



For our common sustainable development

2016 China Eastern Airlines

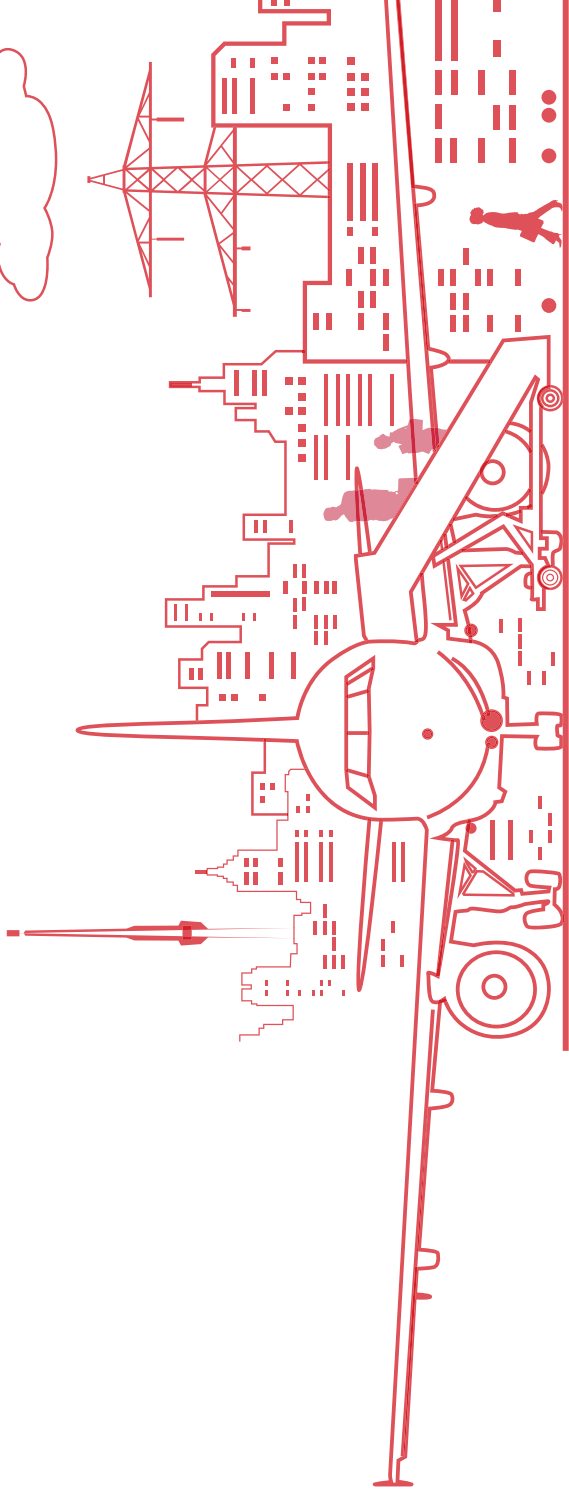
Corporate Social Responsibility Report

What does corporate social responsibility mean to China Eastern?

China Eastern was born with responsibility, and has been practising it all the years.

Fulfilling corporate social responsibility is our approach to contribute to the sustainable development of China and the world, as well as our source to realize sustainable and lasting business development.

The blueprint for the 2030 global sustainable development has been drawn. We will forge ahead together with our stakeholders for our common sustainable development.



Sustainability Report

China Eastern Airlines has released the corporate sustainability report annually. It discloses the Company's CSR activities, highlights key data points understanding, communication with stakeholders. The report is jointly owned by the Company and its stakeholders, facilitates cooperation based on the same value chain, and promotes sustainable development of the Company and the industry. The report also discloses the Company's corporate social responsibility (CSR) activities and achievements. China Eastern Airlines Corporation Limited, with the support of its stakeholders, is committed to sustainable development.

The 18th CPC Central Committee of the Communist Party of China has clearly proposed the five development concepts: innovation, green development, opening up, shared development, and the core idea of the 13th Five-Year Plan. The report is developed on the basis of the above five concepts, which serves as the core of the report. It responds to the 17 UN Sustainable Development Goals and highlights the sustainable development of the Company.

The report mainly cover the Company's activities from January 1, 2016 to December 31, 2016. The report may extend beyond the time scope if necessary.

The last report was released in 2016.

Materiality Disclosure: G4-17, G4-22

The report is jointly owned by the Company and its branches and wholly owned subsidiaries. The report may cover China Eastern Group and its subsidiaries, which are partly held by China Eastern.

