It is a complete system and moves with the time. As 3TREES's name card, the corporate culture has a 98.3% popularity among employees and is widely acclaimed by the society.

独具特色的企业文化已成为三棵树可持续发展的核心内生动力，引领企业发展作用日益明显，驱动着三棵树高质量快速发展，树立更高的目标追求和更先进的发展理念，扛起大国品牌旗帜，实现“树立天地，绿满世界”的愿景。

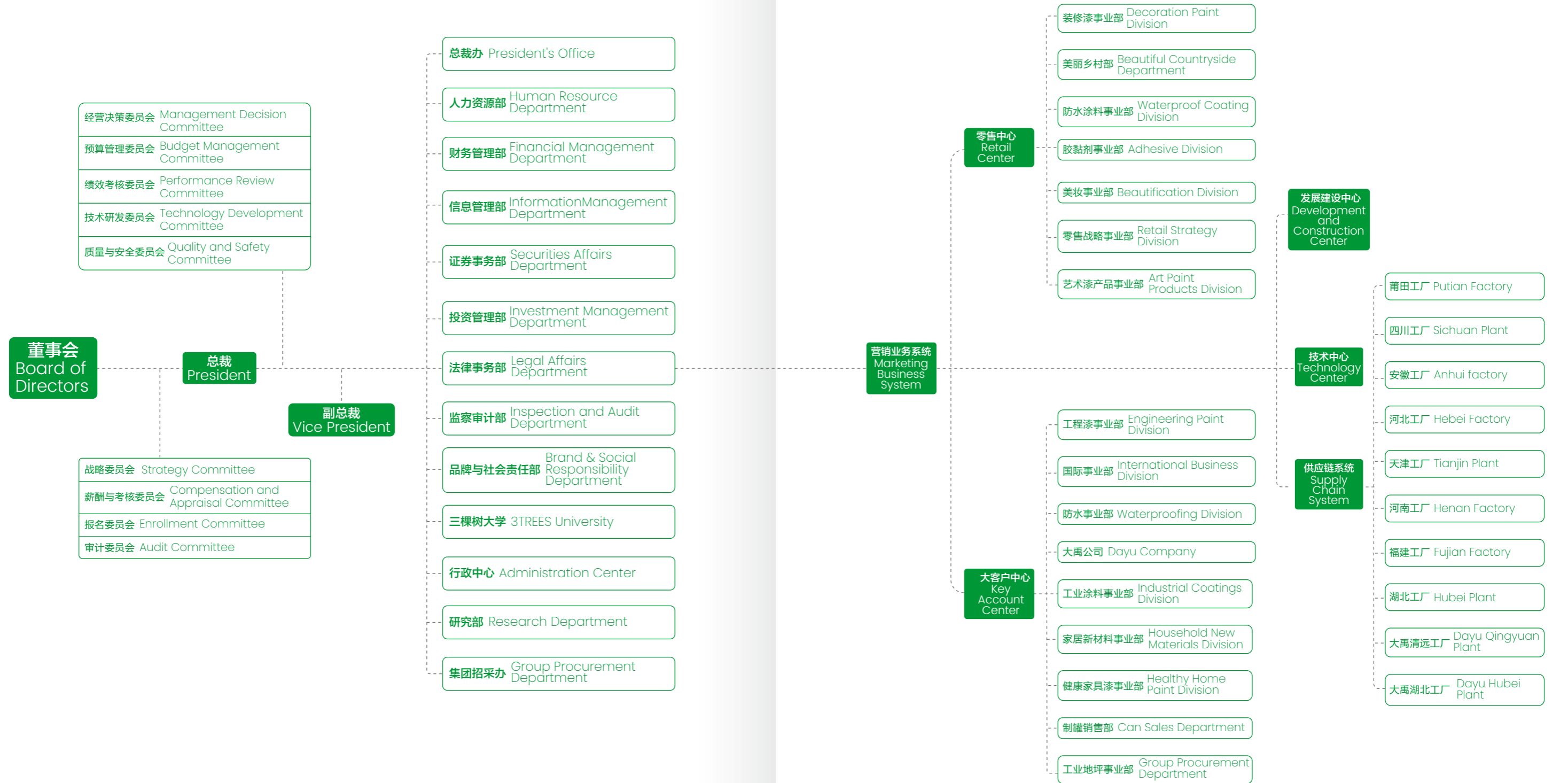
The unique corporate culture has become a central driving force for the company's sustainable development and played an increasingly visible role in promoting high-quality business growth. Always aiming for higher goals, 3TREES is determined to deliver its vision as a major national brand: supporting the earth and greening the world.





# 组织架构 Organizational structure

三棵树集团组织架构图



## 2020大事记 2020 events

### 一月 January

- 1月14日至16日，以“价值 协同 成长”为主题的三棵树2020年年度会议召开。  
January 14 to 16: 3TREES Annual Conference 2020 was held with the theme of "Value, Collaboration and Growth".

### 二月 February

- 突如其来的新冠肺炎疫情爆发，三棵树立即启动紧急决策程序，捐赠1,000万元人民币用于驰援武汉抗击疫情工作，累计捐款捐物1,800多万元用于新冠肺炎疫情防控。  
In the wake of the sudden outbreak of the novel coronavirus, 3TREES immediately initiated emergency decision-making procedures and donated 10 million yuan to support Wuhan's fight against the virus, making a total of over 18 million yuan of cash donations and material supplies for epidemic prevention and control.

### 三月 March

- 3月27日，三棵树与红星美凯龙家居集团股份有限公司（601828.SH）举行战略合作签约仪式。  
March 27: 3TREES held the signing ceremony on strategic cooperation with Red Star Macalline Home Furnishing Group Corporation (601828.SH).

### 五月 May

- 5月25日至6月8日，三棵树联合ELLEDECO（家居廊）在上海新天地商圈，以“城市野餐”为主题参加亚洲顶级设计文化交流活动。  
May 25 to June 8: 3TREES and ELLEDECO participated in Asia's top design and cultural exchange event with the theme of "City Picnic" in Shanghai Xintiandi.

### 六月 June

- 6月10日，在厦门大学100周年校庆倒计时300天活动中，三棵树董事长兼总裁洪杰先生认捐2,000万元支持厦门大学教育事业的建设和发展。  
June 10: during the 300-day countdown to the 100th anniversary of Xiamen University, Mr. Hong Jie, Chairman and President of 3TREES, pledged a donation of 20 million yuan to support the university's education development.
- 6月13日，三棵树上海旗舰店正式开业并发布鲜呼吸空气净化漆、三棵树360抗甲醛墙面漆等4款高端新品。  
June 13: 3TREES opened its Shanghai flagship store and released 4 new high-end products, including the Fresh Breath Air Purification Paint and 3TREES 360 Anti-Formaldehyde Wall Paint.

### 七月 July

- 7月8日至7月11日，总面积达744.5m<sup>2</sup>三棵树综合馆和三棵树小森科创天然板展馆亮相中国（广州）国际建筑装饰博览会。  
July 8 to July 11: 3TREES opened the main pavilion and the SEN Sci-Tech Innovation Board pavilion, with a total space of 744.5 m<sup>2</sup>, at China (Guangzhou) International Building Decoration Fair.
- 7月13至7月21日，以“十八而荔·青春而志”为主题的三棵树第十五届荔枝文化节在总部生态园区开展。  
July 13 to July 21: 3TREES held the 15th Litchi Culture Festival at the ecological park of the headquarters with the theme of "Power of Youth".

### 八月 August

- 8月6日，三棵树正式成为北京2022年冬奥会和冬残奥会官方涂料独家供应商。  
August 6: 3TREES officially became the exclusive supplier of official paint for the Beijing 2022 Winter Olympics and Paralympics.
- 8月25日，三棵树与龙蟒佰利联集团股份有限公司（002601.SZ）战略合作签约暨联合创新实验室揭牌仪式在河南焦作举行。  
August 25: 3TREES held the signing ceremony on strategic cooperation with Lomon Billions Group Corporation (002601.SZ) and inauguration of joint innovation laboratory in Jiaozuo, Henan Province.
- 8月27日，三棵树与万华化学集团股份有限公司（600309.SH）战略合作签约暨联合创新实验室揭牌仪式在山东烟台举行。  
August 27: 3TREES held the signing ceremony on strategic cooperation with Wanhua Chemical Group Co. Ltd. (600309.SH) and inauguration of joint innovation laboratory in Yantai, Shandong Province.

### 九月 September

- 9月1日，三棵树与河南濮阳市政府成功签订项目投资合作协议，计划投资人民币13-18亿元在河南濮阳工业园区新建新型建材生产及配套项目。  
September 1: 3TREES and Henan Puyang Municipal Government successfully signed an investment agreement, with the plan to invest 1.3-1.8 billion yuan in a project on the construction of new building materials and matching facilities in Henan Puyang Industrial Park.
- 9月9日至9月13日，三棵树董事长兼总裁洪杰先生率108名高管、合作伙伴集结敦煌协同挑战113公里戈壁行。  
September 9 to September 13: Mr. Hong Jie, Chairman and President of 3TREES, led 108 senior executives and partners to complete a 113 km desert challenge in Dunhuang.



十月 October

- 10月21日，三棵树再度亮相CCTV《大国品牌养成记》，展示三棵树成就健康、绿色、自然背后的故事。  
October 21: 3TREES once again joined hands with CCTV, and shared the story behind its success in building a brand for health, green and nature on the documentary program "The Growing of the Great Brand".

十一月 November

- 双十一期间，三棵树在天猫、京东等线上平台共达成1.17亿销售额，同比增长156%，成为天猫“双11”涂料行业首个突破亿元品牌并位居行业第一。  
November 11: 3TREES achieved a record sales of 117 million yuan on Tmall, JD and other e-commerce platforms, an increase of 156% year-on-year, becoming the first brand in the coating industry to exceed 100 million yuan in sales and ranking the first in the industry on Tmall during "Double 11".
- 11月15日，三棵树跨界艺术圈，成为本次西岸博览会独家涂料合作伙伴，并展出首个跨界艺术公共空间作品——三棵树Lounge。  
November 15: 3TREES became the exclusive coating partner of the West Bund Art & Design, and presented its first cross-over art work in public space - 3TREES Lounge.
- 11月26日，在上海市绿色建筑协会指导下，三棵树主办的“建筑墙体围护结构节能系统解决方案”论坛成功召开。  
November 15: 3TREES became the exclusive coating partner of the West Bund Art & Design, and presented its first cross-over art work in public space - 3TREES Lounge.
- 11月29日，三棵树广州中心成立，中心整体办公面积近3,000平米、可容纳400人同时办公。  
November 29: 3TREES launched its Guangzhou Center, which offers a total office area of nearly 3,000 square meters and a seating capacity of 400 people.

十二月 December

- 12月5日，三棵树首届“美丽中国·青春行动”大学生环保创意大赛完美收官，吸引了国内外36所高校307支团队及个人申报，影响全国375万名大学生。  
December 5: the first "Beautiful China - Youth Action" 3TREES College Competition on Creative Environmental Protection Ideas came to a successful conclusion. The competition attracted the participation of 307 teams and individuals from 36 Chinese and foreign universities, making an impact on 3.75 million college students nationwide.
- 12月11日，三棵树以“线上+线下”形式开展2021届Super Open Day校园招聘活动，100名2021届校招大学生代表实地走进三棵树。  
December 11: 3TREES launched the 2021 Super Open Day campus recruitment in an "online + offline" format, and invited 100 representatives of college students for an on-site visit.

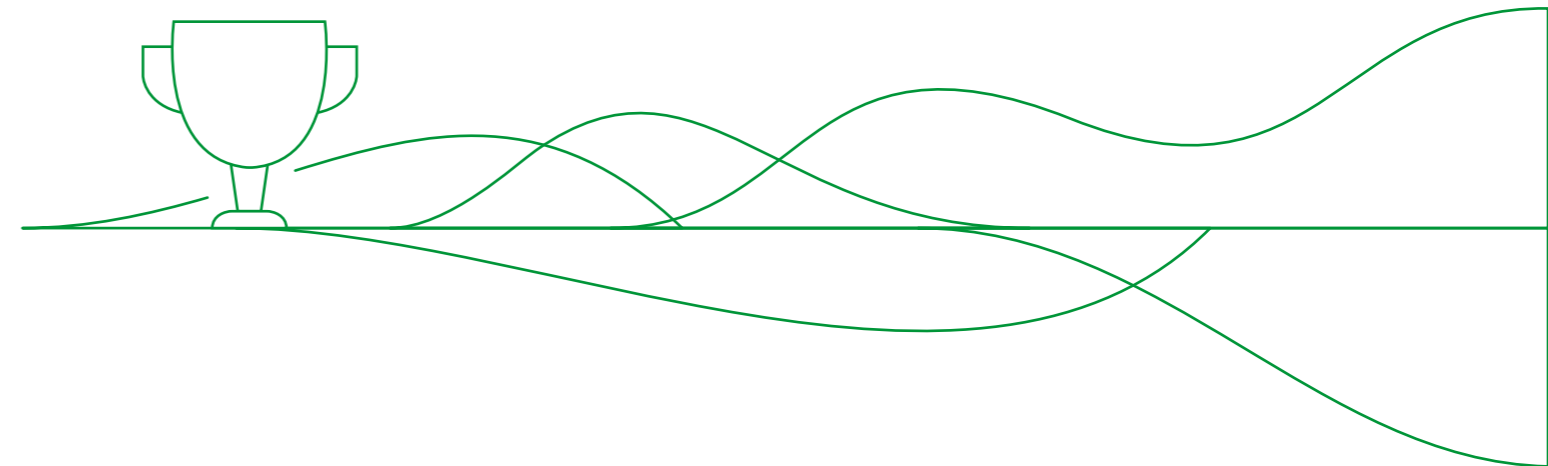
我们的荣誉 Honors



荣誉 Type	奖项 Honor	颁发单位 Issued by
企业经营 Business operation	北京2022年冬奥会和冬残奥会官方涂料独家供应商 Exclusive supplier of official paint for the Beijing 2022 Winter Olympics and Paralympics	北京冬奥组织委员会 Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games
	2019年度纳税大户（纳税1亿元-5亿元） Tax-payers of the Year 2019 (100 million-500 million yuan of tax payment)	中共莆田市委、莆田市人民政府 CPC Putian Municipal Committee, Putian Municipal People's Government
	人民匠心品牌奖 People's Brand: Craftsmanship Award	人民网 People's Daily Online
	中国房地产500强首选供应商品牌 Preferred Suppliers of Top 500 Chinese Real Estate Developers	2020中国房地产500强测评成果发布会 Launch event of the Top 500 Chinese Real Estate Developers list 2020
	中国500最具价值品牌 China's 500 Most Valuable Brands	世界品牌实验室 World Brand Lab
	2020全球涂料上市公司市值10强 Top 10 Global Coatings Listed Companies by Market Value 2020	2020全球涂料上市公司市值25强排行榜 List of Top 25 Global Coatings Listed Companies by Market Value 2020
	2020中国上市公司价值评选·主板上市公司100强 Most Valuable Chinese Listed Companies 2020 - Top 100 Listed Companies on the Main Board	证券时报社 Securities Times
	大雁奖·2019年中国家居产业房地产供应链领军品牌 Dayan Award - Leading Home Furnishing Brands in China's Real Estate Supply Chain 2019	中国室内装饰协会 China National Interior Decoration Association
	2020中国新经济最具投资价值上市公司 Most Investment-worthy Listed Companies in China's New Economy Sectors 2020	财联社 Cailian Press
	2020年泛家居私域流量营销领军企业 Leading Enterprise of Private Domain Traffic Marketing of Home Industry 2020	中国建博会 CBD Fair
中国上市公司最佳CEO50强（三棵树董事长兼总裁洪杰先生） Top 50 CEOs of Chinese Listed Companies (Mr. Hong Jie, Chairman and President of 3TREES)	界面新闻 Jiemian	

荣誉 Type	奖项 Honor	颁发单位 Issued by
社会公益 Charity	全国脱贫攻坚先进个人（三棵树董事长兼总裁洪杰先生） National Poverty Alleviation Award - Individual Contribution Award (Mr. Hong Jie, Chairman and President of 3TREES)	中国共产党中央委员会、 中华人民共和国国务院 Central Committee of the Communist Party of China, State Council of the People's Republic of China
	抗击新冠肺炎疫情先进民营企业 Model Private Enterprise in the Fight against the Covid-19 Pandemic	全国工商联 All-China Federation of Industry and Commerce
	最佳年度CSR品牌 CSR Brand of the Year	2020中国教育奖组委会 2020 China Education Award Organizing Committee
	年度影响力公益典范品牌 Influential Charity Brand of the Year	2020中国教育奖组委会 2020 China Education Award Organizing Committee
	人民企业社会责任奖·绿色发展奖 People's CSR Award - Green Development Award	人民网 People's Daily Online
	年度影响力公益典范品牌 Influential Charity Brand of the Year	中国青少年品牌发展计划 China Youth Brand Development Plan
	2019年度突出贡献奖 Outstanding Contribution Award 2019	中国扶贫基金会 China Foundation for Poverty Alleviation
	涂料行业责任关怀最佳实践单位 Best Practice of Responsible Care in the Coating Industry	中国涂料工业协会 China National Coatings Industry Association
	2020中国上市公司价值评选·社会责任奖 Most Valuable Chinese Listed Companies 2020 - CSR Award	证券时报社 Securities Times
	2020中国年度最佳雇主全国100强 China Top 100 Best Employer Award 2020	证券时报社 Securities Times
	2020中国上市公司口碑榜最具社会责任上市公司 Reputation List of China Listed Companies 2020 - CSR Award	每日经济新闻 Daily Economic News
	2020CSR实践非凡雇主奖 2020 Extraordinary Employer Award - CSR Practice	猎聘网 Liepin

荣誉 Type	奖项 Honor	颁发单位 Issued by
创新研发 R&D and innovation	低VOC涂料示范单位 Low VOC Coating Model Enterprise	2020中国国际涂料博览会暨 第二十届中国国际涂料展览会 China Coatings Show 2020
	“绿色制造 并肩前行”优秀展示企业 Green Manufacturing Model Enterprise	2020中国国际涂料博览会暨 第二十届中国国际涂料展览会 China Coatings Show 2020
	第十一届金漆奖五项大奖 Five heavyweight awards of the 11th China Golden Paint Award	中外涂料网 China Coatings Net (www.27580.cn)
	住宅工业部品设计类-红鼎奖 Red Tripod Award - Residential Industry Component Design Category	中国建筑装饰协会 China Building Decoration Association
	先锋创新品牌（三棵树小森科创天然板） Pioneering Innovation Brand (3TREES SEN Sci-Tech Innovation Board)	网易家居 Netease Home
	2020 中国房地产开发企业500强、 首选供应商品牌5项大奖 Five major awards of the Preferred Suppliers of Top 500 Chinese Real Estate Developers 2020	中国房地产业协会上海易居房地产 研究院、中国房地产测评中心 China Real Estate Association, E-House China R&D Institute, China Real Estate Appraise Center



# 稳健运营责任

## RESPONSIBILITY FOR SUSTAINED OPERATION

三棵树致力于实施高标准的公司治理，严格遵守中国证监会及上海证券交易所有关规范治理、运作的相关法律法规和监管要求，完善治理架构，以高质量经营保障股东权益，使股东与公司共享公司发展经营成果。公司对内制定健全的制度规范，开展严格的内部控制、内部监察；对外积极维护与投资者的关系，并真实、准确、完整地进行信息披露。

Committed to implementing high standards of corporate governance, 3TREES strictly observes the relevant legal provisions and regulatory requirements of the China Securities Regulatory Commission and the Shanghai Stock Exchange regarding standardized governance and operations. We have taken steps to improve the governance structure and protect shareholders' rights and interests with high-quality operation to share the fruits of our business growth with the shareholders. Internally, we have established sound management systems and norms, and conducted strict internal control and supervision; externally, we have maintained good relations with investors and ensured genuine, accurate and complete disclosure of information.





## 治理结构 Governance structure

公司严格按照股东大会、董事会、监事会及管理层的治理架构进行规范运作，“三会一层”分别按其职责行使决策权、执行权和监督权，建立健全科学规范、有效制衡、运作高效的现代公司治理体系。

We run our business based on a governance structure consisting of the shareholders' meeting, the Board of Directors, the Board of Supervisors and the management team. Each of them exercises the decision-making, executive and supervisory powers according to their duties, and contributes to a modern corporate governance system featuring scientific norms, effective check and balance and efficient operation.

### 股东和股东大会

#### Shareholders and shareholders' meeting

公司严格按照《中华人民共和国公司法》《中华人民共和国证券法》《上市公司股东大会规则》《公司章程》《股东大会议事规则》等法律法规、规章制度的要求，规范股东大会召集、召开及表决等程序，平等对待所有投资者，使其充分行使自己的权利，切实保证中小股东权益。

In strict accordance with the requirements of the Company Law of the People's Republic of China, the Securities Law of the People's Republic of China, the Rules for Shareholders' Meetings of Listed Companies, the Articles of Association, the Rules of Procedure for Shareholders' Meetings and other laws, regulations and rules, we have established standard process for convening and holding shareholders' meetings and standardized the voting procedures to ensure equal treatment of all investors. By doing so, we have enabled the investors to fully exercise their rights and guaranteed the rights and interests of small and medium shareholders.



2020年

公司共召开**6**次股东大会

In 2020, the Company held a total of six shareholders' meetings.

### 董事和董事会

#### Directors and Board of Directors

截至2020年底，公司董事会由7董事组成，其中独立董事3名、女性董事1名。董事会对股东大会负责，严格按照相关规定召集、召开董事会。公司董事会下设战略委员会、提名委员会、薪酬与考核委员会、审计委员会四个专门委员会。各专门委员会严格按照有关法律法规、《公司章程》和各专门委员会实施细则的规定履行职责。公司董事会会议的召集、召开等程序均符合相关规定的要求；历次董事会会议记录内容真实、准确、完整，保存安全；会议决议做到充分准确且及时信息披露。

As of the end of 2020, our Board of Directors consisted of seven directors, including three independent directors and one female director. The Board of Directors reports to the shareholders' meeting and convenes and holds the Board of Directors meeting in strict accordance with the relevant regulations. There are four special committees under the Board of Directors, namely the Strategy Committee, the Nomination Committee, the Remuneration and Evaluation Committee and the Audit Committee. Each special committee performs its duties in strict accordance with the relevant laws and regulations, the Articles of Association and their own implementation rules. The procedures for convening and holding the Board of Directors meeting are in compliance with the requirements of relevant regulations; the minutes of the meetings of the Board of Directors are true, accurate, complete and kept safely; and the resolutions of the meetings are fully and accurately disclosed in a timely manner.

同时，为促进规范运作，公司严格按照相关法律、法规、规范性文件及公司制度的规定和要求，保障独立董事有效行使职权。公司将持续完善治理结构，进一步发挥独立董事的独立性和专业性作用，持续提升公司决策的合理性及科学性。 Meanwhile, to promote standardized business operation, we have ensured the effective exercise of power by independent directors in strict accordance with the provisions and requirements of relevant laws, regulations, normative documents and company rules. We will continue to improve the governance structure and further leverage the independent role and expertise of independent directors to make more effective and proper decisions.



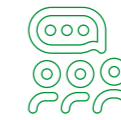
2020年

公司共召开 <b>13</b> 次董事会会议	The company held a total of 13 Board of Directors meetings
<b>4</b> 次董事会战略委员会会议	4 meetings of the Strategy Committee of the Board of Directors
<b>1</b> 次董事会提名委员会会议	1 meeting of the Nomination Committee of the Board of Directors
<b>1</b> 次董事会薪酬与考核委员会会议	1 meeting of the Remuneration and Evaluation Committee of the Board of Directors
<b>4</b> 次董事会审计委员会会议	4 meetings of the Audit Committee of the Board of Directors

## 监事和监事会

### Supervisors and Board of Supervisors

截至2020年底，公司监事会由3名监事组成，其中职工监事1名。监事会对股东大会负责，对公司经营活动、高级管理人员的履职情况进行检查监督，有效地保障公司股东权益、公司利益和员工的合法权益，促进公司规范运作。公司监事会会议的召集、召开、表决等程序均符合《监事会议事规则》规定。



2020年

公司共召开**7**次监事会会议  
In 2020, the company held 7 Board of Supervisors meetings.

As of the end of 2020, our Board of Supervisors consisted of four supervisors, including one employee supervisor. The Board of Supervisors reports to the shareholders' meeting. By conducting inspection and supervision of the company's operation activities and the performance of duties by senior management, the Board of Supervisors has ensured protection of the rights and interests of shareholders, the interests of the company and the legitimate rights and interests of employees, and contributed to the standardized operation of the company. The procedures for convening and holding the Board of Supervisors meetings and the voting at the meetings are compliant with the Rules of Procedure of the Board of Supervisors.

## 管理层

### Management board

截止2020年底，公司设有6名高级管理人员。管理层涵盖财务、法务、营销、化工等领域的专家，团队拥有丰富的行业背景和项目管理经验，帮助公司把握市场机遇并有效付诸实施。



As of the end of 2020, the company had six members in the senior management. The management board covers experts in finance, legal affairs, marketing, chemical and other fields. With its rich industry background and experience in project management, the management board has been instrumental in helping the company seize market opportunities and put them into practice.

## 投资者权益保障 Investor protection

### 规范信息披露保障知情权

#### Ensuring investors' right to know with standard information disclosure

公司高度重视信息披露工作，严格按照信息披露相关法律法规，通过中国证监会指定媒体和巨潮资讯网，真实、准确、完整、及时、公平地披露公司信息并持续提升信息披露的质量和透明度。公司在官方网站设置“投资者专区”，定期披露公司治理情况等信息，让投资者充分了解公司情况，为其投资决策提供参考。

The company attaches great importance to information disclosure and strictly follows the laws and regulations related to information disclosure. We disclose genuine, accurate, complete and timely information with fairness through the media designated by the China Securities Regulatory Commission and Juchao Website and continue to improve the quality and transparency of information disclosure. We have set up an "Investor" section on our official website to regularly disclose information on corporate governance, so as to keep investors fully informed about the company's situation and provide reference for their investment decisions.

三棵树在上海证券交易所沪市上市公司2016-2017年度、2017-2018年度、2018-2019年度、2019-2020年度信息披露工作评价中连续4次荣膺A级。

Among companies listed on Shanghai Stock Exchange, 3TREES has been successively rated A-class in information disclosure four consecutive times, from 2016 to 2019.



2020年

公司对外发布定期报告**4**项

临时公告(含公告编号)**117**项

In 2020, the company issued 4 routine reports and 117 temporary announcements (including announcement numbers) to the public.

### 审慎决策保障股东权益

#### Protecting shareholders' rights with prudent decisions

公司高度重视保护股东，特别是中小股东的合法权益。公司持续完善股东大会召开及参会流程相关内容，充分保障投资者参与股东大会行使合法股东权利。公司股东大会采用现场会议与网络投票相结合的方式召开，股东通过网络投票方式参加股东大会的，视为出席，选择网络投票方式参加上市公司股东大会的股东，可登录交易所信息公司网站或证券公司交易终端完成线上投票，无需通过电话、传真等方式登记确认，极大便利了异地股东参会，尤其鼓励中小股东积极参与股东大会。

The company attaches great importance to protecting the lawful rights and interests of shareholders, especially small and medium-sized shareholders. With improved process for convening and attending the shareholders' meetings, we aim to ensure investors' participation in the shareholders' meetings to exercise their lawful rights. The shareholders' meeting is held through both on-site meetings and online voting. Shareholders attending the meeting by voting online are also deemed present, and shareholders who choose online voting may log on to the website of the information company of the stock exchange or the trading terminal of the securities company and complete the voting, without the need to register by telephone or fax. Such arrangements have greatly facilitated the participation of shareholders from other locations, and in particular, encouraged the participation of small and medium shareholders.

我们充分发挥独立董事作用。2020年度，公司独立董事对提交董事会的各项议案均进行认真审议，积极参与讨论并以专业能力和经验做出独立的、合理的表决意见，充分保障全体股东尤其是中小股东的利益。

We fully leverage the role of independent directors. In 2020, the independent directors of the company seriously considered all the proposals submitted to the Board of Directors, actively participated in the discussions and offered independent and reasonable voting opinions with their expertise and experience, giving full protection to the interests of all shareholders, especially small and medium shareholders.



2020年

公司股东大会采用现场会议与网络投票相结合的方式召开。

In 2020, the shareholders' meeting is held through both on-site meetings and online voting.



## 畅通投资者沟通渠道

### Opening smooth channels for communication with investors

公司坚持把投资者关系管理工作放在重要位置，秉承尊重与坦诚的态度，为投资者消除疑惑，公司为此特别设立投资者关系专岗，并与公司投资者关系管理团队协同配合；积极与机构投资者、中小投资者以及市场参与方沟通，了解市场步调，感知投资者需求。公司提供丰富便捷的沟通渠道，通过电话、电子邮箱、投资者关系互动平台、公司官方网站“投资者专区”、媒体采访、业绩说明会等渠道积极与投资者进行沟通交流，建立并维护良好的投资者关系，与投资者实现良性互动，为投资者了解公司情况搭建平等畅通的平台，传递公司价值，获取投资者更多的信任和支持。

The company puts the management of investor relations high on its agenda, and endeavors to address the doubts of investors with respect and candor. To facilitate work in this regard, we have set up a special post for investor relations and cooperated with the IR (Investor Relations) team to communicate with institutional investors, small and medium investors and market participants to feel the pulse of the market and gauge investor needs. We have opened up convenient communication channels, including telephone, e-mail, investor relations interactive platform, the "Investor" section on our official website, media interviews and briefing sessions on business performance, which have allowed us to actively communicate with investors. We have established and maintained good investor relations, engaged in positive interactions with investors, and built a platform for equal-footed and open communication to help investors keep track of the company's development, share the company's values, and win more trust and support from investors.



#### 沟通渠道

电话、电子邮箱、投资者关系互动平台、公司官方网站“投资者专区”、媒体采访、业绩说明会。

Telephone, e-mail, investor relations interactive platform, the "Investor" section on our official website, media interviews and briefing sessions on business performance.

## 与股东共享公司发展成果

### Sharing the fruits of the company's development with shareholders

为与股东共享公司发展成果，三棵树在结合企业经营发展实际需求、保证公司业绩稳定，盈利持续提升的基础上，坚定维护股东合法权益，实施稳健的利润分配政策，为股东提供稳定、持久的回报，与股东共享公司发展成果。While meeting the company's business needs and ensuring stable performance and higher profits, 3TREES firmly safeguards the lawful rights and interests of shareholders, implements a prudent profit distribution policy, and provides stable and lasting returns to share the fruits of the company's development with shareholders.

年度 Year	归母净利润(万元) Net profit retained by parent company (10,000 yuan)	现金分红总额(万元) Total cash dividend (10,000 yuan)	每股现金分红(元/股) Cash dividend per share (yuan/share)
2020	50,177.27	15,326.38	0.57
2019	40,614.37	12,290.91	0.66
2018	22,248.80	6,789.57	0.51
2017	17,597.46	5,619.97	0.55
2016	13,365.82	8,000.00	0.80

## 合规运营 Compliance

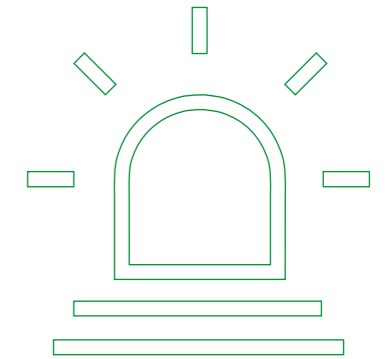
三棵树坚持“合法合规走向高质量”，致力于建立符合公司经营发展需要以及涂料行业最佳实践的合规管理体系，落实各项业务活动及流程。公司开展合规管理，建立全面的风险管理体系，以应对公司运营和业务发展面临的风险和挑战，严格把控运营中各项潜在的风险，提升公司风险管理能力、免疫力和韧性，制定并落实服务于公司战略的应对计划，实施科学决策以实现高质量的可持续发展。同时，公司党委积极发挥党组织的政治引领作用，建立党企联席会议制度，有效参与企业重大问题决策。

With the firm belief that "good compliance brings high quality", 3TREES is committed to building a compliance management system consistent with the company's operation needs and best practices in the coating industry, and putting in place various business activities and processes. Guided by the approach of compliance management, we have established a comprehensive risk management system to address the risks and challenges in our business operations and development, keep all potential risks in operations under control, and enhance the company's risk management capability, immunity and resilience. We have developed and implemented a risk response plan to serve the company's strategy, and endeavored to make scientific decisions in pursuit of high-quality and sustainable development. At the same time, the Party Committee of the company has actively exercised its political leadership and ensured a meaningful participation in the making of major corporate decisions through the Party-business joint meeting mechanism.

## 完善风险管理体系

### Improved risk management system

公司设立风险管控委员会，旨在将风险管理的各项要求融入企业日常管理和各项业务流程中，在委员会的统筹领导下，各中心、各部门及时有效的对自身可能面对的风险进行预防不反馈，以此组成企业坚实的风险管控防线。我们已于2020年制定并施行适用于公司及下属子公司的《全面风险管理制度》，制度已明确风险管理组织职责、流程、机制、工具模版等；2020年度公司共召开风险管控专题会8场、召开风险管控专题培训6场；2020年度公司提前落实风险管理信息化相关工作，编制风险月报、风险识别与评估、重大风险管理、重大项目风险管理等机制的信息化建设方案，目前风险月报信息化流程已常态运行。



The company has set up a risk management committee, with the aim of integrating the requirements of risk management into its daily management and various business processes. Under the leadership of the Committee, various 3TREES centers and divisions take timely and effective precautionary measures against potential risks to build a strong line of defense for risk control. In 2020, we formulated and started to implement the "Comprehensive Risk Management System" applicable to the company and all its subsidiaries, with clearly defined organization responsibilities, processes, mechanisms, tools and templates for risk management. The company held 8 special meetings and 6 special training sessions on risk management and control in 2020; completed the task of IT application in risk management ahead of schedule, and drafted informatization plans for monthly risk reporting, risk identification and assessment, major risk management, major project risk management and other mechanisms. Currently, the informatization process for monthly risk reporting is in regular operation.

## 强化内控体系

### Strengthened internal control

2020年公司进一步完善并规范的内控体系，坚持守法合规的经营理念。以现有制度为抓手，优化流程，控制风险，通过“以评促建”方式，全面推动内控体系的建立和实施工作，实现内控制度流程管理步入自我检查、自我改进、不断完善的运行机制。同时，全覆盖式开展制度流程有效性评价，自上而下地推动公司内控制度流程的优化及相关缺陷整改，有效地提升内部控制制度的执行力。

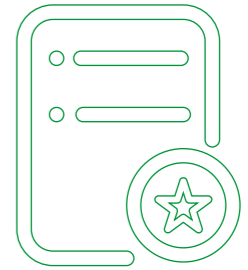


In 2020, the company further improved and standardized the internal control system to ensure rigorous compliance. We have optimized existing procedures and controlled risks. By “promoting construction through evaluation”, we have put in place a comprehensive internal control system, and carried out self-checking and improvement of internal control process management. Meanwhile, we have conducted an all-encompassing review on the effectiveness of the institutional process, and pushed for the optimization of the internal control system and correction of defects with a top-down approach, leading to more effective implementation of the internal control system.

## 建设廉洁文化

### Culture of integrity

公司积极通过全方位沟通渠道向每一位员工宣传廉洁文化，加强党风廉政建设，开展内部现场会议、视频会议、宣贯简报、重大节假日宣贯等多种形式的廉洁教育活动共计49次，要求每一位员工不得触碰底线，提高廉洁意识。同时，还加强了内部监管投诉渠道，除邮箱、电话、OA协同管理平台、微信公众号、官方网站外，2020年还增设企业微信的投诉渠道，不断推进监督全覆盖的管理体系，发挥激浊扬清、惩恶扬善的作用，为企业发展营造一个健康、干净、诚信的内部环境。



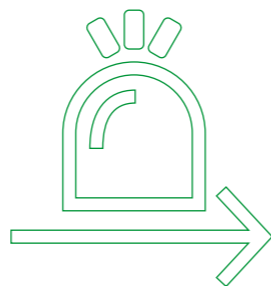
The company has mobilized multiple communication channels to promote the culture of integrity to employees and strived to build a clean company. We have held 49 education events to promote integrity in the form of internal meetings, video conferences, bulletins and festival reminders, and required all employees to keep away from the red line and foster a stronger awareness of integrity. At the same time, we have expanded the complaint channels by adding a new portal on our corporate WeChat to complement the existing channels of email, telephone, OA system, WeChat public account and official website. We have pushed for the building of a management system with full supervision coverage to curb corruption, boost integrity and create a healthy, clean and credible internal environment for the company.



## 反舞弊与打假

### Anti-fraud and anti-fake

2016年公司加入中国企业反舞弊联盟。在磨砺成长中，三棵树铸造了诚信、环保、安全、品质的企业底线。在诚信红线的监督下，公司法务部、审计部与各事业部、经销商、供应商团结合作，真抓实干，严厉打击内部违反诚信底线及外部制假售假的违法行为。作为涂料行业的领导品牌，三棵树主动采取避险措施，设有专业的维权打假团队，积极打击假冒伪劣、傍名牌等侵犯商标专用权和不正当竞争，2020年度共处理案件127起，充分维护公司品牌形象、保护消费者权益，共建健康透明的经营氛围和良好的商业竞争环境。



In 2016, 3TREES joined China Enterprise Anti-Fraud Alliance. Over time, the company has built its bottom line as being credible, environmental, safe and high quality. Our law, audit and business departments worked together with dealers and suppliers to crack down on irregularities inside and the making and selling of fake products outside. As a leading brand in the coating industry, 3TREES has taken preemptive measures against possible risks, and set up a professional task-force to defend our fights against counterfeiting, unlicensed brand use and other infringement practices as well as unfair competition. In 2020, we processed a total of 127 cases, which has helped uphold the company's brand image, protect consumers' rights and interests, and build a healthy and transparent business atmosphere and an environment for healthy business competition.

## 知识产权保护 IPR protection

三棵树高度重视知识产权保护，保护自有知识产权不受侵犯，是我们长期以来的一项重要责任。为了加强品牌维护和建设，由三棵树法务部统一对专利、商标等知识产权进行严格规范化管理，制定内部审查制度。一方面，持续夯实三棵树专利和商标合法使用、有效规避法律风险、维护母品牌及子品牌的形象；另一方面，要求公司及子公司形成遵纪守法、诚信经营、保护知识产权的良好氛围。

根据《中华人民共和国商标法》《中华人民共和国专利法》等法律法规要求，截至2020年底，三棵树累计拥有国内核准的注册商标505件；拥有授权专利332件，其中发明专利167件，实用新型106件，外观设计59件。在维护自身知识产权的同时，三棵树也尊重他人的知识产权，保护公平竞争，杜绝不正当竞争行为。

3TREES attaches great importance to the protection of intellectual property rights. It has been our long-standing and important responsibility to protect our own intellectual property rights from infringement. To strengthen the maintenance and building of the 3TREES brand, our law department exercises standardized management of patents, trademarks and other intellectual properties and has set up an internal review system for this purpose. We have further consolidated the lawful use of 3TREES's patents and trademarks, taken effective measures to prevent legal risks and maintained a sound image of the parent brand and sub-brands. At the same time, we require the company and our subsidiaries to foster a sound atmosphere for law compliance, business integrity and IPR protection.

Conforming to the Trademark Law and Patent Law of the People's Republic of China, by the end of 2020, we owned 505 registered trademarks as well as 322 approved patents, including 167 inventions, 106 utility models and 59 designs. We also respect others' IPR, protect fair play and fight unfair competition.



注册商标 **505**件  
505 registered  
trademarks

授权专利 **332**件  
322 approved  
patents

## 隐私与信息安全 Privacy protection and data security

公司由内部审计部对公司高风险领域进行专项审计，将信息安全相关风险及时与IT部门以及业务部门沟通，共同推动整改方案和措施落实，确保公司整体信息安全风险控制在管理层可接受水平。报告期内，内部审计部对公司信息系统内控情况开展评估工作，覆盖包涵系统的变更和运维管控、权限管控、物理安全和网络安全管控等维度，均未发现重大内控缺陷。

Our Internal Audit Department conducts special audits in the company's high-risk areas, communicates the risks on information security to the IT Department and other business departments in a timely manner, and works with them to promote the implementation of rectification plans and measures to keep the company's information security risks at a level acceptable to the management board. During the reporting period, the Internal Audit Department carried out assessment on the internal control of the company's information systems, covering such dimensions as system change and operation & maintenance control, access control, physical security and network security control of the encompassing systems, and no major internal control deficiencies were found.

三棵树高度重视数据安全合规和隐私保护工作，不断完善数据安全管理体系建设，对组织、制度、运营、监督等方面进行持续优化和改进，全面落实数据安全合规义务。

3TREES pays great attention to data security compliance and privacy protection, constantly improves the construction of data security management system, continuously optimizes and improves the organization, system, operation and supervision, and fulfills the obligations of data security compliance.

同时，公司高度重视含有客户信息、经营信息、技术配方等内容的商业秘密的管理与保护。首先，公司制定《公司商业秘密管理制度》对涉及经营管理信息的商业秘密，按重要程度划分为“绝密级”、“机密级”“秘密级”，针对不同秘密登记制定不同的保护机制与审批流程。其次，法务部着重审核含有商业秘密的合同，严格参照审批程序，方可对外签订合同。在制定合同模板时，若涉及客户信息、经营信息等商业秘密的合同，还将新增商业秘密的保密条款以及约定了违约责任。与此同时，公司还与雇员签订保密协议或在劳动合同中订立保密条款，规定雇员在职期间和离职以后一定期间，均负有保守企业商业秘密的义务。

At the same time, the company attaches great importance to the management and protection of commercial secrets containing customer information, business information, technical formulas and other contents. First, we have formulated the company's Commercial Secret Management System, under which commercial secrets related to business management information are classified, based on their level of importance, into "top secret", "confidential secret" and "secret", each of which have a different protection mechanism and approval process. Second, the Legal Department oversees the review of contracts containing commercial secrets, and follows strict review procedures for approving the signing of contracts. For contracts involving customer information, business information and other commercial secrets, a confidentiality clause will be added to the contract template, together with provisions on the responsibility for breaching the clause. At the same time, the company has also signed confidentiality agreement with the employees or included a confidentiality clause in the labor contract, laying out the obligation for the employees to keep the company's commercial secrets during their service and in the immediate period after leaving.

## 责任治理 Responsible governance

### 责任理念 Commitment to responsibility

三棵树始终致力于可持续的企业发展路线，在创造经济价值的同时，积极履行社会责任，投身于各类社会公益慈善项目。三棵树以“敬天爱人”作为CSR理念，坚持“让家更健康、让城市更美丽、让生活更美好”的企业使命，追求企业与自然，企业与社会，企业的局部与整体，企业的长期与短期利益，企业理想与现实，企业文化与传统文化、行业文化、企业员工之间的相生相宜、相辅相成。

Following the path of sustainable corporate development, 3TREES is actively fulfilling its social responsibilities while creating economic values, and participating in various welfare and charity projects. Guided by the CSR philosophy of "Respect Nature and Care for Your Compatriots" and the corporate mission of "making homes healthier, cities more beautiful, and life better", 3TREES seeks to achieve a balance between the company and the natural environment, between the company and the society, between overall performance and performance in individual aspects, between long-term and short-term interests, between vision and reality, between corporate culture and traditional and industry cultures and among the company's employees.

### 责任体系 Responsibility management system

公司持续完善社会责任管理体系，通过加强社会责任管理、积极开展社会责任实践、推进多元文化沟通融合、加强与利益相关方的沟通交流，确保企业全面、全员、全过程履行社会责任。

The company continues to improve its social responsibility management system, and strives to fulfill its social responsibility in an all-encompassing, whole-of-company and whole-of-process manner by improving social responsibility management, engaging in social responsibility practices, promoting inter-cultural communication and integration, and strengthening communication with stakeholders.

### 三棵树社会责任管理体系 3TREES Social Responsibility Management System



#### 建立健全企业社会责任治理结构

设立品牌与社会责任部，并在企业内部建立覆盖各经营单位、各职能部门的社会责任管理组织网络，明确责任人、职能、职责和权限，以此来督导社会责任的实践，并向高层报告和提出改进意见，确保持续践行社会责任理念。

#### A sound CSR governance structure:

we have established a brand and social responsibility department, and set up a social responsibility management organization network covering all operating units and functional departments, with designated responsible persons and clearly defined functions, duties and authority, in order to supervise the practice of social responsibility, and report and propose improvements to senior management to ensure the continuous implementation of social responsibility concepts.



#### 建立企业社会责任指标体系

研究利益相关方的期待及企业可持续发展战略要求，对比相关的国际标准和相关行业最佳实践，建立符合三棵树实际的企业社会责任指标体系，明确数据采集流程。

#### CSR index system:

based on the study of stakeholders' expectations and the requirements of the company's sustainable development strategy, and with reference to the relevant international standards and best practices of related industries, we have established a CSR index system in line with the actual situation of 3TREES, and put in place clear procedures for the data collection process.



#### 制定企业社会责任管理制度

制定社会责任管理规划，把履行社会责任的要求融入企业运营全过程和日常管理，健全企业社会责任信息披露的渠道，完善各利益相关方参与机制。

#### CSR management system:

we have formulated a CSR management plan, integrating the requirements of fulfilling social responsibility into the whole process of enterprise operation and daily management, improved the channels of CSR information disclosure, and strengthened the mechanism for the participation of stakeholders.



#### 制定社会责任保障政策

制定健全的人力资源政策、财务政策、内部沟通政策等，将企业的社会责任价值观和战略传达到每个部门、岗位和员工，不断提升全员履行社会责任的知识、技能和意愿。

#### CSR safeguard policies:

we have formulated well-designed human resource policies, financial policies and internal communication policies, and conveyed the company's CSR values and strategies to each and every department, position and employee to improve their knowledge, skills and willingness to fulfill social responsibility.



## 三棵树与联合国可持续发展目标 (SDGs) 3TREES and the UN Sustainable Development Goals (SDGs)

2020年，三棵树继续贯彻联合国SDGs的指导，积极与利益相关方展开良性互动，参与社会建设，助力消除贫困、带动产业发展，在未来开发出更具可持续性的业务和服务方案。

In 2020, 3TREES continued to engage positively with various stakeholders under the guidance of the SDGs, contribute to the building of a better society by supporting poverty eradication and driving industrial development, and develop more sustainable business and service solutions for the future.