Report compilation principles

This report was prepared in accordance with *Guidelines to the State-owned Enterprises Directly under the Central Government on Fulfilling Corporate Social Responsibilities* issued by State-owned Assets Supervision and Administration Commission of the State Council (SASAC), *Reporting Guide of Environmental, Social and Governance (HK-ESG)* issued by Hong Kong Exchanges and Clearing Limited, *Guidelines on Preparation of CSR Reports and Notice on Further Improvement of Poverty Alleviation Work Performance Disclosure of Listed Companies* issued by Shanghai Stock Exchange, *Social Responsibility of GBT 36001 Guidance, Sustainability Reporting Guidelines (G4)* issued by the Global Reporting Initiative (GRI), *Social Responsibility Guide (ISO 26000:2010)* issued by International Organization for Standardization (ISO), *Writing and Compiling Guidelines of the Chinese Corporate Social Responsibility Reporting (CASS-CSR3.0)* issued of Chinese Academy of Social Sciences (CASS), *the UN 2030 Agenda for Sustainable Development*, and supplement guidelines in aviation service industry. With systematic integration of crucial guidelines and standards, the report has served as a response to stakeholders' expectations and requirements and highlighted industrial features and corporate characteristics.

Data source

Relevant information, data and case studies were collected from China Eastern and its subsidiaries and branches. All the materials have been reviewed by relevant authorities.

External audit

In order to ensure accuracy, China Eastern has authorized external audit institutions that are independently operated and have no conflict of interest with the Company to provide independent audit service for the Chinese CSR report, based on which an independent audit report was issued. Besides, China Eastern has completed materiality disclosure service of Global Reporting Initiative (GRI), which further improved the materiality of the report.

Abbreviations

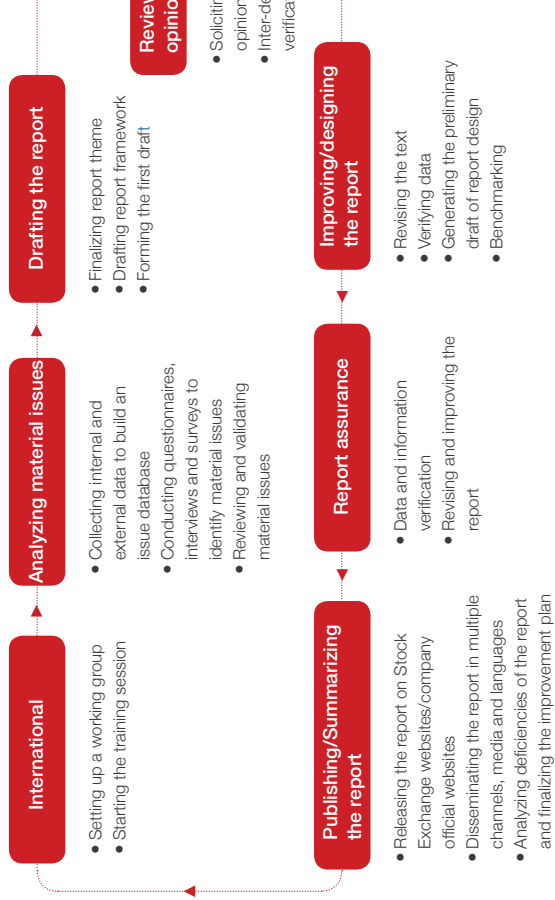
To facilitate presentation and reading, "China Eastern Airlines Co., Ltd." in this report also was referred to as "China Eastern Airlines", "China Eastern", "the Company" and "We". "China Eastern Air Holding Company" was referred to as "China Eastern Group". The subsidiary "Shanghai Airlines Co., Ltd." was referred to as "Shanghai Airlines". "China United Airlines Co., Ltd." was referred to as "China United Airlines". "Eastern Airlines Technology Co., Ltd." was referred to as "Eastern Technology". "Shanghai Eastern Flight Training Co., Ltd." was referred to as "Shanghai Eastern Flight Training". "Eastern Airlines Logistics Co., Ltd." was referred to as "Eastern Logistics". "China Eastern Airlines E-Commerce Co., Ltd." was referred to as "Eastern E-commerce". "China Eastern Airlines Jiangsu Co., Ltd" was referred to as "China Eastern Jiangsu". "China Eastern Airlines Wuhan Co., Ltd." was referred to as "China Eastern Wuhan". All branches were referred to as "the name of region + branch".

Access to related information

The report comes in both Chinese and English. In the case of discrepancies, the Chinese version shall prevail. The report was released in both electronic and printed versions. The electronic version is available on the website of Shanghai Stock Exchange and the website of China Eastern Airlines. If you need a printed version, please contact us at 021-22331435.

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G4 Materiality



Process of report preparation

from Chairman



Nowadays, we are experiencing an unprecedented historical revolution. Despite of weak economic recovery, rising trade protectionism, anti-globalization thoughts and global issues such as climate change and terrorism, China has successfully ushered in the 13th Five-Year Plan period and has maintained a stable and healthy development of economy and the society. The new stage is largely attributed to the economic policy framework geared to the new normal of economic development, which has been established since the 18th CPC National Congress, the five development concepts of "innovation, coordination, green development, opening up and sharing", and the grand and strategic vision of "the Belt and Road".

The achievement has assured us that only through development can we address global challenges; only through coordinated development of the economy, society and environment can enterprises better contribute to the sustainable development of the country and the society. The UN 2030 Sustainable Development Goals (SDGs) cover the common and interrelated economic, social and environmental issues in the process of global sustainable development, and illuminate enterprises' path toward sustainable development. As a result, implementing "the five development concepts" has become the keynote of enterprises' sustainable development during the 13th Five-Year Plan period.

Central SOEs are an important pillar for national economy and the backbone of "the Belt and Road" construction. As one of the central SOEs, China Eastern has always kept its mission and responsibility in mind, persisted in planning the enterprise's reform and development under national strategy framework, and actively explored effective approaches to build a "Silk Road in the air" by strictly following "the Belt and Road Initiative", making a big difference to corporate image while serving national strategies. At present, China Eastern Airlines has achieved a considerable increase in operational benefits and occupied a leading position in the industry in terms of key performance index such as the input-output ratio. The Company is now accelerating its transformation from a traditional aviation transport enterprise to a modern integrated service supplier in aviation industry.

Civil aviation industry is of strategic importance to China. While pursuing sustainable development, we have persisted in planning security work from the perspective of "national strategy and security", unwaveringly regarded security as the foundation of our development, and firmly put people's life and property as the top priority. With zero



Only through development can we address global challenges; only through coordinated development of the economy, society and environment can enterprises better contribute to the sustainable development of the country and the society.

tolerance of potential safety hazards, we have strictly implemented the safety responsibility system, adopted scientific and technological means to improve safety management, and substantially promoted the building of safety culture, which guaranteed aviation safety and aviation security, and helped us realize a safe year of 2016.

Under constantly changing development circumstances, we have always highlighted revolution and innovation, cultivated innovation genes, and comprehensively enhanced reform and transformation, making innovation the first driving force to continuously promote transformation of the development model and supply-side structural reform. It is because of our perseverance in integrating practice with exploration, pursuing innovation in reforms, and seeking breakthroughs in development that our vitality of creativity has been released to gradually shape corporate charisma and also decided the future of the Company.

As an aviation service supplier, we have always put passengers' essential interests and great concerns in the first place, provided passengers with warm aviation services, and facilitated China Eastern Airlines to prevail in and become part of people's life and an important channel to solve people's living problems and improve quality of life. We have actively participated in actions against global climate change, and promoted green aviation and energy conservation and emission reduction. We have actively responded to national calls for poverty alleviation and made enormous efforts in targeted poverty alleviation and targeted poverty elimination projects. Meanwhile, we have integrated the development of China Eastern into social progress, realized a win-win situation with stakeholders in and out of the industry and at the upstream and downstream of the industrial chain. Through joint efforts with stakeholders, we try to serve people's production and life in a wider scope and promote social development, and enable the public to enjoy more fruits of development.

The promotion of "the Belt and Road Initiative" will surely expand

the strategic vision of our opening up, provide more room for global competition, and to aviation enterprises just like China Eastern opening up as the essential path to promote global development with a globalized vision, elites, and actively serve global aviation international business ethics and exhibition enterprises more broadly and widely on

"Over the past sixty years, we have overachieved". The year 2017 witnessed the foundation of China Eastern. In our history, every historical milestone is a new start usher in a new stage of development. Starting point, we believe, China Eastern country for its construction and people for embrace patriotism, repay stakeholders Eastern's centennial dream into national great renaissance of the Chinese nation corporate mission and responsibility. We an honorable enterprise, strive to realize a world-class airline, building a happy China our wisdom and power to common susta

Column: Anniversary of China Eastern

point of our great efforts. On that day, China Eastern began to fly to the sky with patriotic missions. For sixty years, a broad path for entrepreneurship, leaving impressive moments in the development history of civil aviation development of China Eastern is also a history of arduous entrepreneurship, bold advancement, grand reform, various contribution. China Eastern has always prioritized national interests and shared weal and woe with the chapter for serving national economic and social development and building an airline dedicated to invigorating our

History of Corporate

1988

- On April 27, Civil Aviation Administration of China (CAAC) approved of Shanghai Bureau of CAAC's adoption of the new name of China Eastern Airlines Corporation in No.302 CAAC Document. On June 25, China Eastern Airlines Corporation was officially listed.