联合国可持续发展目标开展项目 United Nations Sustainable Development Goals	三棵树开展项目 3TREES Projects
SDG 3: 良好健康与福祉 SDG 3: Good health and well-being	技术和产品开发、行业合作交流和人才培养；保障员工职业健康，实现安全生产；应对重大公共卫生事件。 Technology and product development, industry cooperation and exchange, and human resources training; protection of occupational health and production safety; response to major public health events.
SDG 4: 优质教育 SDG 4: Quality education	开展员工培训项目；开展帮扶助学。 Providing training for employees; offering education support.
SDG 5: 性别平等 SDG 5: Gender equality	在招聘及就业过程中确保男女平等。 Ensuring gender equality in the recruitment and employment process.
SDG 6: 清洁饮水和卫生设施 SDG 6: Clean water and sanitation	控制污水、危险化学品排放。 Controlling the discharge of sewage and hazardous chemicals.
SDG 8: 体面工作和经济增长 SDG 8: Decent work and economic growth	关注员工身心健康、完善员工薪酬福利。 Paying attention to the physical and mental health of employees and improving their compensation and benefits.
SDG 9: 产业、创新和基础设施 SDG 9: Industry, innovation and infrastructure	保障产品质量，提升服务水平，引领涂料行业发展。 Ensuring product quality, improving services, and leading the development of the coatings industry.

联合国可持续发展目标开展项目 United Nations Sustainable Development Goals	三棵树开展项目 3TREES Projects
SDG 10: 减少不平等 SDG 10: Reduced inequalities	打造多元与包容的工作环境，尊重不同地域、不同文化背景的员工。 Creating a diverse and inclusive work environment and respecting employees from different regions and cultures.
SDG 11: 可持续城市和社区 SDG 11: Sustainable cities and communities	推动乡镇美好家园整体涂装及“城市焕新”工程服务；开展社区志愿服务。 Providing integrated painting services for township renovation and “refresh the city” project; offering community volunteer services.
SDG 12: 负责任消费和生产 SDG 12: Responsible consumption and production	导入供应商管理流程，打造绿色供应链以及开展供应商培训；建造绿色工厂污染防治。 Introducing the process of supplier management, building green supply chains and providing training for suppliers; building green factories to prevent pollution.
SDG 13: 气候行动 SDG 13: Climate action	坚持绿色办公节能降耗，开展垃圾分类。 Reducing energy consumption through green office practices and promoting garbage sorting.
SDG 16: 和平、正义与强大机构 SDG 16: Peace, justice and strong institutions	注重人权保障工作在公司内部和供应商中的开展。 Ensuring human rights protection in the work of the company and suppliers.
SDG 17: 促进目标实现的伙伴关系 SDG 17: Partnerships for the goals	开展利益相关方沟通，发布年度社会责任报告。 Keeping communication with stakeholders and publishing annual CSR reports.

## 责任沟通 Communication

公司不断优化健全的社会责任信息披露制度，建立内部沟通机制和外部沟通机制，获取并了解利益相关方的期望与诉求，通过公司网站及报刊、发布社会责任报告、召开股东大会、参与协会组织活动等多种方式，积极与利益相关方开展交流。We keep improving our social responsibility information disclosure system. We have established both internal and external communication mechanisms to learn about the expectations and demands of stakeholders, and actively communicated with stakeholders through the company's website and newspapers, and by publishing CSR reports, holding shareholders' meetings, participating in activities organized by industry associations and other means.

### 利益相关方沟通和社会责任关键议题识别 Key CSR Concerns of Stakeholders

序号 No.	利益相关方 Stakeholder	关注议题 Key concerns	沟通方式 Means of communication	披露章节 Chapter
1	客户 Customer	提供高品质服务 High-quality services	客户沟通 Customer communication	深化质量管理、提供感动服务 矢志技术创新、提供感动服务 打造健康产品 Quality management, touch-the-heart services Technological innovation, touch-the-heart services Healthy products
2	股东和投资方 Shareholder and investor	合理的投资回报 稳定运营与风控 Reasonable investment returns Stable operation and risk control	财务报告发布 股东大会 Publication of financial report Shareholders' meeting	治理结构、投资者权益保障 合规运营、隐私与信息安全 知识产权保护 Governance structure, investor protection Compliance, privacy and information security IPR protection
3	承包商、供应商和中介机构 Contractor, supplier and intermediary agency	诚信、廉洁商业准则 采购政策和共同发展 Integrity and clean business principles Procurement policies and common development	供应商大会 电话、邮件 现场拜访和审核 Suppliers' meeting Telephone & email Field visit and review	推动供应链履责 构建绿色供应链 Responsible supply chains Green supply chains

序号 No.	利益相关方 Stakeholder	关注议题 Key concerns	沟通方式 Means of communication	披露章节 Chapter
4	员工 Employee	安全健康的工作条件 良好的薪酬待遇 员工权益，职业发展 Safe and healthy work conditions Satisfactory remuneration and benefits Employee rights and interests Career development	员工满意度调查 员工座谈会 内部网站 Employee satisfaction survey Employee roundtable Internal website	保障员工权益、激励员工成长 保障职业健康、关怀员工生活 开放沟通平台 党建强基，共建双赢 Employee rights protection, career motivation Health protection, care for employees Communication platform Party building
5	安全环境 Safe environment	安全生产 污染预防、节能减排 应对气候变化 Production safety Pollution prevention, energy conservation Climate change	会议、电话和邮件 环境信息申报 非政府组织沟通 Meeting, telephone and email Submission of environmental information Communication with NGOs	构建绿色供应链、完善绿色管理 推进绿色运营、倡导绿色办公 开展环保活动、保障职业健康 Green supply chains, green management Green operation, green office Environmental protection, health protection
6	政府和监管机构 Government and regulatory bodies	合规守法 依法纳税 科技创新 带动就业 Compliance and law-abiding Science, technology and innovation Job creation	政府会议和研讨会 合规性检查 现场参与与沟通 Government meeting and seminar Compliance review Field visit and communication	党建强基，共建双赢 矢志技术创新、知识产权保护 保障员工权益 Party building Technological innovation, IPR protection Employee rights protection
7	社区、公众和非政府组织 Community, public and NGO	带动地区经济发展 参与慈善公益活动 Contribution to local economic growth Participation in charity events	定期信息披露 参观拜访 Routine information disclosure Visit and courtesy call	责任专题一： 落实精准扶贫 支持乡村振兴 责任专题二： 抗击疫情 三棵树在行动 助力教育事业、开展环保活动 社区关怀活动 Special column I: Poverty alleviation, rural rejuvenation Special column II: Fighting the pandemic, 3TREES is in action Education, environmental protection Community services

# 客户责任

## RESPONSIBILITY FOR CUSTOMERS

三棵树在为客户、社会提供创新、优质服务和良好服务体验的同时，更将社会责任贯穿营销活动中，推出一系列的高端产品和配套服务，并坚决维护消费者权益，保证营销互动的合法合规，坚持在绿色、可持续、高质量发展道路上深耕大国品牌形象。

While providing innovative, high-quality services and good experience for customers and society, 3TREES also pays attention to its social responsibilities throughout the marketing activities. Guided by the philosophy of building a healthy, nature-friendly and green brand, 3TREES has launched a series of high-end products and matching services, and take resolute actions to protect the rights and interests of consumers, ensure the compliance of marketing interactions, cultivate the image of a national brand underpinned by green, sustainable and high-quality development, uphold the image of the 3TREES brand by highlighting the company's pursuit of long-term, sustainable development, and underscore the company's commitment to social responsibilities.





## 深化质量管理 Quality management

质量文化是三棵树企业文化的重要组成部分。我们实施严格的全流程质量管理，并积极推动标准化管理，不仅把多元化的产品带到客户手中，更对产品在研发、生产、销售、售后服务直至产品退市整个周期中的质量与安全负责，延续三棵树品质价值。

Quality culture is an important component of 3TREES's corporate culture. We implement strict whole-process quality management and actively promote standardized management. In addition to providing diversified products for our customers, we also take responsibility for the quality and safety of our products during the whole cycle of R&D, production, sales and after-sales services until the products are pulled out of the market to sustain 3TREES's values of quality.

### 全面的质量管理实践 Comprehensive quality management practices

诚信、品质、安全是三棵树事业的根基，是企业的经营底线，任何人都不允许触碰；  
Honesty, quality and safety are the foundation of 3TREES's business and the "dogma" of the company that no one is allowed to breach.

三棵树全体质量成员签署诚信承诺书；  
All the members of 3TREES's quality team have signed the letter of commitment on integrity.

设立首席质量官制度，实施“质量一票否决”制，成立质量风险评估小组，通过六个西格玛统计数据分析，评估质量风险，实施质量风险管控；  
We have established the chief quality officer system, introduced the "veto" of quality, and set up a quality risk assessment team, which conducts assessment of quality risks and implements quality risk control through the six sigma analysis of statistical data.

建立复检机制：内部复检、样品送检、审计抽检；  
Re-inspection mechanism: internal re-inspection, sample delivery and random audit review.

强化落实工匠精神：QCC（Quality Control Circle，品管圈）小组研讨，最佳实践经验分享，建立员工内部比、学、赶、超机制；  
Underscoring the craftsmanship spirit: QCC (Quality Control Circle) group seminars, best practice sharing, and the mechanism of mutual inspiration, experience sharing and competition among employees.

实施校企合作，提升员工的职业技能和质量素质。  
Promoting school-enterprise cooperation to improve the professional skills and competence of employees.

## 构建三棵树全方位质量管理体系 Building a comprehensive quality management system

公司建立完善的质量管理体系，以ISO9001质量管理体系、ISO14001环境管理体系、OHSAS18001职业健康安全管理体系为基础，开展中国绿色产品认证、CCC产品认证、环境标志产品认证，实施清洁生产审核、能源管理体系认证、安标化认证、两化融合体系认证、CNAS国家认可实验室，实现卓越绩效管理模式的推行，并获得福建省第三届政府质量奖、2017年全国“质量标杆”企业、工信部的绿色工厂以及化工部的绿色产品等荣誉；  
3TREES has a well-established quality management system. Based on the ISO9001 quality management system, ISO14001 environmental management system, and OHSAS18001 occupational health and safety management system, we have introduced the China Green Product Certification, CCC product certification, and environmental labeling product certification, implemented clean production audit, energy management system certification, safety standardization certification, the informatization-industrialization integration certification, and CNAS national laboratory certification, and promoted the model of excellent performance management. In recognition of our performance in quality management, we have received the third government quality award of Fujian Province, the national "quality benchmark" enterprise in 2017, the green factory award of the Ministry of Industry and Information Technology and the green product award of the Ministry of Chemical Industry.

体系认证 System certification	产品认证 Product certification
ISO9001 质量管理体系 ISO9001 quality management system	中国绿色产品认证 China Green Product Certification
OHSAS18001 职业健康安全管理体系 OHSAS18001 occupational health and safety management system	环境标志产品认证 Environmental labeling product certification
ISO14001 环境管理体系 ISO14001 environmental management system	美国绿色卫士认证 U.S. UL GREENGUARD Certification
CNAS 国家认可实验室 CNAS national accredited laboratory	美国 USDA 认证 USDA certification
能源管理体系认证 Energy management system certification	CCC 产品认证 CCC product certification
两化融合体系认证 Informatization-industrialization integration certification	
安标化认证 Safety standardization certification	

- 通过将质量管理分为输入控制、过程控制、成品控制、顾客与市场等四个模块，形成21个质量管控维度，全面开展质量管理，通过推行PDCA/SDCA循环，实施质量持续改进；

By dividing quality management into four modules, i.e. input control, process control, finished product control, and customer and market, we have established 21 quality control dimensions, conducted comprehensive quality management, and made continuous quality improvement through the PDCA/SDCA cycle.
- 通过首选国际前十和行业前三的最有影响力供应商，实施532采购管控体系和质量飞检机制，并对供应商进行企业文化赋能，与供应商共谋发展；

We have implemented the 532 procurement control system and ad hoc quality inspection mechanism, starting from the most influential suppliers ranking top ten internationally and top three in the industry, and empowered suppliers with corporate culture to seek common development.
- 通过自动化生产设备、智能化物流发货系统、高科技信息化会议室，利用SAP信息化系统、3000多条流程在线运行的OA协同管理平台、全过程可视化系统、二维码可追溯系统、SFA移动营销终端系统、BI管理系统等实施智能制造，进一步提升质量管理水平；

We have transitioned into intelligent manufacturing with our automated production equipment, intelligent logistics delivery system, and high-tech information conference room, using SAP information system, OA collaborative management platform with more than 3,000 processes running online, whole process visualization system, QR code traceability system, SFA mobile marketing terminal system, and BI management system, and further improved quality management.
- 通过质量物质文化、质量行为文化、质量制度文化和质量精神文化的贯彻实施，树立了全员质量管理的意识；

We have reinforced the quality material culture, quality behavior culture, quality system culture and quality intellectual culture to boost employees' awareness of quality management.
- 通过配方标准化、生产标准化、设备标准化、材料标准化、物流标准化合计五个标准化的实施，以及各工厂持续的质量审核和改善，实现质量一致性管理；

We have introduced the practice of quality consistency management through the implementation of formula standardization, production standardization, equipment standardization, material standardization and logistics standardization (five standardizations), as well as continued quality auditing and improvement in all the factories.

三棵树历年产品合格率均为100%达标。最近三年，三棵树接受国抽、省抽和地方抽检共175次，抽检结果全部合格。我们在质量成本、质量客诉率和客户满意度均位居行业前列，三棵树已成为行业内质量标杆企业。

3TREES has maintained 100% qualified product rate through the years. In the last three years, 3TREES has received 175 national, provincial and local sampling inspections, and passed in all the inspections. We are one of the industry leaders in quality cost, customer complaint rate and customer satisfaction, and a benchmark enterprise in the industry on product quality.

## 提供感动服务 Touch-the-heart services

用户感动是三棵树服务的唯一标准。我们秉承专业、满意的服务理念，不断完善客户服务体系，始终重视客户体验感及声音反馈，为客户提供比满意多1°、超越客户期望的感动服务。

Touching the heart of customers is the only criterion of 3TREES's services. With the goal of providing professional and satisfactory services, we have constantly improved our customer service system, paid attention to the experience and feedback of customers, and provided customers with touch-the-heart services beyond their expectations.

### 专业化、定制化、标准化的服务 Specialized, customized and standard services

我们随市场变化调整并优化门店销售和服务模式，构建完善、广泛的服务网络，致力于打造专业化、定制化、标准化的线下服务体系，全方位的施工服务，将工长、服务商、客户经理转化为服务体系的产业人员，借助线上线下、城镇村、国内外全渠道营销，让用户随时都能体验到三棵树感动服务。

We have adjusted and optimized the sales and service model of our outlets in line with market changes, build a complete and extensive service network, and cultivated a specialized, customized and standardized offline service system. We have launched a full range of engineering services, turning leading workers, service providers and customer managers into staff of the service system, and leveraged both online and offline, urban and rural, domestic and international marketing channels to deliver touch-the-heart services to customers at anytime and anywhere.

“马上住”涂装服务 Immediate Move-in painting service



三棵树始终关注人类美好生活和家居健康，为解决涂料行业“三分产品，七分工”的用户痛点，提供家装内墙、厨卫防水、室内外木漆、胶粘剂产品一站式、涂装一体化解决方案，让消费者体验“六心服务”——享受更安心、更精心、更细心、更贴心、更省心、更放心的生活。

3TREES is committed to delivering a better life and healthier home for humanity. To address the problem of "more trouble in work than materials" in the paint industry, we have provided a one-stop and integrated painting solution covering interior walls, kitchen and bathroom waterproofing, interior and exterior wood paint and adhesive to create the experience of a more secure, upscale, meticulous, heart-warming, trouble-free and reassuring life for consumers.

三棵树建立“4小时响应、全透明报价、全方位遮蔽”标准化服务体系，承诺全程健康环保的施工，实时与消费者跟进装修进度，实现全程无忧净味住新家，为消费者带去健康美好生活。

We have launched a standardized service system of "4-hour response, fully transparent quotation and all-round shading", and committed to ensure health and environmental protection throughout the construction process. By providing real-time update on the progress of decoration and worry-free move-in to odorless new homes, we aim to bring a healthy and better life to our consumers.

美好家园整体涂装服务 Comprehensive painting services for a beautiful home

随着乡村居民生活水平的不断提高，农村住宅建设已进入了更新换代的高峰时期，村镇住宅对节能美观的需求也发生着前所未有的变化。

With the continuous improvement of the living standards of rural residents, the renovation and renewal of rural residential houses has entered the peak period, and the demand for energy-saving and beautiful village houses is going through unprecedented changes.





三棵树紧跟国家乡村振兴战略，推动农村基础设施建设，以“创新+服务”双轮驱动，贯穿于建造与服务的全过程，集成“涂料、保温、防水、地坪、基辅材、智能施工”的一站式美好家园涂装体系，持续推出针对美丽乡村、微小项目、自建房的内外墙、防水、地坪等特色项目，为国家美丽乡村的振兴、打造百姓的美好家园贡献自己的力量。

3TREES is closely following the country's rural revitalization strategy and contributing to the construction of rural infrastructure. Based on the model of "innovation + service", we have taken part in the whole process of construction and services. We have developed a one-stop beautiful home painting system combining "coatings, insulation materials, waterproofing products, floor coatings, base and auxiliary materials, and intelligent construction", and launched featured projects such as interior and exterior walls, waterproofing and flooring specially designed for beautiful villages, micro projects and self-built houses to contribute to rural rejuvenation and build beautiful homes for the people.

### 整体涂装一站式涂装服务 One-stop painting services

<p><b>免费基检</b></p> 	<p><b>定制方案</b></p> 	<p><b>五星效果</b></p> 	<p><b>合同签订</b></p> 	<p><b>终身维护</b></p> 
<p>技术工程师到现场对基层做空鼓裂纹平整度等专业的检查，避免后期出现墙面问题。</p>	<p>客户经理可在三分钟内为用户量身定制涂装方案。完全满足业主的需求。</p>	<p>用美的技术诠释居住的艺术让每个角度都是一处独特的风景。</p>	<p>因工程环节多为了保障双方的权益避免出现纠纷双方进行正规的合同。</p>	<p>扫码关注美好家园公众号，一绑定手机号码，可查询到您的订单和质保信。</p>

### “城市焕新”工程服务 “Refresh the City” engineering services

三棵树紧跟国家“城市焕新”的城市建设新趋势，首发“城市焕新”工程服务品牌，以高度的社会责任感积极投身城市建设之中，打造上海陆家嘴街道市新小区旧改项目、上海虹桥机场降噪项目、北京丰台小区旧改项目、深圳茅洲河碧道试点段建设项目等多个城市焕新的标杆案例，为城市筑造美好生活风景线。

In keeping with the new trend of "urban renewal" in Chinese cities, 3TREES launched the "Refresh the City" engineering service brand. With a high sense of social responsibility, 3TREES has actively involved itself in the construction of cities and created many benchmark cases of urban renewal, such as the community renovation project of the Lujiazui area in Shanghai, the noise reduction project of Shanghai Hongqiao Airport, the community renovation project of Fengtai District in Beijing, and the pilot construction of the green riverbank project of Maozhou River in Shenzhen, adding a beautiful landscape to the cities.



陆家嘴街道市新小区旧改项目  
Community renovation project of the Lujiazui area in Shanghai



深圳茅洲河碧道试点段建设项目  
Pilot construction of the green riverbank project of Maozhou River in Shenzhen

## 专业、便捷的客户权益保障体系 Professional and convenient system for protecting customers' rights and interests

三棵树在提供健康产品的同时，致力于为客户提供全方位的便捷服务，促进零距离沟通交流。三棵树不断拓展线上服务，注重客户体验感及声音反馈，把客户售后服务放在首位。近年来，我们以提高客户体验为目标，多次全面升级，开通热线、网站、邮件、微信等网络渠道，实现7\*24小时人工+智能服务，有效提升服务时效性和便捷性。同时，推进完善分层化与个性化服务，不断扩大客户专属权益，制定标准化流程与严格的服务指标，为客户提供更实用、高效、优质、便捷的全方位服务，提升客户满意度和信赖度。



接待客户服务: **33,124起**  
Customer service

客户满意度: **98.5%**  
Customer satisfaction

In addition to its healthy products, 3TREES is committed to providing customers with all-round, convenient services and the opportunity of zero-distance communication. 3TREES has further expanded its online services, with the focus on customer experience and voice feedback, and placed after-sales services on top of its agenda. In recent years, we have upgraded our services several times with the aim of improving customer experience. We have opened hotline, website, email, WeChat and other online channels and enabled 24/7 call center + intelligent services to boost the efficiency and convenience of services. At the same time, we have improved our layered and customized services, expanded the exclusive rights of customers, and developed standardized processes and strict service indicators to provide customers with more practical, efficient, high-quality and convenient all-round services, and boost customer satisfaction and trust.

三棵树客户服务中心作为客户服务核心部门，始终将“以用户为中心，比满意多1°”，打造企业忠实客户，树立品牌好口碑”作为服务使命，为客户带来专业、便捷的服务体验。在服务过程中，三棵树高度重视客户权益的保护，强化管理制度，构建完整的客户权益保护系统，全方位维护客户的合法权益。2020年，凭借多年的优质与创新服务，三棵树备受行业与用户的认可并摘得呼叫中心行业“最美客服人”称号。

As the key department of customer services, 3TREES's Customer Service Center is committed to the mission of "providing user-centered and more-than-satisfaction services, enhancing customer loyalty and improving brand reputation" and aims to deliver a professional and convenient service experience to customers. When providing services, 3TREES attaches high importance to the protection of customers' rights and interests. By strengthening the management system and building a sound system for customer protection, we offer all-round protection to the lawful rights and interests of customers. In 2020, with years of quality and innovative services, 3TREES won the honorary title of "Best Customer Service Provider" in the call center industry, which was a token of recognition of the industry and the user community.

### 一切以客户为先 Customer first

接到客户问题反馈时，做到急客户所急，快速响应，高效处理与解决，让客户放心。  
Upon receiving customer questions or complaints, we reassure customers by responding with efficiency and expertise.

### 用心，加倍耐心 Doubled patience

始终保持客观冷静，同理心并站在客户角度，优先处理客户情绪，再对客户问题进行分析与正确引导。  
We remain objective and cool-headed, empathize and put ourselves in the customer's shoes, help the customers stabilize emotions as a matter of priority, and then analyze the problems and properly guide the customer.

### 精细化数据搭建与管理 Streamlined database construction and management

搭建智能化平台，整合优化内外部数据，实现海量信息交互，并加强完善内部精细化标准与管理。  
We build our intelligent platform to integrate inside and outside data, exchange massive information, and strengthen refined internal management.



## 责任营销，打造大国品牌形象 Responsible marketing to build the image of a national brand

公司在为客户、社会提供创新、优质服务和良好服务体验的同时，更将社会责任贯穿营销活动中。三棵树在传承健康、自然、绿色理念的基础上推出一系列的高端产品和配套服务，并坚决维护消费者权益，保证营销互动的合法合规，坚持在绿色、可持续、高质量发展道路上深耕大国品牌形象，从长远、可持续发展的角度树立良好品牌形象，彰显企业社会责任担当。

While providing innovative, high-quality services and good experience for customers and society, 3TREES also pays attention to its social responsibilities throughout the marketing activities. Guided by the philosophy of building a healthy, nature-friendly and green brand, 3TREES has launched a series of high-end products and matching services, and take resolute actions to protect the rights and interests of consumers, ensure the compliance of marketing interactions, cultivate the image of a national brand underpinned by green, sustainable and high-quality development, uphold the image of the 3TREES brand by highlighting the company's pursuit of long-term, sustainable development, and underscore the company's commitment to social responsibilities.