1993

- China Eastern joined International Air Transport Association (IATA).
- China Eastern Group officially announced its establishment.

1991

- China Eastern introduced MD-11 Aircraft to the international long-haul route from Shanghai to Los Angeles, which was China Eastern's first "flight to the world".

1997

- In 1997, China Eastern was respectively listed in New York Stock Exchange, Hong Kong Exchanges and Clearing Limited and Shanghai Stock Exchange, becoming the first Chinese civil airline simultaneously listed the three exchanges.

2005

- China Eastern Airlines Corporation Limited announced the acquisition of subsidiaries wholly owned by China Eastern Group (namely China Eastern Airlines Northwest Branch and Yunnan Branch) and obtained the control of all of their aviation business and related assets.

2010

- China Eastern and Shanghai Airlines held the annual summing-up meeting for restructuring work and announced the completion of joint reorganization of China Eastern and Shanghai Airlines.

2014

- China Eastern held the Visual Identification System (VIS) Press Conference. The new VIS designed with China Eastern's new logo, benchmark brand color, ancillary figures and complementary applications, was unveiled to the public.
- China Eastern introduced the first Boeing 777-300ER Aircraft with a brand-new spray finishing and the new generation of Passenger Service System (PSS).

2011

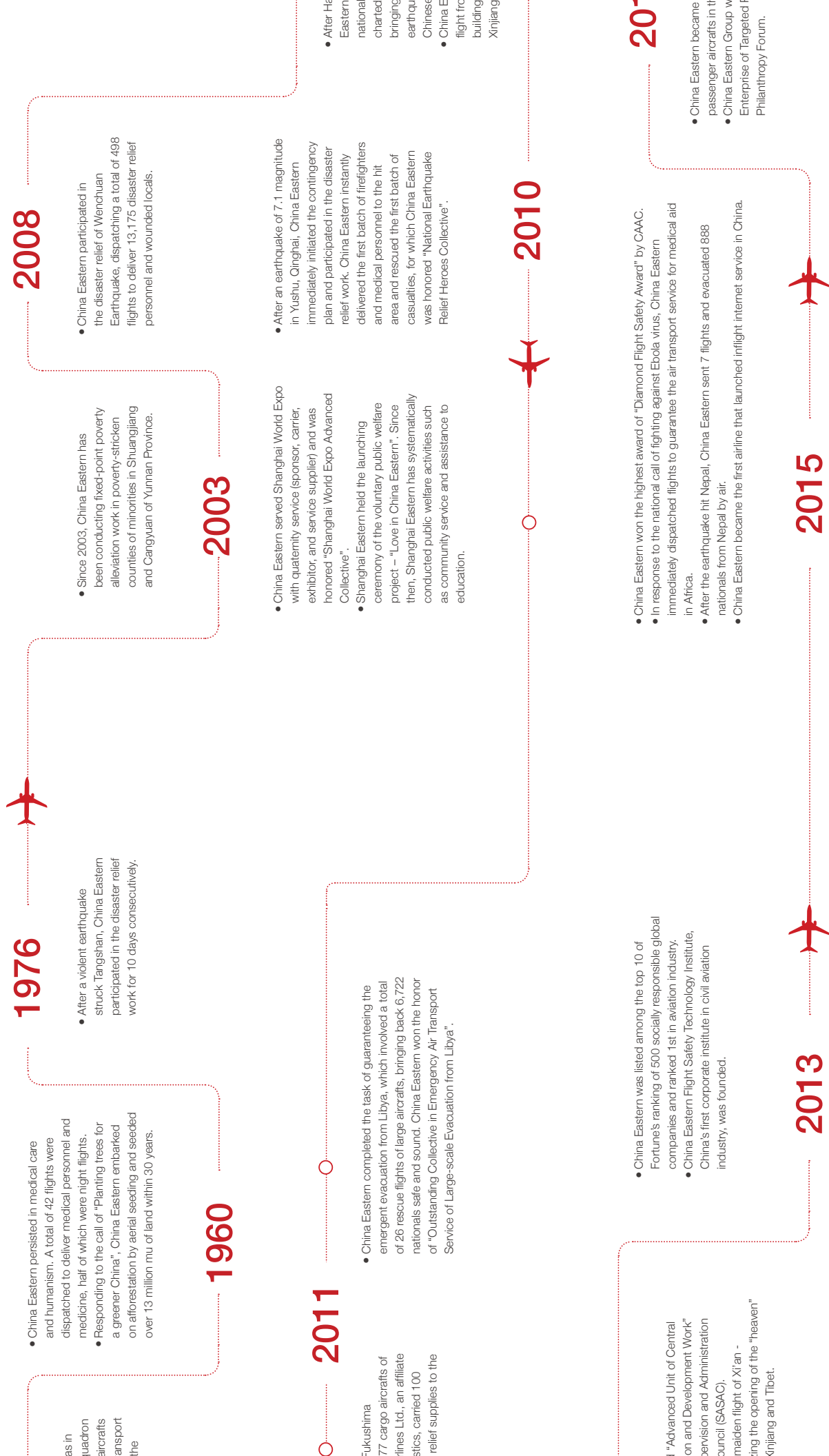
- China Eastern together with its subsidiaries wholly its control held the celebration ceremony to announce its admittance into SkyTeam Alliance, becoming the 14th official member of the Alliance.



The photo of crew at the beginning of squadron



China Eastern Airlines H shares successfully listed in Hong Kong



In 1957

In 2016

3 routes

177 countries and regions
worldwide

1,062 destinations

28 crew members

Approximately 80,000
employees

7 “revolutionary” aircrafts

A 600-aircraft fleet
mainly comprises
of global advanced
aircrafts

6,179

Over 100 million,
ranking 7th in the
world



The 60-year development course of China Eastern is a miniature of the growth of civil aviation of China growing from being powerful. I expect that China Eastern, as a backbone civil airline committed to serving the national strategic layout and an a counterparts as the benchmark, will strive to enhance its core competence and international competitiveness.

Feng Zhenglin, A

The 60-year development course of China Eastern has made a great contribution to promoting the economic and social development of Shanghai into an international air transport hub and transforming it into a modernized cosmopolitan. I sincerely hope to inherit the spirit of preciseness, efficiency, passion and transcendence to serve Eastern China and the world with Shanghai Eastern further success in the years ahead."

Chen Yin, Deputy Mayor of the People's Government of

"For the past sixty years, China Eastern has been dedicated to the cause of the CPC and serving the people, and has made significant contributions to the modernization and reform and opening-up of China. I sincerely wish China Eastern to continue to serve the aviation industry. While serving national strategies, economic and social development and the mass public, China Eastern has made the sacred mission and responsibility as a central SOE. With enhanced scale, strength, development quality and profitability Eastern has made significant contributions to the modernization and reform and opening-up of China. I sincerely wish China Eastern to continue to serve the aviation industry."

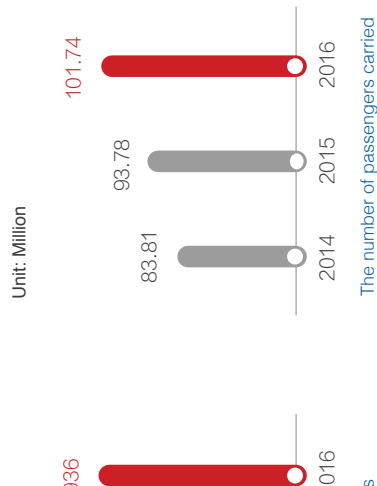
Zhou Yubo, Vice Secretary of State-owned Assets Supervision and Administration Commission

"As a corporation client of China Eastern, we have built up deep friendship with China Eastern through years of communication and cooperation. China Eastern's 60-year development has laid a solid foundation for China Eastern's future development. With such a historical inheritance and China Eastern is bound to achieve much more in the future."

Chen Derong, General Manager of China Baowu Steel Group

"China Eastern is one of the largest and most successful airlines in China. The Company has become a world-famous brand and services for global travelers. Just like a diamond of SkyTeam Alliance, China Eastern has added to values of the Alliance."