### 助力北京冬奥 创造美好生活

## Supporting the Beijing Winter Olympics to create a better life

2020年8月6日，北京2022年冬奥会和冬残奥会官方涂料独家供应商发布会在北京冬奥组委园区举行。三棵树正式成为北京2022年冬奥会和冬残奥会官方涂料独家供应商。北京冬奥会是具有影响力的国际体育盛会，也是品牌形象展示的优质平台，不仅是企业服务国家发展大局的光荣责任，也是企业加快品牌建设、增强竞争优势的宝贵机遇。三棵树以北京冬奥会合作为良机，坚持不懈地提升产品质量和服务保障体系，体现企业的社会责任担当，向世界展示中国民族品牌形象。



On August 6, 2020, the press conference of the official paint exclusive supplier of the Olympic and Paralympic Winter Games Beijing 2022 was held at the office area of the Beijing 2022 Organising Committee. 3TREES formally became the official paint exclusive supplier of the Beijing 2022 Winter Olympic and Paralympic Games. Beijing 2022 is the most influential international sports event and a high-quality platform for presenting the 3TREES brand. It is a valuable opportunity for 3TREES to not only fulfill its duty of serving the country's development, but also accelerate brand building and enhance competitive advantages. Seizing the opportunity of cooperation with the Beijing Winter Olympics, 3TREES has further improved its product quality and service safeguard system, demonstrated its strong commitment to social responsibilities, and presented the sound image of China's national brand to the world.



三棵树作为北京2022年冬奥会和冬残奥会官方涂料独家供应商，为了传递“自我超越”的品牌价值观，用不断超越的品质致敬冬奥，公司开展了“用呼吸，去证明”奥运营销，发布创意短片和系列海报。三棵树将以“中国时刻，一起出色”的信念与北京冬奥组委携手前行，用出色的奥运独家供应产品和服务、出色的企业文化助力北京2022年冬奥会和冬残奥会。

As the exclusive supplier of official coatings for Beijing 2022 Winter Olympic Games and winter Paralympic Games, 3TREES launched the Olympic marketing of "prove with breath", and released creative short films and series posters in order to convey the brand value of "self transcendence" and pay homage to the Winter Olympic Games with the quality of continuous transcendence. We will work hand in hand with BOCOG with the belief of "China moment, excellence together" to help Beijing 2022 Winter Olympic Games and winter Paralympic Games with excellent exclusive Olympic products and services and excellent corporate culture.

### 三棵树上海旗舰店开业

## 3TREES opens flagship store in Shanghai

2020年6月13日，三棵树上海旗舰店在上海红星美凯龙真北店开业，上海旗舰店作为三棵树高端墙面定制产品及服务“六位一体”系统的集成体现，是三棵树新零售高端转型的重要一步，也是推动家居家装行业绿色健康发展的有力实践。



On June 13, 2020, 3TREES opened its Shanghai flagship store in Red Star Macalline Shanghai Zhenbei Store. The Shanghai flagship, which is a showcase of 3TREES's "six-in-one" system of customized high-end wall paint products and services, marks an important step in 3TREES's transition toward a new model of high-end retail sales and a concrete practice to promote the green and healthy development of the home furnishing industry.



跨界艺术圈



Cross-over with the artist community

三棵树凭借健康、环保、多彩的产品优势，将艺术与家居生活完美结合，展示大国品牌高端品位，也丰富了产品的艺术性。三棵树携手更多合作伙伴一步探索家居美学，发现美、寻找美、创造美，让艺术成为美好生活的一部分。

With the advantages of healthy, environmental protection and colorful products, 3TREES combines art with home life perfectly, displays the high-end taste of a large brand, and enriches the artistic nature of the products. 3TREES join hands in hand with more partners to explore home aesthetics, find beauty, seek beauty, create beauty, make art a part of a good life.

联手ELLEDECO（家居廊）打造的90m²创意空间——“城市野餐”

Joining hands with ELLEDECO in opening a 90m² creative space - "City Picnic"

2020年5月25日至6月8日，亚洲顶级设计文化交流活动“设计上海@新天地设计节2020”在上海新天地举办。三棵树与ELLEDECO（家居廊）联合在新天地商业圈联展及路演，以“城市野餐”主题为观众展示各类高端、健康产品，进行家居互动体验，全面解读三棵树为提供美好生活解决方案所做的努力，展示品牌实力，为品牌造势，为品牌赋能，提升品牌知名度及城市影响力。

From May 25 to June 8, 2020, Asia's top design and cultural exchange event "Design Shanghai@Xintiandi Design Festival 2020" was held in Xintiandi, Shanghai. 3TREES and ELLEDECO held a joint exhibition and roadshow under the theme "City Picnic" in the Xintiandi shopping area. Through the exhibition of high-end and healthy products and interactive experience of a liveable home environment, the event presented 3TREES's beautiful life solutions, and boosted the popularity and influence of the 3TREES brand by gathering public interest and momentum.

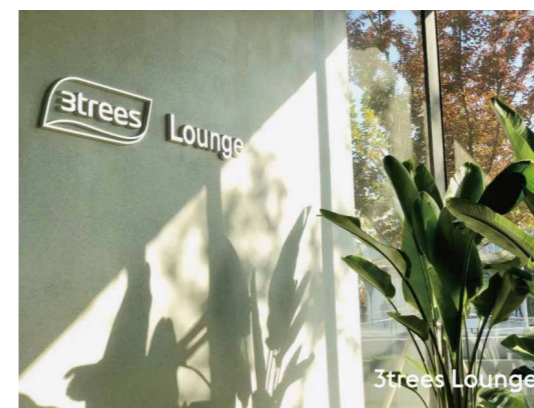


三棵树艺术漆——米兰风格

三棵树艺术漆——雅典石

跨界艺术公共空间作品——三棵树Lounge Cross-over public space of art - 3TREES Lounge

2020年11月，“西岸博览会”艺术展期间，三棵树跨界艺术圈，成为本次西岸博览会独家涂料合作伙伴，不仅为来自全球的艺术家和参展画廊提供展墙涂料支持，并展出了首个跨界艺术公共空间作品——三棵树Lounge。In November 2020, 3TREES had a cross-over with the art community during the West Bund Art and Design Expo ("West Bund Expo"). As the exclusive coating partner of the event, 3TREES not only provided wall paint support for artists and galleries from around the world, but also staged the 3TREES Lounge, the first cross-over public space of art.



三棵树&安娜苏的艺想世界 3TREES & The World of Anna Sui

2020年7月，三棵树联合知名潮流艺术家在艺仓美术馆开展跨界合作，艺术家使用三棵树高端艺术漆现场绘制安娜苏艺术展主题打卡墙面——《筑梦森林》。三棵树汲取苏式灵感，用充满异域风情的穿搭风格推出了《紫色的奇幻世界》《永不凋零的蔷薇》《森之灵》《波西米亚狂潮》四个空间定制涂装产品，让广大消费者将安娜苏的艺想空间带回家，活动深受用户好评。



In July, 3TREES had a cross-over with a well-known fashion artist at the Modern Art Museum Shanghai. The artist used 3TREES's high-end art paint to create the Dream-Making Forest for the theme of the Anna Sui Art Exhibition. Inspired by the Sui style, 3TREES launches 4 customized painting products: The Purple Fantasy World, The Everlasting Rose, The Spirit of The Forest, and The Bohemian Frenzy. Full of exotic decorative styles, they bring Anna Sui's art world to consumers at large.

### 亮相大型展会

## Making presence in major exhibitions

三棵树围绕“绿色健康”的理念，通过产品和空间结合为广大参展者提供“六位一体”的绿色建材一站式集成系统、“美好生活”解决方案和一系列高端产品，持续输出三棵树高端品牌之力。

To promote the concept of “green and healthy” lifestyle, 3TREES provides exhibitors with a “six-in-one” integrated system of green building materials, “beautiful life” solutions and a series of high-end products through the combination of products and space, reinforcing 3TREES’s image as a high-end brand.

### 中国（广州）国际建筑装饰博览会 China (Guangzhou) International Building Decoration Fair



### 2020广州设计周 Guangzhou Design Week 2020



### 新零售品牌营销

## New retail brand marketing

在疫情特殊时期，三棵树围绕消费者的聚焦点，积极调整营销策略，突破传统营销模式，抓住线上营销的机会，开展全员营销，助力企业在疫情影响下逆势成长。

During the pandemic, 3TREES actively adjusted its marketing strategy to address consumers' key demands, made breakthroughs in the traditional marketing model, seized the opportunity of online marketing, and introduced a whole-of-company approach to marketing, which enabled the company to sustain its growing business despite the impact of the pandemic.

### 三棵树“直播抢工厂”营销活动 3TREES “Order from Factory” online marketing campaign

2020年3月30日至31日，三棵树打破“线下为主，线上为辅”的营销模式，以“直播抢工厂”的形式，开创了涂料行业获客新渠道。活动期间，三棵树“直播抢工厂”活动线上成交达81,677单，销售额突破4个亿，两天在线人数达到350万+人次，向用户精准传递三棵树健康产品的独特卖点和品牌理念。

From March 30 to 31, 2020, 3TREES broke away from the traditional marketing model of “offline mainly, online supplemented” and opened a new channel for customer acquisition in the paint industry in the form of “Order from Factory”. The two-day campaign, which concluded with 81,677 online deals and 400 million+ yuan of sales revenue, and attracted 3.5 million+ visits, has perfectly captured the unique selling points and brand vision of 3TREES healthy products.



### 三棵树双十一购物狂欢节 Double Eleven Shopping Carnival

公司积极响应国家“提振消费信心、释放消费潜力”号召，开展三棵树双十一购物狂欢节。狂欢节由“全闽乐购”健康涂料直播节和天猫“双11”、京东等全平台组成，同时整合各界力量，与海尔、银联等异业联盟组成超强民族品牌阵容，用不断“超越”的品质，以绿色健康的生活方式，告别单品牌直播模式，以高端产品致敬美好生活引爆双十一。两天的“全闽乐购”直播活动累计吸引观看量713万人次，累计在线下订单达11万单。Responding to the government's call of "boosting consumer confidence and releasing consumption potential", 3TREES hosted the Double Eleven Shopping Carnival on November 11, which consisted of the "Fujian Happy Buy" healthy paint festival and the promotion events on Tmall, JD and other e-commerce platforms. Meanwhile, we joined hands with Haier, UnionPay and other industry leaders in forming the alliance of super national brands. Going beyond the model of single-brand live promotion, 3TREES captured the spotlight of the Double Eleven with its exceptional quality and green and healthy lifestyle. The two-day live stream of the "Fujian Happy Buy" event attracted a total of 7.13 million views, with 110,000 orders placed at our physical stores.

三棵树还打造了多个场景体验式直播间，并打通线上平台和线下实体店的供应链、仓储、数据环节，形成线上线下一体化管理，为用户提供一站式的个性化服务。双十一期间，公司在天猫、京东等线上平台共达成1.17亿销售额，同比增长156%，成为天猫“双11”涂料行业首个突破亿元品牌并位居行业第一。

We also set up live studios based on actual scenes and introduced integrated online-offline management by connecting the supply chains, warehouses and data of online platforms and physical stores to provide one-stop customized services for our customers. During the Double Eleven, our sales revenue in Tmall, JD and other e-commerce platforms totaled 117 million yuan, up by 156% year-on-year. We were also the first paint brand to pass the 100 million yuan mark on Tmall, and ranked the first in the industry.



### 品牌拓展与国际化

#### Brand expansion and internationalization

三棵树紧跟国家战略，主动融入“一带一路”建设，是企业拓展海外业务的机遇与挑战。在品牌国际化拓展中，三棵树持续输出中国高端品牌，向海外市场推出中国涂料高品质的产品和服务，助力企业迈向国际化。

The participation in the "Belt and Road" Initiative, a major national strategy, offers both opportunities and challenges for 3TREES's overseas business. While bringing the 3TREES brand to the world, we are also building the image of high-end Chinese brands and promoting high-quality Chinese paint products and services in overseas markets.



柬埔寨国家体育场项目（效果图）  
Social housing project in Maldives

当前，三棵树在东南亚、中东、非洲等国家和地区进行战略布局，深耕当地市场。2020年3月，三棵树在香港投资设立了全资子公司三棵树集团国际有限公司（英文名称：3 TREES GROUP INTERNATIONAL CO., LIMITED），标志着三棵树迈开了国际化战略的第一步。



马尔代夫社会住房项目  
R&F Princess Cove project in Malaysia

3TREES has built a visible presence in regions including Southeastern Asia, the Middle East, Africa and Oceania. In March 2020, 3TREES set up a wholly-owned subsidiary in Hong Kong, 3TREES GROUP INTERNATIONAL CO., LIMITED, marking the first step of 3TREES's internationalization strategy.

在进军国际化的进程中，三棵树成功落地并实施了众多海外工程项目，包括柬埔寨国家体育场项目、老挝玛霍索综合医院项目、缅甸国家艺术剧院维修改造项目、尼泊尔博卡拉国际机场项目、马里巴马科大学卡拉校区二期项目、马尔代夫社会住房项目、尼日利亚拉伊铁路项目、莫桑比克贝拉综合医院工程项目、马来西亚富力公主湾项目等多个国家的地标类项目，优质产品和服务得到了海外市场的广泛认可和好评。

While exploring the international markets, 3TREES has successfully implemented many overseas projects, including many landmarks. They are: the National Stadium project in Cambodia, the Mahosot Hospital projects in Laos, the National Theatre maintenance & renovation project in Myanmar, the Pokhara International Airport project in Nepal, the phase-2 construction project of the Kabara Campus of Bamako University in Mali, the social housing project in Maldives, the Lagos-Ibadan railway project in Nigeria, the Beira comprehensive hospital project in Mozambique, and R&F Princess Cove project in Malaysia. Our quality products and services were widely acclaimed.





## 推动供应链履责 Responsible supply chains

三棵树在快速发展的道路上，坚持“与合作者共赢”的核心价值观，将环境保护、安全生产、诚信合规等方面的要求融入到招标采购和合同签署全过程，确保企业对所有交易行为负责，打造具有责任感的供应链系统，以应对市场变化所带来的新挑战。

In pursuing rapid development, 3TREES upholds the core value of "win-win cooperation with partners", and integrates the requirements of environmental protection, safety production and integrity compliance into the whole process of investment procurement and contract signing. Making sure that the company is responsible for all transactions, 3TREES has cultivated a responsible supply chain to meet the new challenges in the changing market.

### 完善供应商管理

#### Improved supplier management

为保证企业优质产品的原料质量、健康性能以及服务质量，三棵树严格制定供应商评估体系，从技术、质量、安全、环保、绿色、文化、社会责任等多方面进行综合评估，遵循公平竞争规则，优化供应商入库标准，建立供应商管理机制，将三棵树企业社会责任理念充分融入到供应链管理的各个环节，不断加强供应商社会责任意识，提升供应链自身管理能力。

To ensure the material quality and health performance of products and the high quality of services, 3TREES upholds high standards in the system of supplier evaluation, and reviews suppliers' performance in technology, quality, safety, environmental protection, green development, culture, social responsibility and other aspects. Abiding by the rules of fair competition, we have optimized the supplier entry criteria, and established the supplier management mechanism. We have integrated our CSR concept into the whole process of supply chain management to boost suppliers' social responsibility awareness and improve the supply chain's own management capability.



## 倡导诚信经营，践行阳光采购

### Business integrity and transparent procurement

三棵树秉承着“公平、公开、公正、诚信、透明”的原则，诚信经营，公平竞争，建立廉洁采买制度，加大供应链重点环节审计监督力度，加强人员专业能力建设，对违反国家法律和三棵树诚信文化的行为保持“零容忍”。

Following the principles of “fairness, openness, impartiality, integrity and transparency”, we run our business with integrity and take part in fair competition. We have put in place a clean procurement system, enhanced the audit supervision in critical links of the supply chain, strengthened the capacity building of relevant personnel, and adopted a “zero tolerance” attitude toward the violations of national laws and the company’s integrity culture.

为提升供应链规范化管理能力，三棵树构建信息化采购管理平台，要求所有合格供应商注册入库。与战略合作伙伴相互赋能，召开全球供应商战略合作伙伴大会，合作伙伴企业文化培训，加快全球供应商战略合作，推动企业与供应商的双向文化交流，深化全球前十、中国各行业前五战略供应商共建全球实验室，聚焦前沿技术研究，探讨可持续战略发展，共同提供高性价比的产品和服务，实现联结共生、共赢、共享的合作生态圈。

To build the capacity for standardized management of the supply chain, 3TREES has developed an IT-based procurement management platform, with the requirement for all qualified suppliers to register in the database. We have engaged in mutual empowerment with our strategic partners, hosted global conferences of strategic supplier partners, provided training on the corporate culture of partners, accelerated the strategic cooperation with global suppliers, and facilitated two-way cultural exchange between enterprises and suppliers. We have deepened cooperation with top 10 suppliers in the world and top 5 suppliers in various industries in China to jointly build global laboratories, promote cutting-edge technology research, explore sustainable strategic development, and provide cost-effective products and services to foster an ecosystem of interconnected development, win-win cooperation and shared benefits.

## 供应链合作

### Supply chain cooperation

三棵树坚持绿色创新，以内外墙涂料、防水、保温、地坪、辅材、施工“六位一体”的绿色建材一站式集成系统助力行业发展，赋能绿色建筑。2020年三棵树与中国十强地产战略合作9家，百强地产战略合作63家，荣获建筑涂料类房企品牌首选率TOP10榜单第一名，“2020中国绿色建筑优选供应商”建筑涂料类第一名；连续九次蝉联恒大集团“年度材料设备优秀供应商”、“年度质量优质奖”；荣获融创中国“2019年度材料类优秀供应商”、荣获龙湖集团“2020年度战略供应商”、绿地控股集团“2018-2019核心供应商”。

Committed to green innovation, 3TREES has developed a six-in-one system of green construction materials, encompassing interior and exterior wall coatings, waterproofing products, insulation materials, auxiliary materials, floor coatings and construction, to support the industry’s development and empower green buildings. In 2020, 3TREES had strategic cooperation with 9 of China’s top 10 real estate companies and 63 of the top 100 real estate companies, ranked No.1 in the top 10 list of most preferred architectural coatings of real estate companies, and won the first place in the architectural coatings category of “2020 China Green Building Preferred Supplier” award. 3TREES also won the Material and Equipment Supplier of the Year Award and the Quality Supplier of the Year Award of Evergrande Group for the ninth consecutive times. Other honorary titles included “2019 Excellent Materials Supplier” of Sunac China, “2020 Strategic Supplier” of Longfor Group and “2018-2019 Core Supplier” of Greenland Holdings Group.

同时，我们致力于与更多利益相关方开展合作，携手探索发展新势能。

At the same time, we are committed to working with more stakeholders to explore new potential for development.

2020年8月25日，三棵树与龙蟒佰利联集团股份有限公司战略合作签约暨联合创新实验室揭牌仪式在河南焦作举行。这是钛白粉生产供应商与涂料企业之间的首次战略合作，共同推动上下游产业的联动、融合发展共同培育打造一个“健康、竞合、进化、循环”的涂料新产业生态。

On August 25, 2020, the signing ceremony of the agreement on strategic cooperation and the inauguration of the joint innovation laboratory between 3TREES and Lomon Billions Group was held in Jiaozuo, Henan province. This is the first time for a titanium dioxide supplier and a coating enterprise to enter into strategic cooperation and jointly promote the linkage and integration of upstream and downstream industries and the cultivation of a new ecosystem featuring “health, competition-cooperation, evolution and circulation” in the coating industry.

2020年8月27日，三棵树与万华化学集团股份有限公司战略合作签约暨联合创新实验室揭牌仪式在山东烟台举行。未来，双方将就内墙、外墙、建筑防水等领域的原料研究、应用开发、行业推广等方面展开深入合作，共建创新实验室，推动行业向更环保、绿色、高性能方向发展。

On August 27, 2020, the signing ceremony of the agreement on strategic cooperation and the inauguration of the joint innovation laboratory between 3TREES and Wanhua Chemical Group Co. was held in Yantai, Shandong province. In the future, the two sides will carry out in-depth cooperation on raw material research, application development and industry promotion in the fields of interior wall, exterior wall and building waterproofing, and jointly build an innovation laboratory to push for the development of a more environment-friendly and greener industry with better performance.

2020年9月1日，三棵树与河南濮阳市政府成功签订项目投资合作协议，共建城市文化共同体项。投资项目位于河南濮阳工业园区，规划占地近300亩，分两期实施，预计产值约20-30亿元。基地建成后将进一步完善三棵树战略布局和产能布局，与全国生产基地协同构建“多、快、好、省”的智能生态供应链，以丰富的“六位一体”产品体系，进一步拓展三棵树在华中地区的市场，有力支撑三棵树的高速发展。

On September 1, 2020, 3TREES and the government of Puyang City in Henan Province signed an agreement on project investment cooperation to build an urban cultural community. The investment project is located in the Puyang Industrial Park, with a planned area of nearly 300 acres. It will be implemented in two phases and expected to produce an output of 2-3 billion yuan. The completion of the project will further improve the distribution of 3TREES's strategic resources and production capacity and, together with other 3TREES production bases in the country, contribute to the building of an intelligent ecological supply chain featuring large quantity, high speed, excellent quality and cost effectiveness. Through the "six-in-one" product system, the project could further expand 3TREES's market presence in Central China and put the company on a fast-track of growth.

“六位一体”

涂料、防水  
保温、地坪  
辅材、施工

6-in-1 one-stop system  
interior and exterior wall  
coatings, waterproofing  
products, insulation  
materials, auxiliary  
materials, floor coatings  
and construction

培育打造一个

“健康、竞合、  
进化、循环”

的涂料新产业生态

featuring "health,  
competition-cooperation,  
evolution and circulation"  
in the coating industry

与全国生产基地协同构建

“多、快  
好、省”

的智能生态供应链

contribute to the  
building of an intelligent  
ecological supply chain  
featuring large quantity,  
high speed, excellent  
quality and cost  
effectiveness.

## 矢志技术创新 Technology innovation

三棵树秉承“绿色创新，树百年常青树”的发展理念，提出“极致健康、极致性能、极致应用”的研发理念，通过不断创新，为持续推出创新性、环境友好型、节能低碳产品提供坚实基础，推动行业健康良性发展，为人民创造健康美好生活。

Guided by the development philosophy of "cultivating a hundred-year evergreen tree through green innovation" and the R&D philosophy of "ultimate performance and application for ultimate health", 3TREES is making continuous efforts of technology innovation to lay a firm foundation for the development of environment-friendly, energy-conserving and low-carbon products, promote the sound development of the industry and create a healthy and happy life for all.

### 构建多层次研发体系 Building a multi-tiered R&D system

科技改变世界，创新驱动未来。三棵树已制定并实施包括技术秘密保护、实验室安全及卫生管理、项目管理与成果激励、创新合作与成果转化、人才培养与激励等一系列制度和办法。

Technology changes the world and innovation drives the future. 3TREES has developed and implemented a series of systems and methods including technology secret protection, laboratory safety and health management, project management and results incentive, innovation cooperation and R&D results conversion, talent training and incentive.