Michael Wisbrun, Chairman of the SkyTeam



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tern "BlueSky which is an al civil aviation ern spirit to ively. (Pic ②)

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June, 2016

- Maiden flights of 4 newly developed routes connecting Shanghai to European cities of Saint Petersburg, Prague, Amsterdam and Madrid were launched. The number of flight destinations in Europe was increased to 9 from 5. A record that "4 long-haul routes to Europe launched within 8 days" was created. According to statistics, China Eastern's air transport capacity of international (regional) routes has increased the most in 2016 compared to previous years. (Pic ③)

September, 2016

- China Eastern held the conference on internationalization strategies in September 2016. The conference focused on effort to build a "world-class" airline through farsighted and innovative planning and systematic "top-level design" of internationalization strategies, blueprinting a new direction of China Eastern development in the new era.

- China Eastern's flagship VIP lounge at Pudong International Airport was launched, which is the largest independent VIP lounge at terminals in China. This is a new milestone of China Eastern in optimizing passengers' traveling experience, promoting service upgrade and building an international aviation service brand. (Pic ⑥)

October, 2016

- Guangdong branch of China Eastern was founded. With Guangdong branch as the base, China Eastern aims to seize opportunities and enhance the route network in Southern China. With such a new strategic supporting point, China Eastern can improve and optimize its air transport hub network in China and the rest of the world. (Pic ③)

- The final of civil aircrafts maintenance personnel skill competition and the 2nd civil flight attendant vocational skill competition were successively held, both of which are listed as second class national competitions. (Pic ③)

November, 2016

- Dozens of mainstream media including CCTV, People's Daily and Xinhua News Agency broadcast profound reports on "Reform Models", deeply analyzed China Eastern's practices and achievements in enhancing reform. SOEs are important power to boost comprehensive national strength, promote economic and social development, and guarantee and improve people's livelihood. With active performance, China Eastern has made new breakthroughs in many pivotal areas and been regarded as a typical model of SOEs' reform. (Pic ⑤)

- China Eastern took the lead to open the air freight route from China to Peru to promote the increase and optimization of bilateral trade. It is a symbolic result of enhanced bilateral strategic partnership.

- China Eastern signed the cooperation framework agreement with Commercial Aircraft Corporation of China, Ltd. (hereafter referred to as "COMAC"), becoming the first user of the large passenger aircraft - C919. In cooperation with COMAC, China Eastern has taken developing national aviation industry as its own mission, continuously promoted cooperation and innovation of the industrial chain, and facilitated C919 aircrafts to fly to more markets of world, contributing to large-scale application and future development of home-made large aircrafts.

December, 2016

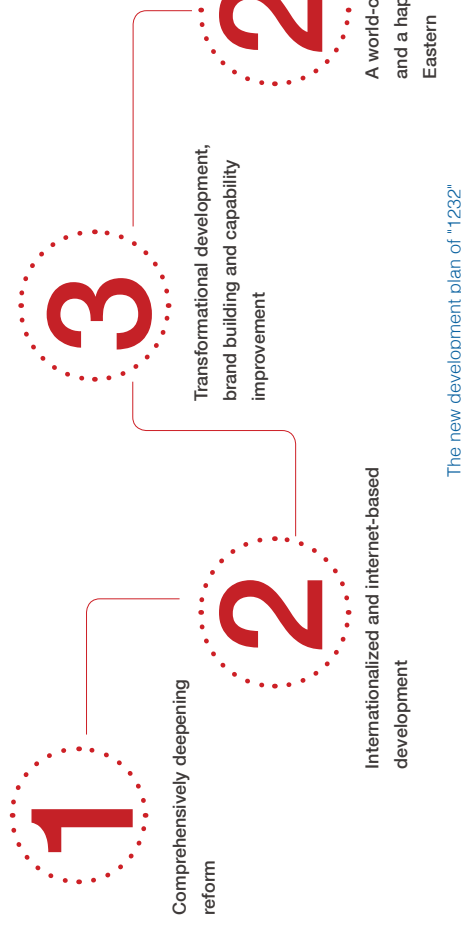
- Mr. Liu was the 100,000,000th passenger of China Eastern in 2016, and it is the first time that annual passenger total of China Eastern exceeded 100 million. It is a new breakthrough of China Eastern as the 7th largest airline in the world, symbolizing the increasingly important role of China airlines in international civil aviation. The building of a nation of strong civil aviation and China Eastern's international influence have been further exhibited. (Pic ④)



Corporate Strategy and Governance

Corporate strategy

The year 2016 is the first year of the 13th Five-Year Plan period. Adhering to national guidance on enhancing SOE reform, the Company's positioning in corporate transformation, China Eastern has followed new requirements and industrial development tasks and proposed new targets and new approaches to enhance the reform. A new development plan featuring "one guaranteees and two aspirations" has been formulated.



Corporate governance

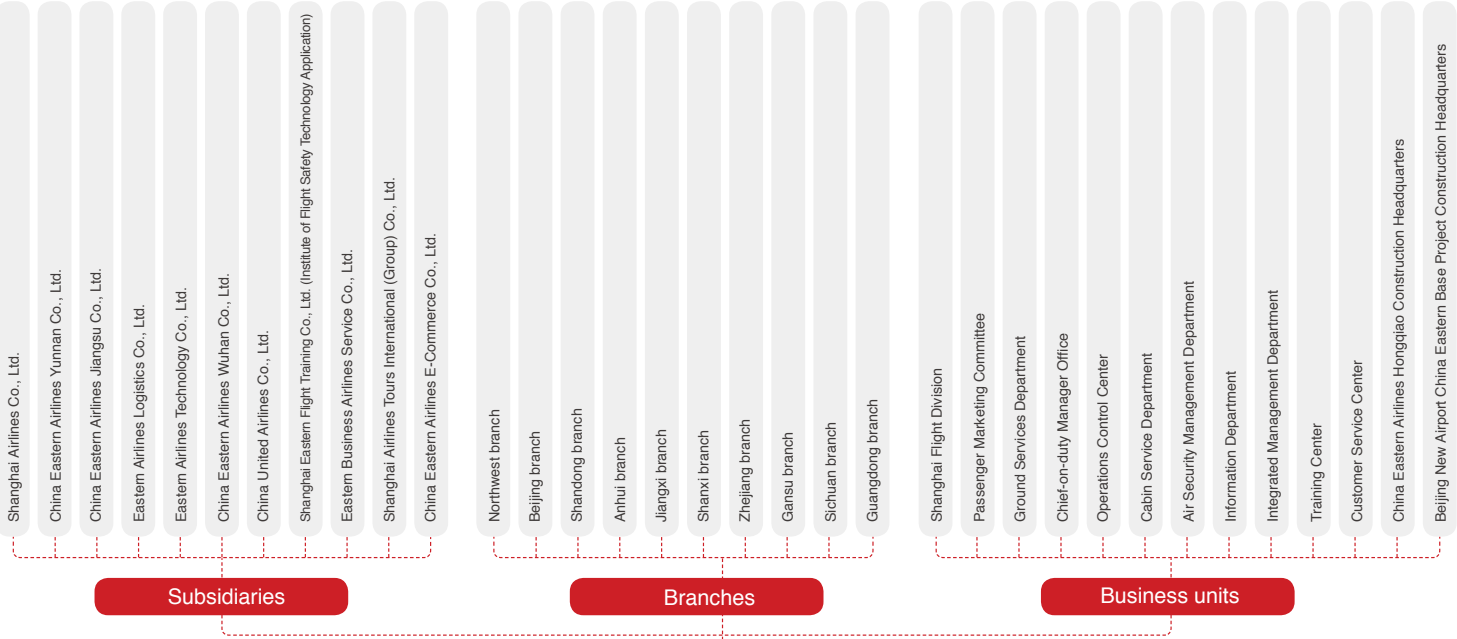
China Eastern strictly complies with domestic and overseas listing rules and relevant laws and regulations, and constantly improves the modern corporate governance structure consisting of shareholders' meeting, board of directors, board of supervisors and management which form a check-and-balance mechanism. In 2016, the Company assisted Shanghai Stock Exchange in the compilation of No.19 *Guideline on Industry Information Disclosure of Listing Companies - Air Transport* and soliciting opinions on the compilation work.

The shareholders' meeting, board of directors, board of supervisors and the management perform their respective duties independently in accordance with the stipulation in the *Articles*. There are Nomination and Remuneration Committee, Audit and Risk Management Committee, Planning and Development Committee and Aviation Safety and Environment Committee to assist and support the Board of Directors. In 2016, the Board of Directors consisted of 11 directors, among whom four were independent directors. The Company held two

shareholders' meetings, nine regular conference meetings, one board of directors and 16 meetings for special resolutions. A total of 48 key corporate issues were discussed and resolved at the board. In 2016, ensuring the smooth advance of the reform, the Company carried out the development reform. Moreover, the Company and senior executives to participate in business and management training, and overseas business outlets in various areas to strengthen the internal risk control, market operation guarantee, etc.