科技成果和人才激励依据《技术创新、管理创新奖励办法》进行奖励，公司每年度汇总进行统一奖励，日常进行绩效管理与创智建议激励。同时，三棵树制定了“共创共享”机制，为发展业务而努力的奋斗者提供丰厚的年终一次性奖励。此外公司设立研发项目组，下设研究小组，定期召开专题会议，各项目进度进行跟踪，纳入月度绩效考核，激发了技术人员创新的积极性。

3TREES employees who make R&D achievements are rewarded annually based on their daily performance according to the Methods for Rewarding Technological Innovation and Management Innovation. Those who offer creative ideas for the company also receive incentives. At the same time, 3TREES has developed a "co-creation and sharing" mechanism to provide a generous year-end one-time reward for those who work hard in their business. In addition, the company has set up an R&D project team with a research group and regularly holds special meetings to track the progress of each project and conduct monthly performance assessment, which has greatly stimulated the creativity of the technology team.



三棵树现有研发和技术人员1,965人，其中研发人员900人，组建了30多个技术创新团队，由诺贝尔化学奖得主杰马里·莱恩教授担任首席技术顾问。

3TREES currently has 1,965 R&D and technical personnel, including 900 R&D personnel. The company also has some 30 technology innovation teams, with Professor Jean-Marie Lehn, the Nobel laureate in chemistry, as the Chief Technology Advisor.

三棵树已经构建了完备的科研与技术研究基础设施，总部研发中心面积达6,000㎡，拥有国家认定企业技术中心、博士后科研工作站、院士专家工作站、CNAS国家认可实验室、省级工程研究中心等多个创新平台，并在上海成立了三棵树科学研究院，专注于新材料、新技术和创新产品的研发。

3TREES has built a complete network of technology research infrastructure, which consists of a 6,000m<sup>2</sup> R&D center at the headquarters, innovation platforms such as state-certified enterprise technology center, postdoctoral research station, academician workstation, CNAS lab and provincial engineering research center, as well as the 3TREES (Shanghai) Scientific Research Institute specialized in the research and development of new materials, new technologies and innovative products.

研发人员教育程度划分

Distribution of R&D staff by education background

研发人员分布 Distribution of R&D staff	2020年(人) 2020 (persons)	占比 (%) Proportion (%)
博士 PhD	22	2.44
硕士 Master	63	7.00
大学本科 Undergraduate	302	33.56
大专及以下 Junior college student and below	513	57.00
合计 Total	900	100



研发人员年龄划分

Distribution of R&D staff by age

年龄 Age	2020年(人) 2020 (persons)	占比 (%) Proportion (%)
30岁以下 Under 30	388	43.11
31-40岁 30-40	402	44.67
41-50岁 40-50	97	10.78
51岁以上 Over 51	13	1.44
合计 Total	900	100



推动产学研合作，引领行业标准制定

Promoting industry-academia-research cooperation and taking the lead in making industry standards

三棵树在2007年成立了中国涂料行业首家企业大学——三棵树大学，现已拥有完善的培训管理体系，一方面致力于战略创新和人才培养建设，打造产业人才生态圈，另一方面与职业院校所构建产教融合体系，与中国科学院、清华大学、上海交通大学、厦门大学、南京工业大学和法国斯特拉斯堡大学等科研院所建立了长期稳定的产学研合作关系，打造“产、学、研”一体化的创新平台。

3TREES established the first enterprise-sponsored university in China's coating industry - 3TREES University, in 2007. With a full-fledged training management system, 3TREES is committed to building an ecosystem of talents through strategic innovation and the cultivation of high-caliber professionals. In the meantime, we have constructed a system of industry-education integration with vocational education institutions, and established long-term and stable cooperation with a number of scientific research institutes including the Chinese Academy of Sciences, Tsinghua University, Shanghai Jiao Tong University, Xiamen University, Nanjing University of Technology and the University of Strasbourg in France to create an integrated innovation platform based on industry-academia-research cooperation.

三棵树还承担了国家“863”计划、省市科技计划项目等多项重要前沿科研课题，重点推进水性防腐涂料、微胶囊涂料技术、绿色无醛生态胶水、无醛岩棉板、防水涂料/卷材等项目，进一步拓展新理念、新技术、新方法、新工艺在绿色环保涂料开发中的研究与应用，取得了多项行业领先的科研成果，积极推动产业转型升级。同时，公司积极参加国内外各种技术交流活动，对标学习其他涂料企业的先进经验，并定期安排技术人员内外训，邀请国内外行业资深专家来司举行专题讲座。

3TREES has also undertaken a number of important cutting-edge research projects such as the national “863” program, and science and technology programs at the provincial and municipal levels, with a focus on water-based anti-corrosion coatings, micro-encapsulated coating technology, green aldehyde-free glue, aldehyde-free rock wool panels, waterproof coatings/rolling materials and other projects. We have expanded the research and application of new concepts, new technologies, new methods and new processes in the development of green coating products, achieved industry-leading scientific research results and pushed for the transformation and upgrade of the coating industry. At the same time, we have taken an active part in various technology exchange programs both at home and abroad, learned the advanced experience of other coating enterprises, made regular training arrangements for our technical personnel and invited Chinese and foreign experts with rich experience in the industry to give lectures in our company.

三棵树参与并起草了国家、行业、团体、地方标准等78个标准制定，推动行业环保技术升级；现拥有285件授权专利，研制了30多个一级保密配方，在核心技术期刊发表论文37篇。

3TREES has participated in the drafting of 78 national, industry, collective and local standards to push for the upgrade of environmental technologies in the industry. We have gained 285 authorized patents, developed more than 30 first-class confidential formulas, and published 37 papers in core technical journals.

## 打造健康产品 Health protection

三棵树一直致力于将“绿色、环保、健康”的理念贯穿产品开发整个过程，持续推出优质健康产品和提供“美好生活”解决方案，满足人民对美好生活的向往和优质健康产品的追求，推动行业净味升级，助力企业可持续发展。

Committed to the development of “green, environment-friendly and healthy” products, 3TREES continues to launch high-quality health products and provide “beautiful life” solutions to meet people's aspiration for a better life and pursuit of quality and healthy products. We have also pushed for the upgrade of the coating industry to put the company on a sustainable path.

三棵树在行业首创“健康+”八项新标准，多项标准优于国标、欧标、美标。专注于健康产品的研发和制造，自主研发“健康+”系列家装涂料，以及新环境友好型建筑外墙涂料、防水涂料和系列辅材等。

3TREES initiated eight new standards of “health +” in industry, many of which are superior to the national standard, European standard and American Standard. Focusing on the R&D and manufacturing of health products, we independently developed “health +” series of home decoration coatings, as well as new environment-friendly building exterior wall coatings, waterproof coatings and series of auxiliary materials.

三棵树不仅重视用户痛点的解决方案，还将前沿科技下沉到细化居家生活场景中，发布了系列新品，构建了高端产品矩阵，以提升家居空气质量、提高环境抗菌能力。至2020年底，三棵树累计开发新品288支、核心产品优化升级414支，以满足市场发展和当下消费者对高端健康产品所需。

While focusing on the solutions that address the most acute problems of the customers, we have also applied cutting-edge technologies in home life scenes. We have released a range of new products and constructed a high-end product matrix to improve the air quality and bacteria resistance of indoor environment. By the end of 2020, 3TREES had developed 288 new products and upgraded 414 core products to keep up with market changes and meet consumers' needs for high-end healthy products.



### 健康+新标准

三棵树健康+水性涂料标准 (QJ/SKSP 038-2021)

类别	指标	国家环保标准	美国绿色标准+1倍	中国绿色标准	中国绿色标准+1倍	欧洲标准	美国标准	三棵树健康+水性涂料
涂料自身	VOC (g/L)	/	/	≤10	≤50	≤80	≤80	≤5
	游离甲醛 (mg/kg)	/	/	≤10	≤50	≤50	≤50	≤5 (按标准)
	苯系物 (mg/kg)	/	/	≤50 (检出限)	≤100	≤100	≤100	≤50 (检出限)
	邻苯二甲酸酯类、壬二酸酯类、乙二酸酯类	/	/	不得添加	不得添加	不得添加	不得添加	不得添加
涂装后挥发物	TVOC (mg/m³)	≤1 (28d)	≤0.22 (7d)	≤1 (72h)	/	/	/	≤0.5 (72h) ≤0.22 (7d)
	甲醛释放量 (mg/m³)	≤0.01 (28d)	≤0.009 (7d)	≤0.1 (72h)	/	/	/	≤0.05 (72h) ≤0.009 (7d)
	挥发性有机物	14项	360多种	360多种	/	/	/	严于国家标准 美国 IA 标准 与法国 A+ 相当
	气味控制	/	/	/	/	/	/	≤1级/8小时
涂料干膜	游离重金属	/	/	8项: ≤20 (mg/kg) 10项: ≤100 (mg/kg)	4项: ≤10 (mg/kg) 8项: ≤40 (mg/kg)	4项: ≤10 (mg/kg) 8项: ≤40 (mg/kg)	4项: ≤10 (mg/kg) 8项: ≤40 (mg/kg)	8项: ≤10 (mg/kg) 10项: ≤100 (mg/kg)

**生产环境及可持续发展**  
绿色工厂与清洁生产：生产相关的资源、能源、环境三大属性均满足中国绿色产品评价要求。

**涂料自身**  
1. VOC ≤5 g/L，显著优于环保保护标准和国家标准，为中国绿色产品 1/2。  
2. 游离甲醛 ≤0.009 mg/kg (按标准)，接近加工食品甲醛限量标准。  
3. 苯、甲苯、二甲苯、乙苯均未检出。  
4. 无人为添加邻苯二甲酸酯类、壬二酸酯类、乙二酸酯类。  
5. 限制中有害物质产品和原料标准，禁止添加危害环境和人体健康的 17 类有害物质 (按标准体稳定、生物毒性、环境持久性等指标)。

**涂装后挥发物**  
1. TVOC 释放量: ≤0.5 mg/m³, 甲醛释放量: ≤0.05 mg/m³, 均优于中国绿色产品、美国 IA 和法国 A+ 标准。  
2. 挥发性有机物 (苯、甲苯、二甲苯、乙苯) 排放量: 满足美国 IA 和法国 A+ 标准要求。  
3. 气味控制: 符合美国 ASTM E544 标准, 参照汽车内饰材料有害物质控制标准, 增加了国际绿色产品气味控制标准, 气味消除时间 8h 后, 气味 ≤1 级。

**涂料干膜**  
重金属、铅、镉、六价铬、汞、砷、钒、钼、锑的含量标准分别 ≤10 mg/kg, 显著优于国家有害物和环境保护标准, 仅为中国绿色产品的 1/2。

以上数据基于名称“QJ/SKSP 038-2021 健康+水性涂料”中的水性涂料产品检测数据。



# 环境保护责任

## RESPONSIBILITY FOR THE ENVIRONMENT

三棵树坚信基业长青之道，将生态战略融入企业发展，致力于引领绿色标准、建设绿色工厂、绿色生产，建立绿色信息平台向供应商传递绿色可持续发展理念，带动合作伙伴履行生态环境保护责任。



3TREES believes it is important to build a long-lasting business. By integrating its ecological strategy into corporate development, 3TREES has devoted itself to setting green standards, building green factories and organizing green production. Through the establishment of green information platform, 3TREES has promoted the idea of green and sustainable development to its suppliers.





## 构建绿色供应链 Green supply chains

三棵树坚信基业长青之道。自创办以来，三棵树始终关注人类家居健康，围绕“让家更健康、让城市更美丽、让生活更美好”的企业使命，将生态战略融入企业发展，致力于引领绿色标准、建设绿色工厂、绿色生产，建立绿色信息平台向供应商传递绿色可持续发展理念，带动合作伙伴履行生态环境保护责任，建立绿色责任供应链体系。

3TREES believes it is important to build a long-lasting business. Since its founding, 3TREES has been committed to building healthy homes and delivering the mission of "making homes healthier, cities more beautiful and life better". By integrating its ecological strategy into corporate development, 3TREES has devoted itself to setting green standards, building green factories and organizing green production. Through the establishment of green information platform, 3TREES has promoted the idea of green and sustainable development to its suppliers, and encouraged partners to fulfill their ecological responsibilities and build a green and responsible supply chain system together.

### 绿色工厂 Green factories

三棵树以构建“多、快、好、省”的智能生态供应链为宗旨，在福建、四川、河南、天津、安徽、河北、广东、湖北等地设有并在建10个生产基地，促进产能分布的持续优化，降低运输成本，提升交付能力。同时，公司重视绿色生态系统的打造，目前三棵树莆田工厂获评国家级绿色工厂，四川工厂、安徽工厂获评省级绿色工厂。

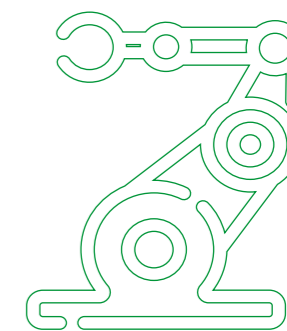
With the aim of fostering an intelligent ecological supply chain featuring large quantity, high speed, excellent quality and cost effectiveness, 3TREES has set up 10 production bases, including the ones under construction, in Fujian, Sichuan, Henan, Tianjin, Anhui, Hebei, Guangdong, Hubei and other places, to optimize the distribution of production capacity, reduce transportation costs and improve delivery capacity. The company also attaches high importance to the building of green ecosystem. The Putian factory is now rated as a green factory at the national level, and the Sichuan and Anhui factories are rated as green factories at the provincial level.



### 绿色生产 Green production

三棵树不仅注重产品本身的绿色环保研发生产理念，也非常注重供应链上各个环节与过程的绿色环保，将环评和排污许可纳入供应商资质审核要求，确保达到生态供应链的要求，尽最大能力降低对环境负面影响。

3TREES not only pays attention to the green R&D and production of the products themselves, but also places emphasis on environmental protection throughout the supply chain. By making environmental assessment and emission permit part of the supplier qualifications, we are trying to meet the requirements of the ecological supply chain and minimize the negative impact on the environment.



在生产过程中，公司严格按照GB/T35602-2017《绿色产品评价涂料表》“不得有意添加的有害物质”的要求，主动积极参与涂料中有害物质限量国家标准的制定，严格遵守国家环保相关法律法规和产业政策，严格配备环保设施，从产品全生命周期过程中综合考虑能源低碳化、材料绿色化和对环境无害化。

In our production, we strictly follow the requirements on the prohibition of harmful substances in the Green Product Assessment - Coating Material (GB/T35602-2017). We have participated in the formulation of national standards on the limit of harmful substances in coatings, and strictly observed the relevant state laws and regulations and industrial policies on environmental protection. We have equipped our factories with all the necessary environmental protection facilities, and adopted a life-cycle approach to promoting low-carbon, green and environment-friendly production.

### 绿色信息平台 Green information platform

三棵树建立SAP系统、SRM系统、CRM系统、ERP系统、MES系统、PDM系统、WMS等系统，实现供应链全产业链的信息交互管理。通过协同平台实时更新信息，实现绿色供应链管理的信息数据双向流动，向合作伙伴传递绿色可持续发展理念。



We have established SAP, SRM, CRM, ERP, MES, PDM, WMS and other systems to manage the information exchange across the industrial and supply chains. The information is updated in real time through the collaborative platform to facilitate the two-way flow of information data on green supply chain management and promote the idea of green and sustainable development to our partners.

公共层	决策层						表现层
	战略管理	商业智能	全面预算管理	绩效管理	审计管理	投资管理	
主数据管理	业务管理层						B2C电子商务
	供应商关系管理SRM		供应链计划(SCP)			客户关系管理(CRM)	
企业服务总线	供应商协同	订单承诺	销售预测	分销与运输计划	主生产计划	经销商协同	员工门户
	供应商管理	ERP 核心应用				价格管理	
		采购管理	库存管理	库存管理	人力资源	渠道/经销商	B2B门户
	采购目录管理	财务管理	品质检验	客服管理	设备管理	营销活动管理	
流程引擎	合同管理	销售订单管理		产品开发管理		现场销售管理	移动平台
	业务支持层						
统一用户管理与安全	物流管理	仓储管理(WMS)	现场执行(MES)	智能制造管理	运输管理(TMS)	档案管理	SNS平台对接
	业务基础层						
办公自动化			知识管理			管理驾驶舱	
架构层							
操作系统		数据库系统		开发工具		网络基础架构	
多媒体传输网络							
系统安全							
网络安全		主机安全		数据安全		应用安全	

■ 已建设系统    ■ 尚在建设系统

## 案例 Case

## SAP建设 SAP construction

三棵树构建了以经营为目标的产供销、人财物一体化信息平台，实现管理透明化、信息数据化、输出服务化。2020年三棵树完成了7家子公司及分厂的SAP实施推广，并购企业全覆盖，搭建统一的信息化平台，实行全面一体化管理。借助SAP应用梳理规范业务流程，结合外部资源，实现高效的实践方案及内置流程，提高企业经营管理水平。C2M业务完成MTO数字化转型创新，通过方案革新，流程再造，实现效能提升。

For the purpose of efficient operation, 3TREES has constructed an integrated platform of production, supply, marketing, personnel, financial and property information to promote management transparency, data application of information and output services. In 2020, 3TREES completed the launch of the SAP system in 7 subsidiaries and factories, covering all the acquired companies, and constructed a unified information platform for the exercise of integrated management. Through SAP application, we have sorted out and standardized the business process, and come up with efficient solutions and built-in processes combined with external resources to improve the performance of business management. The MTO digital upgrade of the C2M business reformed and reshaped the process, leading to notable improvement in business efficiency.

## 完善绿色管理 Green management

### 环境安全管理体制持续完善

### Continuous improvement in the environment and safety management system

环保是三棵树的企业底线之一，随着公司的不断发展与壮大，三棵树已经建立了一套有效、严谨、科学的环境管理体系，并通过了质量管理体系、环境管理体系、职业健康与安全管理体的认证。2020年起，公司不断优化一系列环境管理制度并严格执行，如《环境因素与影响分析评价制度》《大气质量管理制度》《紧急情况与环境事件管理制度》《污水运行管理》和《废弃物管理》等多个制度。各工厂坚决遵守各项环境管理制度，严格开展环境管理体系的推行工作。同时定期开展废水、废气、噪音和固废的环境监测，以及土壤及地下水的自行监测，并主动公开监测数据。继2019年三棵树莆田工厂被评定为“环保诚信企业”，2020年三棵树安徽工厂被评为“环保诚信企业”，三棵树四川工厂被评为“环保良好企业”。

Environmental protection is one of the bottom lines for 3TREES. With the continuous development and growth of the company, 3TREES has established an effective, rigorous and scientific environmental management system, and passed the certifications of the quality management system, environmental management system and occupational health and safety management system. Starting from 2020, the company has strengthened and earnestly implemented a series of effective disciplines for environmental management, including the rules for the analysis and evaluation of environmental factors and impacts, rules for the management of atmospheric quality, rules for the management of emergencies and environmental incidents, sewage operation management rules and waste management rules. All 3TREES factories strictly follow these rules and promote the implementation of the environmental management system. They also regularly conduct environmental surveillance of wastewater, exhaust gas, noise and solid waste, as well as self-surveillance of soil and groundwater, and take the initiative to disclose the surveillance data. Following the recognition of 3TREES Putian factory as the “enterprise of credibility in environmental protection” in 2019, 3TREES Anhui factory also received this honorary title in 2020, and 3TREES Sichuan factory was certified as “enterprise of excellence in environmental protection”.







“保持万分的警惕，防止万一的发生”是三棵树的安全观，强调每个人都要树立安全意识、掌握安全技能，防患于未然。各工厂均严格按照体系制度文件开展安全工作，并围绕公司安全管理重点开展危化品安全、叉车安全、防暑降温与安全防护等一系列的EHS主题活动。同时，每年组织至少两次在线EHS考试，全员100%通过，持续提升企业的安全管理水平与员工的安全意识。

“Keeping high vigilance to prevent any accident”, which is 3TREES’s motto for safety, stresses that everyone should establish the awareness of safety, learn skills of safety protection and prevent accidents from happening. All factories observed safety rules in strict accordance with the system documents and carried out activities on the theme of EHS, focusing on the company’s safety management priorities, such as hazardous chemical safety, forklift safety, summer heat prevention and safety protection. Meanwhile, by organizing at least two online EHS examinations each year, with the requirement of 100% pass rate, we have seen continued improvement in the company’s safety management performance and the safety awareness of all employees.



2020年三棵树优化了一系列安全及职业健康管理制，如《职业卫生管理制度》《应急救援管理制度》和《安全标准化运行评估管理制度》等，通过持续完善安全管理体系，使得安全及职业健康的制度体系更加符合当前的安全管理工作。

In 2020, 3TREES revised its safety and occupational health management rules, such as the Occupational Health Management System, the Emergency Rescue Management System and the Evaluation and Management System for Standardized Safety Operation, and improved the company’s safety management system, bringing them more in line with the current requirements of safety management.

## 安全管理体系与突发事件应急管理 Safety management system and emergency management

三棵树各工厂的安全管理，全部采用联锁、联动的消防安全控制系统，完善监控网络系统，使得生产过程更加安全。各公司严格遵守一系列应急管理制度，明确应急管理原则、应急管理机构、运行机制、应急保障、应急预案管理等内容，每年组织综合应急预案演练、专项应急预案演练至少各一场，提升员工处理紧急事件的应急能力，确保突发事件安全可控。

An interlocked and interlinked fire control system is adopted in the safety management of all 3TREES factories. The improved surveillance network system makes the production process safer. The company’s emergency rescue management rules are strictly followed by all divisions, with clearly defined emergency management principles, emergency management organizations, operation mechanism, emergency guarantee, and emergency plan, among other things. At least one comprehensive and one special exercise of the emergency plan are conducted every year to improve the emergency response capability of employees and ensure timely and proper management of emergency accidents.



## 推进绿色运营 Green operation

### 资源能源管理 Resource and energy management

2020年的中央经济工作会议将“做好碳达峰、碳中和工作”列为2021年的重点任务之一，三棵树高度响应国家号召，通过实践并不断完善能源管理体系的建设与运行，落实能源节约和生态环境保护的责任目标，引入并积极推广应用绿色节能环保技术，开展监督检查，保障能源管理的各项指标落实到位，实现绿色运营。

The Central Economic Work Conference in 2020 identified “achieving carbon peak and carbon neutrality” as a priority task for 2021. Responding to the call of the central government, 3TREES undertook its responsibilities of energy conservation and ecological protection by continuously improving the construction and operation of the energy management system, introduced and promoted the application of green, energy-saving and environment-friendly technologies, and conducted supervision and inspection to ensure the performance of energy management indicators and achieve green operation.

### 能效管理 Energy efficiency management

#### 节能降耗 Saving energy and reducing consumption

在节能降耗工作上，三棵树持续投入资金用于节能技术改造，如采购高效电机、更换淘汰落后电机、使用变频器等装置，还通过技术创新改造，如改变生产料缸的搅拌桨叶形态，使得原先搅拌时间缩短50%，提升效率，减少整体能耗。

To save energy and reduce consumption, 3TREES continues to invest in technology upgrade, such as purchasing high-efficiency motors, replacing and phasing out backward motors, using frequency converters and other devices. Meanwhile, through technological innovation and transformation, such as changing the shape of the mixing blade of the production tank, the original mixing time has been cut by 50%, leading to higher efficiency and reduced energy consumption.

2020年  
三棵树各工厂用电量  
**11,606,886** 千瓦时（度）  
The electricity consumption of  
3TREES's major plants totaled 11,606,886 kWh

公司针对主要能源使用过程均明确了运行准则，包括操作规程、设备管理制度等，并按运行准则开展工作，确保主要用能设备维护保养和运行良好。同时，建立较完善的能源计量系统和计量管理体系，保障监测设备配备和管理良好，能源数据采集及时、准确。2020年三棵树各大工厂总计用电量为11,606,886千瓦时（度）。

工厂 Factory	2020年用电量（千瓦时） Electricity consumption in 2020 (kWh)
莆田	4,183,486
四川	2,565,747
河南	1,385,720
天津	556,120
安徽	2,915,813
合计	11,606,886

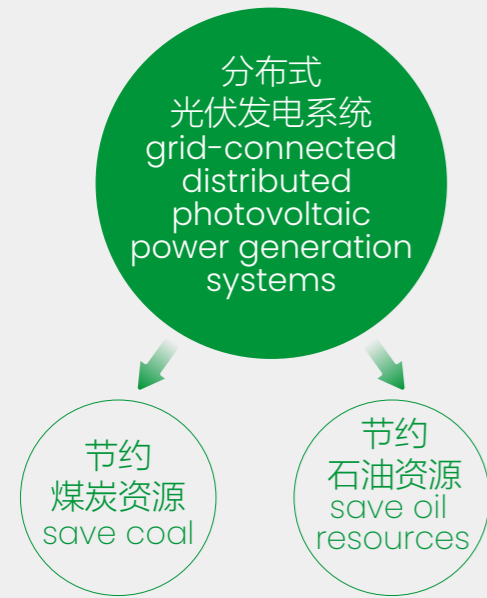
We have defined the operation criteria for the main energy use process, including operation procedures and equipment management system, and worked in accordance with the operation criteria to ensure sound maintenance and operation of the main energy-utilizing equipment. In addition, a relatively complete energy measurement system and measurement management system have been established to ensure that the monitoring device is fully equipped and well managed, and that the collection of energy data is timely and accurate. In 2020, the electricity consumption of 3TREES's major plants totaled 11,606,886 kWh.

### 低碳减排 Low-carbon production and emission reduction

为更好地减少工厂废气排放，三棵树各工厂响应国家对重污染天气及夏季臭氧的管控，升级各工厂的废气处理设施，或技术改造废气收集系统，管控废气的无组织排放为有组织排放，升级废气处理工艺，提升废气治理水平。如新建河北工厂的水性涂料废气采用除尘+CO废气处理系统，采取燃烧的方式，提高有机废气的处理效率至90%以上。

2020年  
除尘+CO废气处理系统处理效率达  
**90%以上**  
increased the treatment efficiency  
of organic waste gas by over 90%

In order to further reduce exhaust emissions, 3TREES factories have complied with the government's restrictive policies for controlling heavy pollution and summer-season ozone emission, promoted a shift from unorganized to organized emissions of exhaust gas through the upgrade of the exhaust gas treatment facilities or technical modification of the exhaust gas collection system, improved the exhaust gas treatment process, and increased the efficiency of exhaust gas treatment. For example, the dust removal + CO exhaust gas treatment system used in the production of water-based paint at the newly built Hebei factory, which functions in the way of combustion, has increased the treatment efficiency of organic waste gas by over 90%.



2020年，三棵树各工厂响应国家碳排放的减排要求，安徽工厂及河北工厂新增加屋顶分布式光伏项目，充分利用当地的太阳能资源，建设并网型分布式光伏发电系统，节约煤炭、石油资源。

In 2020, 3TREES factories responded to the country's call for carbon emission reduction. Rooftop distributed photovoltaic projects were launched in the Anhui and Hebei factories with the aim of making full use of local solar resources, and grid-connected distributed photovoltaic power generation systems were constructed to save coal and oil resources.

三棵树在2019年与UL公司达成战略合作，使用Turbo Carbon™在线碳管理工具来高效管理和衡量碳排放数据。经统计验证，2020年三棵树的碳排放量为31,096.34t CO<sub>2</sub>。未来，三棵树将通过工厂设备优化、技术革新等系列措施持续促进二氧化碳的减排，积极响应国家“碳达峰”、“碳中和”的号召。

2020年  
三棵树碳排放量为  
**31,096.34**t CO<sub>2</sub>  
the CO<sub>2</sub> emissions of 3TREES in 2020 were 31,096.34 tons

In 2019, 3TREES and UL reached an agreement of strategic cooperation to launch Turbo Carbon™, an online carbon management tool offering a more efficient solution to managing and measuring carbon emission data. According to the statistical verification, the CO<sub>2</sub> emissions of 3TREES in 2020 were 31,096.34 tons. Going forward, 3TREES will continue to promote CO<sub>2</sub> emission reduction through measures such as equipment optimization and technological innovation, and contribute to the national goal of “carbon peak” and “carbon neutrality”.

## 水资源与废水管理

### Water resources and sewage management

水资源管理也是三棵树践行社会责任的重要环节。三棵树各工厂坚持从源头工艺管控与调整，采取一系列的节水措施，如车间超纯水处理设施的水进行回用洗缸。同时实现节能减排，公司投资建设中水回用系统，将末端污水处理站的废水再次处理，达到回用水标准后，最终回用至工厂绿化、冲厕等用途，减少废水排放。2020年三棵树各大工厂总计用水量327,875吨，其中生产用水为263,587吨。

Water resources management is also an important part of 3TREES's CSR practice. 3TREES factories have adopted a series of water saving measures based on the process control and adjustment at the source, such as recycling of ultra-pure water in the water treatment facilities for tank washing. At the same time, to conserve energy and reduce emission, the company has invested in the construction of the water reuse system, under which the waste water from the terminal sewage station is treated and reused for plant greening, toilet flushing and other purposes after reaching the required standard to reduce wastewater discharge. In 2020, 3TREES's major plants consumed a total of 327,875 tons of water, including 263,587 tons used for production purposes.

2020年

三棵树各工厂用水总计

**327,875**吨

3TREES's major plants consumed a total of 327,875 tons of water

工厂 Factory	2020年生产用水量 (吨) Water consumed for production purposes in 2020 (unit: ton)	2020年其他用水量 (吨) Water consumed for other purposes in 2020 (unit: ton)	2020年用水总量 (吨) Total water consumption in 2020 (unit: ton)
莆田	68,465	39,124	107,589
四川	72,714	2,311	75,025
河南	48,140	-	48,140
天津	17,288	4,287	21,575
安徽	56,980	18,565	75,545
合计	263,587	64,287	327,875





为了有效达成减排目标，新建厂在前期设计阶段，即规划采用更加节能降耗的设备设施，从全流程设计并建设，节能减排。针对现有工厂，则通过对污水处理系统的升级改造，如更换污泥脱水装置（2020年四川工厂升级改造污泥压滤系统），优化污水处理工艺，废水在线仪器增加监控装置并联网（COD/氨氮/流量）等，提升污水的处理能力，时时监控污水的排放情况，减少固废污泥的产生。

In order to meet the emission reduction targets, we have adopted equipment and facilities with better performance in energy conservation and consumption reduction for all new factories starting from the designing stage through to the construction stage. For the existing factories, we have upgraded their existing sewage treatment system, replaced the sludge dehydration device (e.g. upgrade of sludge pressure filtration system of Sichuan factory in 2020), optimized the sewage treatment process, and increased the online sewage monitoring device (COD/ammonia nitrogen/flow), which have boosted their sewage treatment capacity, ensured timely monitoring of sewage discharge, and reduced the generation of solid sludge.

## 废弃物管理

### Waste management

三棵树在废弃物的全流程产生过程中，实施全流程监管与控制，从源头管控并减少固废的产生或排放，最终合规处置。建立规范化的废弃物标准管理制度，确保在生产、入库、转移、处置等流程合法合规，并规范各工序的源头管控分类，对有利用价值的废弃物进行综合利用，实现废弃物的循环利用和无害处置。

3TREES exercises strict supervision and control in the whole process of waste generation to control and reduce the generation or discharge of solid waste at the source and ensure legal compliance in the disposal of waste. At the same time, a standardized waste management system has been established to ensure the legal compliance of the production, warehousing, transfer and disposal processes, regulate source control classification of every procedure, and make comprehensive use of waste with utilization value to achieve recycling and harmless disposal of waste.

三棵树不断摸索并优化涂料、防水卷材、粉料等产品工艺，达到部分原材料进行综合利用，如部分粉料用至防水卷材产品，减少固废产生。同时通过改善原材料的包装方式，如改铁桶为储罐，从而减少危废空桶的产生，达到固体废弃物资源化、减量化的要求。

3TREES continues to explore and optimize the coating, waterproofing membrane, powder and other product processes to achieve comprehensive utilization of certain raw materials, such as the use of certain powder in waterproofing membrane products, to reduce the generation of solid waste. At the same time, by improving the packaging of raw materials, such as replacing iron drums with storage tanks, we aim to reduce the generation of empty drums of hazardous waste, to meet the requirements of resource utilization and weight reduction of solid waste.

## 危险源管理

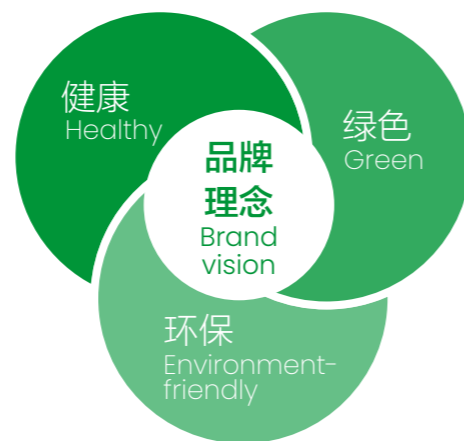
### Hazardous source management

公司依据《危险化学品安全管理条例》制定了《危险化学品安全管理办法》以及其他一系列相应管理办法，以更好进行危险源识别、控制与监测。报告期内，我们持续开展危险源管理工作，及时消除危险源或对未消除的危险源进行风险管控。如针对新化学品引入风险，我们将新化学品引进评审嵌入采购流程中，以确保新危险化学品引进的必要性、合规性以及风险可控性。

In accordance with the Regulations on Safety Management of Hazardous Chemicals, we have formulated the Measures on Safety Management of Hazardous Chemicals and a series of corresponding management rules to better identify, control and monitor hazardous sources. During the reporting period, we continued to advance the management of hazardous sources and took timely measures to remove hazardous sources or control the risks of unattended sources. For example, to address the risks associated with the introduction of new chemicals, we incorporated the review of new chemical introduction into the procurement process to ensure the necessity and compliance of the introduction of new hazardous chemicals and the controllability of the associated risks.

此外，三棵树身为行业标准的制定者及引领者，始终致力于将“绿色、环保、健康”的理念贯穿产品开发整个过程。我们针对涂料研发生产过程中可能采用的高关注物质，通过研发团队进行可行替代研发产品立项，并取得良好成果。

In addition, as a standard setter and leader in the industry, 3TREES is committed to the development of “green, environment-friendly and healthy” products. We have mandated our R&D team to develop feasible alternative products based on high-value substances that may be used in the R&D and production of coatings, and have achieved good results.



### 三棵树2020年度环保绩效数据 3TREES Environmental Performance in 2020

项目 Item	单位 Unit	绩效 Performance
COD排放量 COD emission	吨 1 tons	22.10
氨氮排放量 Ammonia nitrogen emission	吨 1 tons	0.97
废气排放量 Exhaust gas emission	万立方米 10,000 cubic meters	242,848.87
二氧化硫排放量 Sulfur dioxide emission	吨 1 tons	0.00
氮氧化物排放量 Nitrogen oxide emission	吨 1 tons	3.19
二氧化碳排放量 Carbon dioxide emission	万吨 10,000 tons	31,096.34
有害物质排放量 Hazardous substance emission	万吨 10,000 tons	1,683.84
无害废弃物排放量 Non-hazardous waste emission	万吨 10,000 tons	5,133.90
污泥综合回收利用率 Sludge recycling	万吨 10,000 tons	8,034.52
烟尘排放量 Smoke and dust emission	万吨 10,000 tons	57.51



## 倡导绿色办公 Green office

三棵树基于绿色发展理念，积极践行绿色办公文化，鼓励员工增强责任意识 and 环保意识，除了在办公区域使用LED节能灯具外，还倡导节能照明、节电节水、垃圾分类，推行无纸化办公，培养低碳行为习惯，加强内部节能环保宣传，营造绿色办公的良好氛围，培养员工绿色办公、生活习惯。

To promote the concept of green development, 3TREES has taken vigorous steps to foster the green office culture, and boost employees' sense of responsibility and environmental awareness. In addition to using LED lamps in the office areas, we have also promoted energy-saving lighting, electricity and water conservation and garbage sorting, introduced the practice of paperless office, encouraged a low-carbon way of life and strengthened the publicity of energy conservation and environmental protection to create a positive atmosphere for promoting green office and green lifestyle among the employees.

### 节能节约 Energy conservation

#### 节能照明 Energy-saving lighting

倡导“人在灯亮，人走灯灭”的文明照明规范，办公区所有照明灯的开关处设有常用开关、节控开关两种模式，以满足不同时段的照明需求。

the principle of "leaving the light on only when people are around" is advocated in the office area, and all the lighting in the office area are equipped with two switch modes, i.e. general mode and energy-saving mode, to meet the lighting needs at different periods.

#### 电梯文明 Elevator use

鼓励员工以步行代替电梯，提高电梯的运行效率。

the employees are encouraged to walk the stairs instead of using elevators to improve the efficiency of elevator operation.

纸张重复 Paper reuse

日常办公使用环保纸张，倡导双面打印，提高纸张使用率；非完全利用的废纸可回收再利用。  
environment-friendly papers are used during office work, and double-sided printing encouraged to improve the utilization rate of paper; waste paper that is not completely used shall be recycled and reused.

自带水杯 Bring water cups

鼓励自带水杯，减少一次性纸杯的使用，会议室接待统一使用瓷杯或玻璃杯。  
employees are encouraged to bring their own water cups to reduce the use of disposable paper cups, and the use of porcelain or glass cups is mandatory in conference rooms.

垃圾分类 Garbage sorting

办公室设有专门干湿垃圾桶、可回收物专门堆置点和垃圾桶，做好垃圾分类。  
to ensure proper garbage sorting, all office areas are equipped with separate trash bins for dry and wet garbage, as well as special stacking points and garbage cans for recyclables.

无纸化办公 Paperless office

根据“大、智、物、移、云”的互联网和IT技术发展趋势，三棵树构建现代化、数字化、办公系统，持续推进OA协同管理平台、树APP手机应用，与其他异构系统构建统一的工作平台，满足公司灵活变化需求，包括线上审批流程、电子印章、电子合同、商务出行、订单可视化等，基本实现全程电子化，告别了纸张办公的传统方式。

Following the trend of internet and IT development featuring big data, intelligence, Internet of Things, mobile internet and clouds, 3TREES has constructed a modern and digital office system, continued to promote the OA collaborative management platform and Tree APP and built a unified work platform with other heterogeneous systems to meet the company's changing needs. With the application of electronic means through the office process, including online approval, electronic seal, electronic contract, business travel and order visualization, the traditional model of paperwork office is now part of history.



2020年

三棵树智能信息化建设降本约  
**400**万元  
the application of intelligent information technologies directly saved about 4 million yuan

OA协同管理平台、树APP手机应用、马上住4.0及美筑美涂等营销系统联动，有效支撑业务发展，提高了办事效率。2020年，三棵树智能信息化建设直接降本约400万元；引入第三方专业咨询机构安永（中国）企业咨询有限公司进行信息安全诊断并获得2.11分，表明三棵树的信息安全成熟度已超过了行业平均水平。  
The inter-link between the OA collaborative management platform, Tree APP, Immediate Move-in 4.0, Meizhu Meitu and other marketing systems has underpinned 3TREES's business and improved its efficiency. In 2020, the application of intelligent information technologies directly saved about 4 million yuan of costs for 3TREES. We commissioned a third-party consulting firm, Ernst & Young (China) Enterprise Consulting Ltd., to conduct an information security diagnosis on our company and scored 2.11 points, putting 3TREES above the industry average in the maturity of information security.

远程办公 Work from home

2020年受到新冠疫情的影响，三棵树转变传统办公方式，引入企业微信及大量视频会议工具，以线上视频的方式开展工作研讨和会议，以满足公司人员不同场景的视频会议需求。

In 2020, due to the impact of the pandemic, 3TREES changed its traditional office model and introduced enterprise WeChat and other video conferencing tools to conduct online seminars and conferences, meeting the video conferencing needs of company staff in different scenarios.

2020年三棵树共有86.8万人次参与了企业微信线上会议，平均每人开会次数达108次，日活覆盖率达到了95.8%；视频会议接入总人次达到132万人次，会议总时长达到1.3万小时。

In 2020, 3TREES staff made 868,000 log-ins for online meetings on enterprise WeChat, with an average of 108 meetings per person and a daily coverage rate of 95.8%; the total log-ins for video conferences reached 1.32 million, and the total meeting hours reached 13,000 hours.



2020年

引入企业微信线上会议，参与人数  
**86.8**万人  
3TREES staff made 868,000 log-ins for online meetings



# 员工发展责任

## RESPONSIBILITY FOR EMPLOYEES

三棵树以人为本的核心价值观，将员工视为企业的宝贵财富与发展的基础，持续打造凝聚人心，激发潜能的高效团队，为员工构建可持续职场。

3TREES follows a people-centered approach and sees talents as a valuable resource and foundation of business growth. We have been committed to building a cohesive and efficient team to stimulate employees' potential and provide them with a sustainable career path.



# 保障员工权益 Employee rights protection

## 员工结构 Employee structure

公司持续优化人员结构，实现员工性别、年龄、学历等合理分布，促进员工更加有效协同，助推企业可持续高速发展。

We have continued to improve our personnel structure with balanced distribution in terms of gender, age and education, in order to promote effective collaboration among employees and ensure sustainable and rapid development of the enterprise.

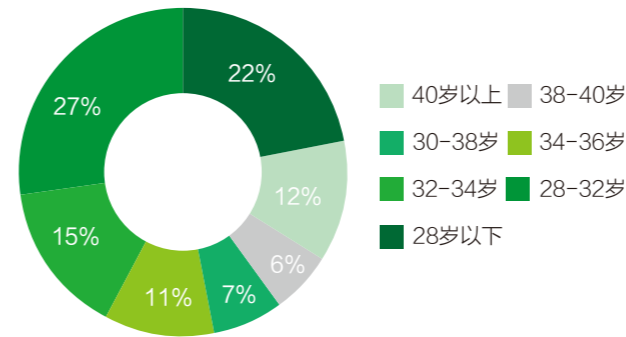
截至2020年底，三棵树在岗员工总数8094人，平均年龄为32.8岁，35岁以下员工占比达到54%，大专以上学历员工占比为71%，经理级以上员工占比为13.2%，其中中高管理层领导165人，女性占11.5%。

As of the end of 2020, 3TREES had 8,094 active employees, with an average age of 32.8 years, 54% of employees under 35 years, 71% of employees with college education or above, 13.2% of employees at manager level or above, including 165 middle and senior management staff, and 11.5% of the employees are women.

指标 Indicator	单位 Unit	2019年	2020年
员工人数 Number of employees	人 Person	5,163	8,094
男女员工比例 Ratio of male to female employees	比 Ratio	4.88:1	4.75:1
党员人数 (含预备党员) Number of Party members (including probationary Party members)	人 Person	322	429
女性管理者比例 Proportion of female managers	%	10%	11.5%
经理级及以上员工比例 Proportion of employees at manager level and above	%	13.6%	13.2%
大专及以上学历员工比例 Proportion of employees at college level and above	%	66.9%	71.1%

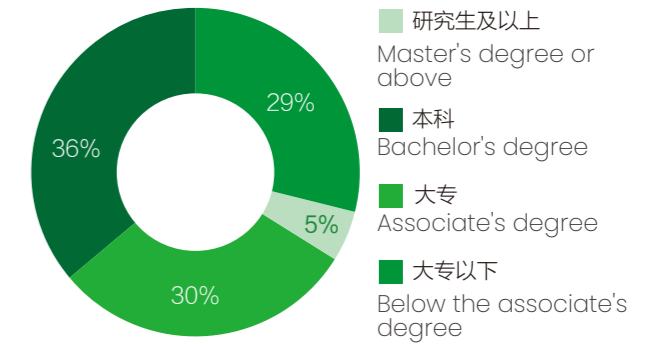
## 员工年龄结构图

Age distribution of employees



## 员工学历结构图

Education background of employees



## 员工权益 Employee rights and benefits

指标 Indicator	单位 Unit	2019年	2020年
劳动合同签订率 Labor contract signing rate	%	100	100
社会保险覆盖率 Social insurance coverage rate	%	100	100
职业健康安全教育普及率 Penetration rate of occupational health and safety education	%	100	100
体检及健康档案覆盖率 Coverage rate of medical examination and health records	%	100	100
参加工会员工比例 Proportion of employees participating in labor unions	%	100	100
员工培训覆盖率 Staff training coverage rate	%	100	100
带薪休假天数* Number of paid leave days*	天 Day	7	27

备注：带薪休假天数为不含国家法定节假日、周末休息日的带薪天数；2020年因为疫情防控，公司延长员工春节假期，增加14天带薪休假天数。  
Note: The number of paid annual leave days is the number of paid days excluding national holidays and weekends. In 2020, because of the pandemic, the company extended the employees' Spring Festival vacation and added 14 paid leave days.

### 平等、合规雇佣 Equality and compliance in employment

三棵树遵守《中华人民共和国公司法》《中华人民共和国劳动法》等法律法规，规范公司的人事劳务管理，使公司的聘用、职务、任免、调迁、退休等事项有规可循，在劳动安全卫生制度、社会保障等方面严格执行了国家规定和标准。同时，公司为员工提供具有竞争力的薪酬福利保障，帮助公司在人才市场实现竞争优势。3TREES manages personnel and labor relations in accordance with the Company Law of the People's Republic of China, the Labor Law of the People's Republic of China and other laws and regulations to ensure compliance with existing rules in all matters related to recruitment, position-setting, appointment, removal, transfer and retirement. We have also strictly observed national regulations and standards in terms of workplace safety, occupational health and social security. In the meantime, we provide employees with a competitive package of compensation and benefits to keep our competitive advantages in the talent market.

三棵树倡导“尊重员工，唯能是用”的理念，每年引进大量各类复合型人才，实现人才的多元化。在招聘和用工期间，不因员工的性别、年龄、民族、信仰等差异而区别对待或受到其他适用法律禁止的歧视和骚扰，为每个员工提供平等的就业和发展机会，搭建三棵树高精尖人才梯队。3TREES respects its employees and employs them on grounds of their abilities. Every year, we hire a large number of compound talents to diversify our employee structure. During the recruitment and employment period, we do not treat employees differently because of their gender, age, ethnicity and faith or put them under discrimination and harassment prohibited by applicable laws. Instead, we provide equal employment and development opportunities for each and every employee to put in place a team of top-class professionals.



### 福利薪酬 Compensation and benefits

三棵树视人才为企业最宝贵的资源和核心竞争力，以“最佳雇主企业”为目标，构筑了360°“慈母般关怀”的呵护体系，为员工提供可以为之终生奋斗的事业和就业岗位，不断完善系列福利体系，包括提供免费的衣食住行、开放员工持股计划及股权激励计划、设立国内外游学奖励等薪酬福利，培养出一批高度认同企业文化的精英人才，打造国际化水平的多元化人才梯队。

3TREES sees talents as its most valuable resource and key competitiveness. To realize the goal of "best employer", we have established a welfare system of 360° "motherly care" to protect employees from worries and concerns. While providing employees with a career and position that they can fight for with their whole life, we are also constantly improving our welfare systems, including free daily necessities, housing and transportation, shareholding and equity incentive plans for employees, and study tour opportunities in both domestic and international destinations, to cultivate a group of elite talents who endorse the corporate culture, and build an echelon of high-caliber professionals with global vision and diverse skills.

在疫情造成的困境面前，三棵树不仅不裁员、不降薪，而且按时调整全员社保缴费基数，保障员工稳定工作和应享福利，大大减轻低收入人员负担。

Despite the hardship caused by the pandemic, 3TREES did not choose to lay off employees or cut their salaries, but instead made timely adjustment to the base figure of social security contribution for all employees to secure their jobs and benefits, notably reducing the burden of low-income employees.





三棵树保护和尊重员工的意见和表达自由权，每一位员工都是公司的主人翁。公司每年开展员工满意度调研，来了解员工对于工作环境和工作内容的相关需求意见，以便为员工提供更好的工作环境。2020年整体满意度为93.9%，赢得业界内外广泛认可，2020年先后获得中国年度最佳雇主全国百强、非凡雇主全国TOP100等奖项。



3TREES protects and respects the employees' right to freely express their opinions, and every employee is the owner of the company. The company conducts employee satisfaction surveys on a yearly basis to know what employees think about their work in order to provide them with a better working environment. In 2020, the overall satisfaction rate of 3TREES employees was 93.9%, which was widely recognized both in and outside the industry. The company also received a number of awards in 2020, including the Top 100 Best Employers in China and the "Work Different" Top 100 Employers in China.

### 员工持股激励 Employee share-holding plan

三棵树践行“与奋斗者共享”的核心价值观，推行中高层管理干部股权激励制度、员工持股计划等措施打造“共创共享”的长效激励机制，充分激发员工主人翁精神，塑造高效奋斗者品格，实现与奋斗者共创共享。

Committed to the core value of "sharing with strivers", 3TREES has put in place a long-term stimulus mechanism for "joint contribution and sharing" by promoting the equity incentive system for middle-level and senior managers and the employee shareholding plan to motivate the spirit of employee ownership, shape the character of effective strivers, and share the fruits of growth with the strivers.

为促进公司人才队伍的长期可持续发展，与员工共享公司发展成果，公司自2016年上市以来，累计实施了一期股权激励和四期员工持股计划，共计3,547人次参与公司持股激励计划，充分调动了员工工作积极性。To promote the long-term sustainable development of high-caliber professionals and share the fruits of business growth with employees, 3TREES has implemented one equity incentive plan and four employee shareholding plans since its IPO in 2016, covering a total of 3,547 people, which has been a strong motivation for the employees.

“与奋斗者共享”  
Sharing with strivers

参与公司持股激励计划共计  
**3,547** 人次  
Employee shareholding plans covering a total of 3,547 people.

## 激励员工成长 Career motivation

尊重员工，唯能是用。三棵树制定了多元化、多层次的培训计划，建立职业发展通道，为员工提供“没有天花板”的职业发展平台，与三棵树共同成长、共享成功。

Respecting employees and employing them on grounds of their abilities, 3TREES has developed a diversified training plan covering multiple levels, established the channels of career development, and provided a career development platform without ceiling for employees to grow and share success with 3TREES.

### 2020年培训成果 Training results of 2020

完成 <b>5,240</b> 场培训 5,240 training sessions	覆盖 <b>94.8万</b> 余人次 Covering 948,000+ persons	覆盖率达 <b>99%</b> 99% coverage rate
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### 职业认证体系 Career certification system

三棵树积极贯彻落实党中央、国务院关于深化产教融合改革部署工作，与莆田学院、湄洲湾职业技术学院深度合作，成为福建省第二批产教融合型培育企业。产教融合工作取得以下几项工作成果：

To implement the work requirements of the Party Central Committee and the State Council on deepening the reform of industry-education integration of industry, we have conducted in-depth cooperation with Putian College and Meizhouwan Vocational Technology College, and become one of the second batch of industry-education integration enterprise in Fujian Province. Our main achievements in this field include the following:

#### 职业技能等级认定试点

申请并通过企业职业技能登记认定试点企业，认定职业（工种）：建筑涂装工和防水工。

**Pilot enterprise for the certification of vocational skills:** we have made a successful application for the status of pilot enterprise for the certification of vocational skills. Certified occupations (types of work): construction painter and waterproof workers.

#### 专项职业能力考核项目

2020年组织完成6名化工行业特有工种职业技能鉴定专项考评员申报和培训取证。

**Special vocational capability assessment project:** In 2020, we completed the declaration and training of 6 special evaluators for the appraisal of vocational skills specific to the chemical industry.

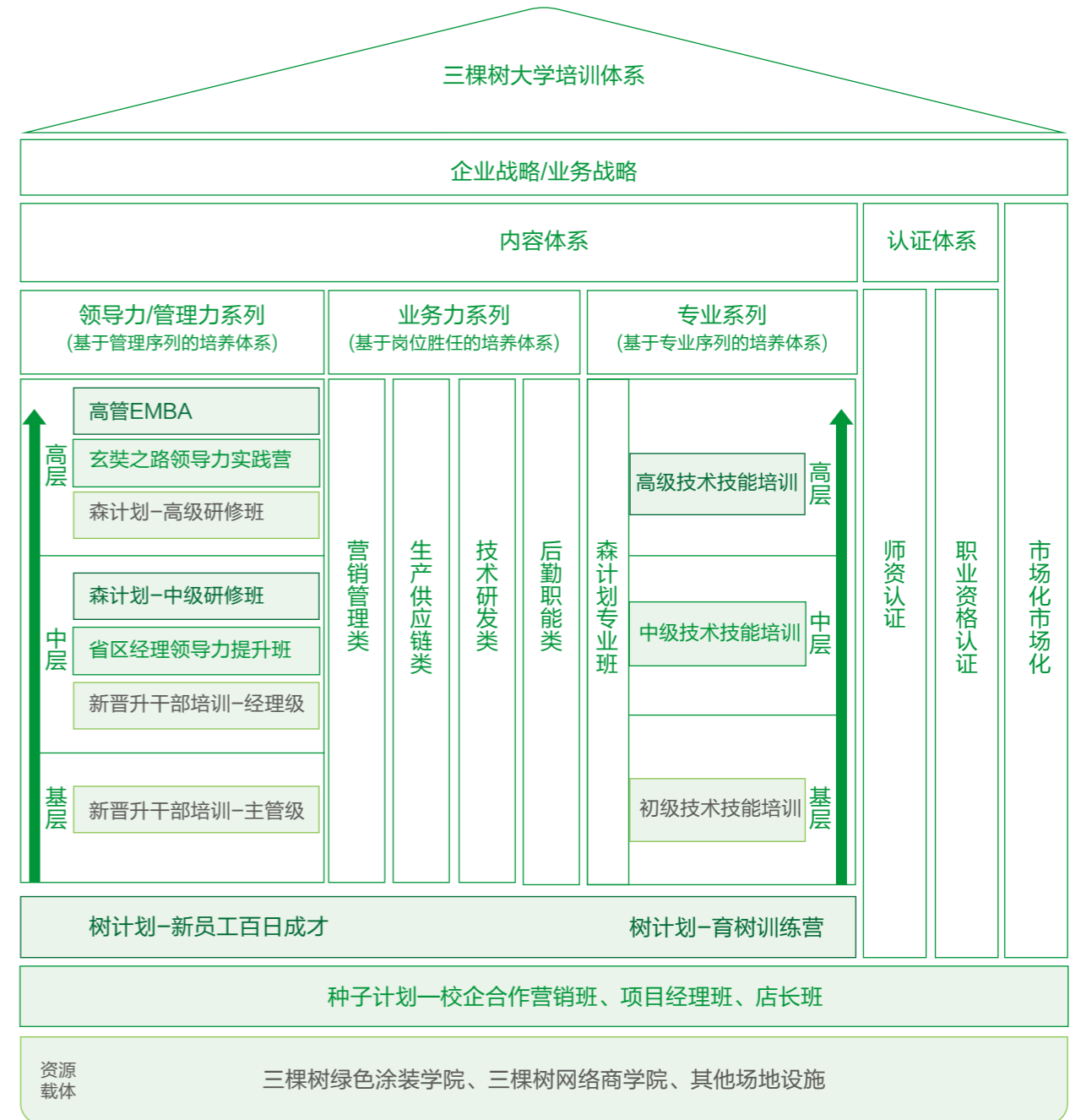
## 职业培训体系 Vocational training system

三棵树建立完善的职业培训体系，拥有雄厚的师资力量，下设企业文化、领导力、成长力、绿色涂装学院、零售、大客户、供应链七个商学院，针对不同企业战略和业务战略提供具有针对性的培训，培训内容涉及到企业文化、专业技能、业务能力、以及领导力、管理力等领域，为企业战略创新和人才培养提供全方位的解决方案，打造高素质、专业化、年轻化的人体梯队。

3TREES has established a complete training system, supported by a strong faculty and seven business schools on corporate culture, leadership, growth, green painting, retail, big clients and supply chain, providing targeted training for different corporate strategies and business strategies. With training courses on corporate culture, professional skills, business capabilities, as well as leadership and management, comprehensive solutions on corporate strategy innovation and talent training are being provided to support the cultivation of high-caliber, professional and young talents.

疫情期间，三棵树响应国家疫情防控要求，除了开展面授课程外，还利用企业微信、视频会议软件开展线上直播培训，单场次最高培训人数高达697人。为更好赋能员工全面发展，公司引入绚星、知室等学习APP应用为员工提供线上网络课程，使员工充分享受学习乐趣。

During the pandemic, 3TREES complied with the containment measures required by the government. In addition to face-to-face courses, we also organized live-stream training using enterprise WeChat and video conferencing tools, with as many as 697 people signing up for one single training session. In order to better empower our employees, the company introduced Xuan Xing, Zhi Shi and other learning APPs to provide online courses for employees to enjoy the fun of learning.



## 新员工入职培训 Orientation training

2020年三棵树在原有新员工培训设置基础上进行升级，积极实施百日成才项目，通过网络课程学习、面授课程、组织员工进行“上山下海走江湖”的文化实践活动、导师带教等形式，帮助新员工快速融入企业与岗位，报告期内公司组织完成新员工培训25场次，帮助3,861名新员工融入到企业文化及岗位工作中。

In 2020, 3TREES upgraded the original training course for new employees, and launched the 100-day intensive training program, which helps new employees to quickly fit into the enterprise and meet the requirement of their posts through online courses learning, face-to-face lectures, "into the field" cultural practice activities and mentoring courses. During the reporting period, the company organized 25 orientation training sessions, helping 3,861 new employees familiarize themselves with 3TREES's corporate culture and their jobs.

## 高层学历教育 Senior diploma education

在中高层培养方面，公司持续输送1位高管入读中欧商学院，1位高管入读北京大学MBA，6位高管入读厦门大学EMBA，利用高校优质师资力量，提升中高层的领导力与管理力。

In terms of the training of middle-level and senior managers, 3TREES continues to send one senior executive to CEIBS, one senior executive to the MBA program of Peking University, and six senior executives to the EMBA program of Xiamen University. The high-quality teaching resources in these universities have notably improved the leadership and management skills of middle-level and senior managers.

## 森计划研修班项目 Forest Plan workshop

### 清华五道口——三棵树森计划高级研修班 Tsinghua Wudaokou - 3TREES Forest Plan senior workshop

三棵树与清华大学五道口金融学院共同打造森计划高级研修班项目。2020年公司组织开展三期面授课程学习，内容涵盖宏观视野、金融赋能、数据智能等八大主题课程，拓展了学员们的金融视野，增进对金融工具与应用更深刻的认知。



3TREES and the PBC School of Finance (PBCSF) at Wudaokou jointly initiated the Forest Plan senior workshop program. In 2020, the company organized three face-to-face courses covering eight themes, including macro perspectives, financial empowerment and data intelligence, which expanded the participants' financial perspectives and enhanced their knowledge of financial tools and applications.



### 厦门大学——三棵树森计划中级班 Xiamen University - 3TREES Forest Plan intermediate workshop

森计划中级班是三棵树与厦门大学管理学院联合打造，是针对三棵树内部高潜力基中层储备干部的培养项目，采用传统与创新相结合的培训运营模式，助力三棵树提升人均效能、建立集年轻化、专业化、高学历、多能化于一身的中层领导团队。

Co-sponsored by 3TREES and the School of Management of Xiamen University, the workshop is a training program that focuses on reserve managers with high potential at the intermediate level. By combining traditional and innovative models of training operation, the program aims to cultivate a team of young, highly educated, professional, versatile and capable middle-level managers.





绿动戈壁 树立天地

第三届玄奘之路 (戈3)领导力实践营

The Journey of Hsuan Tsang leadership camp (Gobi 3)

2020年9月9日至9月13日，三棵树董事长兼总裁洪杰先生率108名高管、合作伙伴第三年集结敦煌，4天3夜协同挑战113公里，所有戈友100%完赛，三棵树获得最高荣誉“共生林奖”。

From September 9 to September 13, 2020, Mr. Hong Jie, Chairman and President of 3TREES, together with 108 executives and partners, gathered in Dunhuang for the third year, and completed the 113 km challenge in 4 days and 3 nights. With 100% race-finishing rate, 3TREES won the highest honor, "Harmony Forest Award".



绿动戈壁 树立天地

网络商学院 Online business school

2020年三棵树网络商学院覆盖累计35.2万人次登录学习，人均月学时3.6小时，覆盖各类培训项目、月度制度考核并覆盖公司全员。除现有课程，我们进一步优化升级课程体系，内部投入课程开发力度，并加强了外部知识引入，极大丰富了学员学习资源；网络商学院也覆盖各事业部，各部门自主在平台开展学习、培训活动。

In 2020, the 3TREES online business school registered 352,000 log-ins, each spending 3.6 hours per month on learning, covering all kinds of training programs and monthly assessment as well as the entire company workforce. In addition to the existing courses, we have further optimized and upgraded the curriculum, increased input in course development, and stepped up efforts to introduce external knowledge, making more learning resources available to students. The online business school also covers all business divisions, which have made good use of the platform to organize their own learning and training.

2020年

网络商学院覆盖累计学习人数

**35.2**万人次

The 3TREES online business school registered 352,000 log-ins.



## 产教融合 Industry-education integration

### 行业人员技能和知识培训 Skills and knowledge training for professionals

三棵树绿色涂装学院目前已拥有国家建筑涂装工、防水工、涂料生产工等7个工种的培训和技能等级认定资质。2020下半年，学院累计培训67场，服务学员5,670人次。

The 3TREES Green Coating College now has state-recognized qualifications for the training and certification of seven types of technical jobs, including painters, waterproof workers and paint production workers. In the second half of 2020, the College organized a total of 67 training sessions for 5,670 trainees.

2020年

累计培训 67场 服务学员 5,670人次

The College organized a total of 67 training sessions for 5,670 trainees.

### 共建产教融合实践基地 Building practice bases of industry-education integration

依托各大工厂培训基地与当地职业院校开展实践基地共建，已与莆田学院、湄职院、西昌学院、北华航天工业学院建立实习合作。并已开展“店长班”、“营销班”等订单班人才培养。

We have jointly built practice bases with local vocational colleges based on the training bases of our factories. To date, we have carried out internship cooperation with Putian College, Meizhouwan Vocational Technology College, Xichang College and North China Institute of Aerospace Engineering. We have also provided customized courses on store manager and marketing training.

### 学历提升 Academic upgrade

通过与中国涂料大学、莆田学院及湄洲湾职业技术学院等高校合作，通过二元制等合作方式提升产业人才学历水平，累计培养大专生93人（其中第一批20人已毕业，73人在读），本科生41人（在读）。

We have worked with China Paint University, Putian College and Meizhouwan Vocational Technology College through the binary system and other means of cooperation to boost the academic performance of professionals in the paint industry. To date, we have provided training to a total of 93 junior college students (including 20 graduated and 73 still active) and 41 undergraduates (still studying).



## 职业发展通道 Career development channels

三棵树通过公平、公正、公开的赛马机制，打造管理、专业职业晋升双通道机制，为优秀的员工在更高平台发挥更大的价值，为企业发展奠定坚实的人才基础。

2020年，三棵树共有427名员工获得职位晋升。

Through its fair, equitable and open horse racing mechanism, 3TREES has created a dual-track system for promotion in both management and professional positions, allowing good employees to play a bigger role on a higher platform and laying a solid foundation for the growth of the company. A total of 427 employees got promoted in 2020.

2020年

获得晋升人数 **427**名  
A total of 427 employees got promoted in 2020.

### 管理序列 Management positions



### 专业序列 Professional positions





## 开放沟通平台 Communication platform

三棵树建立开放式沟通平台，以多元化沟通渠道，倾听员工建设性的建议和生活中所遇到的困难，积极建立收集及反馈机制，通过员工满意度调查、员工开放日、企业微信等沟通渠道，营造出畅所欲言的沟通氛围，让公司管理层能听到一线声音，提供了解基层情况的有效途径。

3TREES has set up an open communication platform, providing diversified channels for employees to share their constructive suggestions and report the difficulties in their daily life. We have also established an employee feedback mechanism, and used employee satisfaction surveys, employee open days, enterprise WeChat and other communication channels to create an environment for employees to freely express their opinions and make their voice heard by the management team.



工会  
labor union



员工开放日  
employee open day



企业微信  
enterprise WeChat



OA协同管理平台  
OA collaborative management platform



微信订阅号  
WeChat subscription account



创智平台  
Chuangzhi platform

## 保障职业健康 Health protection

三棵树把员工的健康放在第一位，把关注员工的健康问题当成一项重要的责任和义务。公司内部推行健康文化，建立安全与健康管理体系，持续开展职业健康安全培训、丰富的兴趣社团活动、开展健康体检等，鼓励员工平衡好工作和生活，形成企业真诚关心员工发展的和谐氛围，提高员工的幸福感。

3TREES puts the health of employees front and center, and takes it as an important responsibility and obligation. We have established a health culture within the company, and launched a safety and health management system, with a diverse package of occupational health and safety training programs, after-work activities and health check-ups, to encourage a proper balance between work and life and create a harmonious atmosphere that improves employees' sense of well-being.



## 健康活动 Health activities

为丰富员工的业余生活、舒缓工作压力，三棵树园区设有篮球场、网球场、健身房、休闲中心等一系列健康运动场所，建立瑜伽、足球、篮球、网球、登山、舞蹈等兴趣俱乐部，帮助员工调节生活和工作节奏。

To enrich employees' life in spare time and relieve their pressure from work, the 3TREES Park is equipped with a series of wellness and sports venues such as basketball court, tennis court, gym and leisure center, as well as health clubs including yoga, football, basketball, tennis, mountaineering and dancing to help employees adjust their life and work rhythm.

## 健康饮食 Healthy diet

严格遵守国家建议的人均每日主要食材摄入量，三棵树生态餐厅进行合理地荤素搭配，开设粗粮健康餐、私人定制塑身餐，帮助员工控制体重管理健康。餐厅每月举办一期美食节，推出各地风味小吃满足员工味蕾。在餐厅管理方面，要求餐厅统一清洗和高温消毒。每日将每一个菜品留底一份，并送往检测中心进行检测，保证食品安全。

Based on the recommended daily intake of main ingredients provided in the national standards, 3TREES's ecological restaurant provides menus with a proper mix of meats and vegetables, including the options of healthy coarse grain meals and customized body-shaping meals to help employees exercise weight control and health management. The restaurant also holds a food festival every month, with different types of local specialties, to offer more choices for employees. The canteens are required to clean and disinfect all the tableware, and send food samples to the testing center every day to ensure food safety.

三棵树还自建生态蔬菜园，聘用专业人员管理养护，以天然无污染方式培育出绿色新鲜蔬菜，每日供给食堂，让三棵树员工吃得更放心、更舒心。

3TREES also has its own ecological vegetable garden, which is maintained by professionals hired from specialized agencies. Green and fresh vegetables cultivated in a natural and non-polluting way are supplied to the canteens on a daily basis to make sure the 3TREES employees eat safely and comfortably.



## 健康运动 Sports health

三棵树内部开展各类体育活动增强员工体质，号召员工每天两次工间操，鼓励健康徒步，倡议员工每月20万步打卡，定期组织员工开展徒步、登山活动。

3TREES organizes all kinds of sports activities to enhance the physical strength of employees. We call on our employees to exercise twice a day during work-breaks, and keep a habit of walking at least 200,000 steps each month. We also organize hiking and mountaineering activities for employees on a regular basis.

## 健康体检 Health check-up

关注员工健康，每年定期开展员工免费职业体检。为了让员工及时了解自身的健康状况，三棵树生态餐厅设有健康检测一体机，对身高、体重和血压等健康指标进行常规检测，鼓励适当运动和饮食控制，保持良好的体能和健康状况。

We pay attention to the health of our employees and provide free health check-up services for them every year. In order to let employees know their health status in time, we have prepared a health testing machine in our ecological restaurant, which can conduct routine tests on height, weight, blood pressure and other health indicators. We also encourage employees to take appropriate exercises and go through diet control in order to maintain physical fitness and health.

## 关怀员工生活 Care for employees

三棵树构筑了360°“慈母般关怀”的家文化，定期举行特色文化活动，为员工送去爱与温暖，提供无忧帮扶、关注女性员工等，营造出舒适的工作环境。

3TREES has established a family culture of 360° motherly care in the company, holding regular cultural activities, sending love and warmth to employees, and providing worry-free support and care for women employees, to create a comfortable working environment.

### 家服务 Family service

三棵树每年为每位员工量身定制四季品牌服装；设有星级酒店标准公寓楼，提供免费住宿和一日三餐。节假日期间，公司统一安排车辆往返火车站接送返乡探亲的员工。

Every year, 3TREES provides each and every employee with tailor-made clothes for all seasons; apartment buildings up to the standards of star-rated hotels are provided for employees, with free accommodation and dining services. During holidays, the company provides free transportation to and from train stations for employees who return to their hometown to visit their families.

### 特色文化活动 Characteristic cultural activities

三棵树坚持以“漆彩党建”为引领，积极参与企业文化体系建设，组织特色的文化活动和文化学习，每年开展系列活动1,000多场次，如企业文化知识竞赛、荔枝文化节、五四青年歌手大奖赛、大型主题文艺晚会等活动，丰富员工的业余文化生活，营造“企业大家庭”的温馨氛围。

Through the platform of Party-building, 3TREES has made vigorous efforts to cultivate the corporate culture system and organize characteristic cultural and learning activities. More than 1,000 events are organized each year, such as Corporate Culture Knowledge Contest, Lychee Culture Festival, May Fourth Youth Singing Competition, and Grand Themed Cultural Gala, which have enriched the life of employees in their spare time and created a warm “family” atmosphere.





### 提供无忧帮扶 Worry-free support

为帮助企业员工走出生活困境，2008年三棵树董事长兼总裁洪杰先生发起并建立“无忧基金”，增强员工抵御生活所遭遇重大变故能力。2020年三棵树无忧基金援助33名员工及合作伙伴，捐助金额达67.5万元。

In 2008, to address the life difficulties of employees, the 3TREES "Worry-free Fund" was launched under the initiative of Chairman and President Hong Jie to boost employees' resilience against major changes in life. In 2020, the "Worry-free Fund" made a total donation of 675,000 yuan to 33 employees and partners.

此外，公司党委成立“党内帮扶基金”，进行专项拨款，定期慰问困难党员，为困难党员及职工提供资金援助，目前已资助50多人次，资助资金超过100万元。

In addition, the company's Party Committee set up the "Party Support Fund", with special funds allocated to provide financial assistance to Party members and employees in difficulty. As of now, more than 50 people have received the funding support with a total amount of over 1 million yuan.

### 关爱女性员工 Care for women employees

落实女性员工孕产期、哺乳期休假规定，食堂设置孕妇优先通道，办公室设定母婴室。每年三八妇女节为女性员工提供节日礼物，举办关注女性健康的瑜伽活动，把对女性员工的关爱落实在细节之处。

To implement the regulations on maternity leave and breastfeeding leave for women employees, we have opened priority lanes for pregnant women in the canteen, and set up nursery rooms in the office area. On March 8 every year, we prepare Women's Day gifts for our women employees. We also organize yoga courses for women employees to show our care for women's health with real actions.

## 党建强基，共建双赢 Party building

三棵树于2002年成立党支部，2013年升格为党委，在各营销中心和工厂已设有六大党支部，上海党支部正积极筹建中，公司现有党员400多人。公司党委成立以来，始终秉承“企业是船、文化是帆、党建是舵”的理念，按照创新的思路 and 手段推进基层党建工作，积极找准党建工作引领企业发展的结合点，注入党建元素，创新党建载体，在公司总部、各分厂建有及在建党建展厅，强力打造“漆彩党建”特色品牌，充分发挥党组织战斗堡垒作用和党员的先锋模范作用，实现了企业党建与企业发展的“双赢”。

3TREES established a Party branch in 2002 and upgraded it to a Party committee in 2013. The company now has six Party branches in the marketing centers and factories, and the Party branch in Shanghai is under preparation. 3TREES now has over 400 Party members. Guided by the vision that "enterprise is the ship, corporate culture is the sail, and Party building is the rudder", the 3TREES Party committee has adopted innovative ideas and means to promote Party building, and combined Party building with the company's development. To increase the visibility of Party building in the company and open new channels for conducting Party building, exhibition rooms on Party building have been set up or under construction in the 3TREES headquarters and all factories. The company is also cultivating its signature brand of Party building to fully leverage the foundational role of Party organizations and the vanguard role of Party members and achieve a "win-win" situation between Party building and business development.





## 党员出彩 争做模范排头兵

### Party members lead by example

企业坚持“党委建在总部、支部建在部门及分厂、小组建在车间”原则，扩大党建工作覆盖面。推行“高位嫁接，交叉任职”，由市委组织部下派党建指导员担任公司党委第一书记，党委班子成员均由公司中层以上干部担任，强化党组织在企业发展中的政治引领作用。在公司的各党支部建立“书记接待日”“民主恳谈会”等制度，设立“党员先锋岗”“党员示范岗”，引导党员当好发展引领者、文化倡导者、稳定维护者，发挥示范带动作用。近年来，公司涌现出一批出新出彩的优秀党员典型，1名党员获评省级劳动模范、1名党员获评市级劳动模范、2名党员当选为市、区党代会代表。

Following the principles of "setting up Party committee in the headquarters, Party branch in all divisions and factories, and Party group in all workshops", we have expanded the coverage of party building work. Under the system of "higher-level designation and inter-department posting", the Party building instructor appointed by the Organization Department of the Municipal Party Committee serves as the first secretary of the company's Party committee, and the members of the Party committee are all officials at the middle or above levels. Such an arrangement strengthens the political leading role of the Party organization in the company's development. At the level of Party branches, we have introduced the "Party secretary open day", "democratic discussion" and other arrangements, and set up the posts of "vanguard Party members" and "model Party members" to encourage Party members to play a pioneering role in promoting the company's development, advocating a positive corporate culture, and maintaining stability in the company. In recent years, a number of model Party members have emerged in the company, including one provincial model worker, one municipal model worker, and two party members elected as representatives of municipal and district Party congresses.



## 人才出彩 打造产业新高地

### High-caliber professionals contribute to the construction of a new highland in the industry

公司党委始终秉承“高文化认同，高素质、高抗压能力”标准来打造人才4.0精英团队，注重发挥党建带人才独特优势，加大培养和传帮带力度，不断把年轻党员输送到营销、技术、服务等各个部门，成为各个岗位的专业人才和骨干标兵。依托公司企业大学成立福建首家区级非公企业党校——中共莆田市荔城区非公有制经济组织党校，全面提升党员员工的素质。

The 3TREES Party committee is committed to building an elite team of talents 4.0 according to the standards of "high acceptance of corporate culture, high education level and high resilience against pressure". To tap into the unique advantage of Party building in cultivating high-caliber professionals, we have stepped the efforts of training and mentoring, and sent young Party members to various divisions such as marketing, technology and service, where they have been trained into professionals and pioneer workers of different positions. Building on the resources of the 3TREES University, we have set up the first district-level Party school of non-public businesses in Fujian - the Party School of the Non-public Sector of Licheng District, Putian City to strengthen the competence of 3TREES employees holding Party membership.

## 活动精彩 激发党建源动力

### Exciting activities generate power for Party building

为了更好地发挥党建工作在企业发展中的推动和保障作用，公司党委有针对性地部署开展系列的党建活动，教育引导全体党员强化政治意识，增强党性观念，严肃党内生活。以“主题党日”“三会一课”、微型党课等主要载体，通过“七一”合唱及演讲比赛、重温入党誓词、参观红色革命教育基地等形式，组织党员进一步加强政治理论学习，加深党员对党的历史、知识、理论和路线方针政策的认识理解，增强党员纪律意识和规矩意识。

In order to better play the facilitating and supporting role of Party building in the company's development, the 3TREES Party committee has planned a series of Party building activities, with the aim of urging all Party members to strengthen political awareness, enhance Party consciousness, and earnestly take part in intra-party political activities. Through the "Thematic Party Day", "Three Meetings and One Class", mini party lectures and other platforms, we have organized events like the "July 1" chorus and speech contest, recitation of the admission oath, and visit to education bases of revolutionary history to promote the studies of political theories by Party members, deepen their understanding of the Party's history, knowledge, theories, path, guidelines and policies, and enhance the Party members' awareness of discipline and rules.



# 社会贡献责任

## RESPONSIBILITY FOR THE SOCIETY

满怀对大自然的热爱与敬畏，三棵树以“敬天爱人”作为CSR理念，在努力实现自身绿色发展同时，做好企业公民，开展环境保护、助学助教、慈善捐赠等企业特色的绿色公益活动，发扬大爱精神。

With love and respect for Mother Nature, 3TREES strive to achieve our own green development and do a good job in corporate governance with the CSR concept of “respecting heaven and loving people”. We should carry out green public welfare activities with enterprise characteristics, such as environmental protection, teaching aid, charitable donation, and carry forward the spirit of great love goal.



# 倒计时 300 天



## 向厦门大学捐赠2,000万元 20 million yuan donation to Xiamen University

2020年6月10日，厦门大学100周年校庆倒计时300天活动在厦门大学建南大会堂隆重举行，三棵树董事长兼总裁、厦门大学莆田校友会名誉会长洪杰先生受邀出席本次活动，并代表三棵树认捐2,000万元支持厦门大学教育事业的发展和建设。

On June 10, 2020, the 300-day countdown to Xiamen University Centenary Celebration was held in the Jiannan Hall of the university. Mr. Hong Jie, Chairman and President of 3TREES and Honorary Chairman of Xiamen University Putian Alumni Association, attended the event and pledged a donation of 20 million yuan on behalf of 3TREES to support the education development of Xiamen University.

## 助力教育事业 Education support

少年强则中国强，青少年的求学路一直是三棵树公益重点关注的领域。多年来，三棵树不忘初心，全力支持教育事业的发展，充分发挥三棵树公益基金会的正向作用，努力做好教育扶贫，加大人才培养的扶持力度，为我国教育事业的发展做出贡献。公司陆续向壶兰教育基金、莆田二中、莆田仙游盖尾中学、湄洲湾技术学院等学校捐赠“教育基金”及校园建设，捐资3,000万元以上用于支持莆田教育事业的发展，捐资5,000万元成立“莆田市人才发展基金会”用于培养各类人才。此外，在青年创业帮扶上，三棵树向福建省青少年发展基金会累计捐赠800万元，面向全国12万大学生村官赠阅《创业天下》杂志。

Young people represent the future of the country. The education of the younger generation has been a priority of 3TREES's public welfare contribution. Over the years, 3TREES has stayed committed to its founding mission and spared no effort to support the development of education. Through the 3TREES Public Welfare Foundation, we have leveraged the role of education in poverty alleviation, and stepped up support for talent cultivation, contributing our share to the development of education in China. Over the years, we have donated "education funds" and campus construction funds to Hulan Education Fund, Putian No.2 Middle School, Putian Xianyou Gaiwei Middle School and Meizhouwan Vocational Technology College, providing more than 30 million yuan of funds to promote education development in Putian. We have also launched the Putian Talent Development Foundation with a donation of 50 million yuan for the cultivation of talents in various fields. In terms of youth entrepreneurship assistance, we have donated 8 million yuan in total to the Fujian Youth Development Foundation, and provided free copies of the Entrepreneurs' World magazine to 120,000 college graduates working as village officials across the country.

捐资**5,000**万元

成立莆田市人才发展基金

Donation of 50 million yuan to launch the Putian Talent Development Foundation with a.

捐资**3,000**万元

支持莆田教育事业

Donation of 30 million yuan to promote education development in Putian

向青少年发展基金会

累计捐赠**800**万元

Donation of 8 million yuan to the Fujian Youth Development Foundation

## 资助优秀贫困学生 Funding support for poor students

三棵树公益基金会通过资助帮扶方式，支持河南儿童救助基金会“四川明德班项目”，为7位身处困境，生活艰难的优秀学子提供力所能及帮助，提供助学金及生活资助，助他们顺利完成学业。

The 3TREES Public Welfare Foundation supported the "Sichuan Mingde Class Project" of Henan Children's Relief Foundation by providing scholarships and financial assistance to help 7 outstanding students struggling with financial difficulties complete their studies.



## 捐书助学 Book donation

三棵树分别与福建省科学技术厅关心下一代工作项目组、福建省慈善总会合作，向北高山前小学、荔城区新度中心小学、荔城区黄石中心小学、葵山小学4所学校援建爱心图书室，进一步开阔了孩子们的阅读视野，激发学习热情，满足孩子们在书海中畅游的梦想。

3TREES worked with the Care for the Next Generation project team of the Department of Science and Technology of Fujian Province and the Fujian Provincial Charity Federation to build reading rooms for four primary schools, i.e. Beigao Shanqian Primary School, Licheng District Xindu Central Primary School, Licheng District Huangshi Central Primary School and Kuishan Primary School, which broadened the horizons of the students, stimulated their passion for learning and fulfilled their dreams of exploring the world of books.



## 开展环保行动 Environmental protection

满怀对大自然的热爱与敬畏，三棵树以保护环境、建设美丽中国为己任，在努力实现自身绿色发展同时，做好企业公民，开展企业特色的绿色公益活动，号召高校学校关注生态文明，弘扬环保理念，坚持人与自然和谐共生发展之道。

With love and respect for Mother Nature, 3TREES takes as its responsibility to protect the environment and build a beautiful China. While striving to achieve green development, the company is also acting as a good corporate citizen. We have carried out public welfare activities with distinctive 3TREES features to promote green growth, advocated the concept of ecological civilization in universities and schools, and pursued a development path featuring harmonious coexistence between man and nature.

### 三棵树“美丽中国·青春行动”大学生环保创意大赛



#### 3TREES "Beautiful China - Youth Action" College Student Competition of Creative Ideas on Environmental Protection

为响应团中央发起的“美丽中国·青春行动”号召，三棵树涂料股份有限公司、三棵树公益基金会携手中国大学生知行促进计划联合发起2020年“美丽中国·青春行动”大学生环保创意大赛。作为中国大学生知行促进计划核心项目，赛事围绕减霾、减塑、减排、资源节约、垃圾分类等主题，鼓励和支持大学生发挥创新能力，提交环保产品创意方案，关注生态文明和环境保护。



To answer the call of "Beautiful China - Youth Action" by the Central Committee of the Communist Youth League, 3TREES and the 3TREES Public Welfare Foundation, together with the China Education Support Project (CESP), launched the 2020 "Beautiful China - Youth Action" College Student Competition of Creative Ideas on Environmental Protection. As a key CESP project, the competition focused on the themes of haze reduction, plastic reduction, emission reduction, resource conservation and garbage sorting. It encouraged and provided support for college students to use their creative minds to develop eco-friendly products and pay more attention to ecological conservation and environmental protection.

参与高校  
**136**所  
From 136 universities

申报团队  
**307**支  
Attracting 307 teams

参与人数  
**1,000**名  
Nearly 1,000 undergraduate participated in

提交作品  
**240**余份  
Submitting over 240 pieces of work

覆盖省级行政区  
**28**个  
Covering 28 provincial-level

大赛一经启动，大赛吸引了来自国内外58座城市136所高校的307支团队及个人申报，赛事共覆盖全国28个省级行政区。包含本科、硕士、博士各阶段的近1,000名大学生直接参与，60余位长江学者、教授及副教授作为指导老师鼎力支持，提交成果作品240余份设计。除设计外，参赛团队还纷纷开展线下环保宣传活动，成立科普宣讲团，走访城镇街道社区，开展环保宣讲活动及走访调研，用实际行动带动更多人关注生态环保，赛事累计影响全国375万名大学生。

The competition attracted 307 teams and individuals from 136 universities in 58 cities at home and abroad, covering 28 provincial-level administrative regions across China. Nearly 1,000 undergraduate, master and doctoral students participated in the competition, submitting over 240 pieces of work, and more than 60 Changjiang scholars, professors and associate professors served as instructors for the students. In addition to the design work, the participating teams were also actively involved in public education by setting up science popularization groups. They spread the knowledge of environmental protection to the public and conducted surveys in neighborhoods and communities, encouraging more people to recognize the importance of environmental protection with their actions. The competition influenced 3.75 million college students nationwide.





## 捐赠三棵树公益林 Donating 3TREES public welfare forest



三棵树连续五年支持“一亿棵梭梭”公益项目，每年定向捐赠500万元支持“一亿棵梭梭”项目，助力恢复200万亩以梭梭为主体的荒漠植被，同时通过梭梭的衍生经济价值提升牧民的生活水平。至2020年底，公司已累计捐赠超过255万棵梭梭树苗，用于改善、保护阿拉善地区生态环境。连续三年邀请企业员工、合作伙伴、客户、大众志愿者前往阿拉善，参加“万众益心·千里植行”公益植树探访活动。



3TREES has been supporting the “100 Million Saxaul Trees” public welfare project for five years in a row with 5 million yuan of donation each year. The project aims to help restore 2 million mu of afforestation in the desert, mainly through the cultivation of saxaul trees, and at the same time improve the living standards of the herdsmen with the economic values generated by the saxaul trees. As of the end of 2020, 3TREES had donated over 2.55 million saxaul tree saplings, which played a big role in improving and protecting the ecological environment of the Alxa region. For three consecutive years, the company invited employees, partners, customers and volunteers to Alxa for the public charity tree planting campaign named “Long Planting Journey with One Heart and One Mind”.

## 99公益日 一起爱

在2020年3月12日植树节期间，三棵树支持并参与蚂蚁森林第一届“互联网植树节”公益活动，号召全民通过低碳行为积攒绿色能量，为三棵树公益林“云浇水”，种下绿色希望。同年9月7日至9月9日期间，三棵树连续五年参与腾讯公益“99公益日”活动，通过“互联网+公益”线上线下联合行动的模式，除捐赠外，还发起爱心接龙、集小红花活动，并投放微信朋友圈公益广告、领取公益消费券等更有趣、有爱、新鲜的玩法，号召社会大众一起助力三棵树公益林。

During the Tree-planting Day on March 12, 2020, 3TREES supported and participated in the first “Online Tree Planting Festival”, a public welfare event launched by Ant Forest, and made the appeal to the public to collect green energy through their low-carbon behavior and water the 3TREES public welfare forest “on the cloud” to sow the seeds of hope. From September 7 to September 9, 3TREES participated in Tencent’s “99 Giving Day” for the fifth years in a row. With the model of online-offline interaction, the event not only invited donations, but also featured a series of fun and innovative activities such as relay of love, red flower collection, advertising on WeChat Moments and shopping coupons to boost public participation in the cultivation of the 3TREES public welfare forest.







## “绿色课堂” 校园捐助计划 "Green Classroom" school donation program

2020年2月，三棵树通过“绿色课堂”校园捐助计划支持《人生第一次》公益片第三集《长大》的拍摄，融合色彩与艺术方式彩绘云南保山潯水初级中学和孩子的家园，用色彩和诗歌守护孩子悄悄长大，表达对于美好生活的向往。

In February 2020, 3TREES supported the filming of Episode 3 "Growing up" of the public welfare documentary "First Time in Life" through the "Green Classroom" school donation program. Employing the art of color, we helped the students of the Mangshui Junior High School in Baoshan, Yunnan Province decorate their campus and pursue their dream for a better life.



2020年10月，依托中国涂料工业协会搭建“协会-企业-学校”三方扶贫共建平台，三棵树与中国涂料工业协会一起走进安徽省明光市苏巷中学开展关怀探访，举行“爱运动·享健康”秋季运动会暨焕彩典礼，并通过“绿色课堂”校园美化捐助计划为学校捐赠内外墙涂料，打造一个更加舒适美丽的校园。

In October 2020, under the "Association-Enterprise-School" tripartite poverty alleviation platform set up by the China National Coatings Industry Association (CNCIA), 3TREES and CNCIA went to Su Xiang Middle School in Mingguang City, Anhui Province, and held the "Love Sports · Enjoy Health" autumn sports games and campus decoration ceremony in the school. 3TREES also donated interior and exterior wall paints to the school through the "Green Classroom" donation program to create a more comfortable and beautiful campus for the students.

## 社区关怀行动 Community services

三棵树不仅通过产品和服务来探索社会问题解决途径，依托三棵树公益基金会，建立人人公益体系，鼓励党员及员工投身各类公益慈善活动，通过绿色课堂彩绘、公益徒步、儿童探访、慈善捐赠等项目，为社会弱势群体送去爱和温暖，传递大爱精神。

While looking for solutions to social problems through its products and services, 3TREES has also established a one-for-all public welfare system with the platform of the Public Welfare Foundation, and encouraged Party members and employees to participate in various public welfare and charity activities. Through the "Green Classroom" initiative, charity walk, visit to child care centers and charitable donations, 3TREES is promoting the spirit of great love by sending care and love to the poor and vulnerable groups in society.



## 儿童关怀 Child care

三棵树公益基金会向5位家庭贫困的前聋儿童和成人语后聋患者捐赠5套人工耳蜗，以帮助他们能够及时得到治疗，让患者早日听见声音。

The 3TREES Public Welfare Foundation donated five sets of cochlear implants to five children with pre-lingual deafness and adults with post-lingual deafness from poor families to help them receive timely treatment and acquire hearing as soon as possible.



三棵树志愿者来到上海太阳花社区儿童服务中心，与20多名孩子一起开展了一系列的团队闯关游戏，旨在通过团队协作，锻炼孩子们思维力，提高孩子们领导力、团队协作能力、感受团结的力量。

3TREES volunteers went to Shanghai Sunflower Community Children's Service Center and played team-building games with the 20-plus children in the center to help them practice their brains, improve their leadership and teamwork ability, and feel the power of unity.



## 一个鸡蛋的暴走 Egg Walkathon

2020年是“一个鸡蛋的暴走”第十年之际，三棵树携手上海联劝公益基金会，联合运动健身平台Keep共同开启暴走线上公益挑战赛，持续深化绿色低碳公益。活动期间，1,426名三棵树人使用Keep APP进行低碳运动，燃烧卡路里，传播正能量。在【三棵树，低碳鲜呼吸】阵营，共燃烧了6,994,307千卡路里，相当于完成2,331个50公里暴走，筹款笔数达4,124笔，所筹善款全部用于资助联劝公益U积木计划。

In 2020, the "Egg Walkathon" entered its tenth year. 3TREES, together with Shanghai United Foundation (SUF) and the sports fitness platform Keep, launched the online edition of the hiking challenge and renewed its green and low-carbon commitment. During the event, 1,426 3TREES employees worked out using the Keep APP, burning calories and contributing positive energy to public charity. In the [Three Trees, Low Carbon Fresh Breath] camp, 3TREES employees burned a total of 6,994,307 kilocalories, equivalent to completing 2,331 50km walkathons, and raised 4,124 pieces of donations, all of which were used to fund the SUF's U-Building Blocks program.





## 北京善行者 Beijing Charity Walk

2020年10月17日，56名三棵树善行志愿者齐聚北京居庸关，参加“北京善行者”公益徒步活动，为贫困地区的孩子们筹集善款善行38.3公里，走出一条爱的伟大之路。同时，携手中国扶贫基金会共同发起“善行中国·益起出发”线上活动，以北京为起点，以捐步互动形式点亮全中国城市图标，支持爱儿童公益项目。

On October 17, 2020, 56 3TREES volunteers gathered in Juyongguan, Beijing, to participate in the Beijing Charity Walk. Through 38.3 kilometers of hiking, they raised funds for children in poor areas. At the same time, 3TREES joined hands with China Foundation for Poverty Alleviation to launch the online event of "China Charity Walk · Let's Go". Starting from Beijing, the participants lit up the cities on the Chinese map by donating steps to support public welfare projects for children.



## 未来展望 Future prospects

2021年是一个新的奋斗起点。站在“两个一百年”奋斗目标的历史交汇点，面对百年未有之大变局的新形势，三棵树作为民族涂料企业，将顺应国家战略，抓住时代机遇，坚定信念，以科技创新引领企业高质量发展，用更加健康的产品和更系统的涂装解决方案，守护人们的美好生活。

The year 2021 is a new starting point for us to aim for new highs. Standing at the historical converging point of the Two Centenary Goals and facing the new situation brought by changes unseen in a century, 3TREES, as a national paint company, will act in line with the country's development strategy, seize the opportunities of the times, and remain firmly committed to our goals. We will continue to lead the high-quality development of the company with scientific and technological innovation, and protect the beautiful life with healthier products and more systematic painting solutions.

为了实现“2030碳达峰、2060碳中和”的共同目标，我们将进一步加快战略转型的步伐，大力发展绿色建筑，在建筑物全寿命周期内，最大程度地节约资源、保护环境、减少污染，推动内墙向健康到美丽到美好生活的第三次革命，让外墙更环保、节能、美丽，赋能建筑，涂靓城市，改善人居环境。

In order to achieve the goal of "carbon peak by 2030 and carbon neutrality by 2060", we will further speed up strategic transformation, vigorously develop green buildings, and make the utmost efforts to conserve resources, protect the environment and reduce pollution through the life cycle of buildings. We will push for the third revolution of interior walls from healthy, beautiful to better life, and make more eco-friendly, energy-conserving and beautiful exterior walls to empower buildings, decorate cities and improve the living environment.

三棵树将继续坚持“以用户为中心，与合作者共赢，与奋斗者共享”的企业核心价值观，加强同利益相关方的紧密沟通，与社会各界携手同心，在新的征程中创造更多价值。

Keeping to the core corporate values of "Customer Orientation, Win-win Cooperation with Partner and Sharing with Strivers", 3TREES will continue to strengthen close communication with stakeholders, and work hand in hand with partners from all sectors to create more value in the new journey.

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