The Company communicated with investors through various channels, such as face-to-face communication, telephone, internet, etc. In 2016, the Company held a few domestic and international analyst meetings, communicated with 16 media on site, held domestic and international analysts and investors communication with 78 institution investors

Award name	Issuer
Brand Finance Global 500 2016 – world's 500 most valuable brands	Brand Finance
"BrandZ Top 30 Most Valuable Chinese Brands"	WPP
Hong Kong "Golden Bauhinia Awards" "The Listed Company with the Most Investment Value during the "Thirtieth Five-Year" Period"	The Listed Companies Association of Beijing, The Hong Kong Chinese Enterprises Association, Hong Kong Takung-Wenwei Media Group
Asia Pacific Airline of the Year 2016	CAPA Asia Aviation Summit
"Poverty Alleviation Award of the Year 2016 of People's Enterprises CSR Awards"	People.cn
"GoldenBee-Leadership Enterprises" award	China WTO Tribune, Ministry of Commerce
"Best China Airline"	Travel Trade Gazette (TTG)
"Exemplary Enterprise in Precision Poverty Alleviation"	World Philanthropy Forum
International Carbon-Value Award - Carbon-Value Social Citizen Award	The World Economic and Environmental Conference (WEC)
"China's Most Respected Enterprise" at the 14th Annual Conference of Most Respected Companies in China	The Economic Observer
Asia Tourism - "Red Coral Award" "The Most Popular Airline"	Asian Tourism Industry Annual Conference 2016
Civil Aviation Communications Summit 2016 "Best Brand Value Award" "Best Overseas Communication Award"	CARNOC
"Award for the Best practice of Public Welfare Engagement"	China (Shanghai) Listed Companies CSR Summit (organized by Xinhuanet, The Listed Companies Association of Shanghai, Shanghai Federation of Economic Organizations, Financial Services Bureau of Shanghai Pudong New Area, and China Financial Information Center)
Award for best sample corporations of "Annual Employee Care"	Invest in Green Future – CSR and Innovation 2016 Shanghai Summit (organized by Shanghai Observer of Jiefang Daily, Shanghai Daily and Eastday.com
"Award for Units with Outstanding Practice of Civil Aviation Internet Technology Application 2016"	Civil Aviation Internet Conference



Name	Position
Liu Shaoyong	Chairman
Ma Xulun	Vice Chairman, General Manager
Li Yangmin	Director, Party Secretary, Deputy General Manager
Xu Zhao	Director
Gu Jiadan	Director
Tang Bing	Director and Vice President
Tian Liuwen	Director and Vice President
Li Ruoshan	Independent Director
Ma Weihua	Independent Director
Shao Ruiqing	Independent Director
Cai Hongping	Independent Director

Board of Directors

Annual General Meeting

Board of Directors

Board of Supervisors

Nomination and Remuneration Committee

Audit and Risk Management Committee

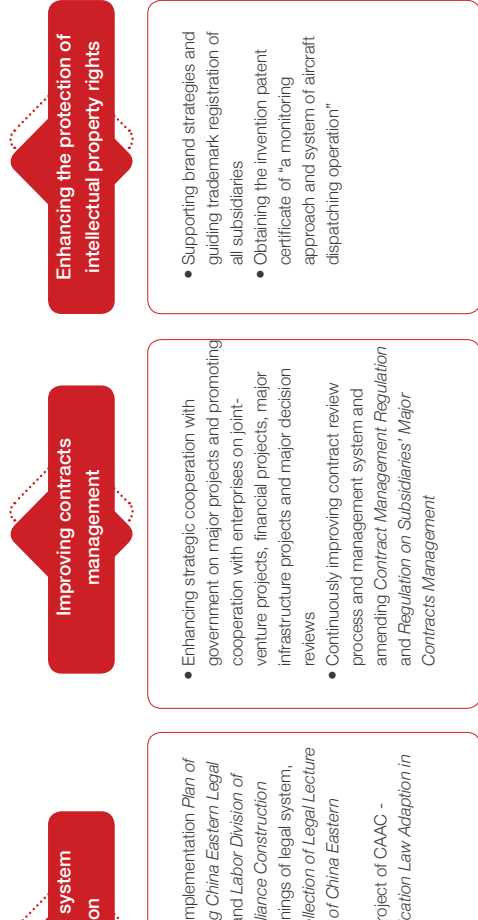
Planning and Development Committee

The Management

Corporate governance framework

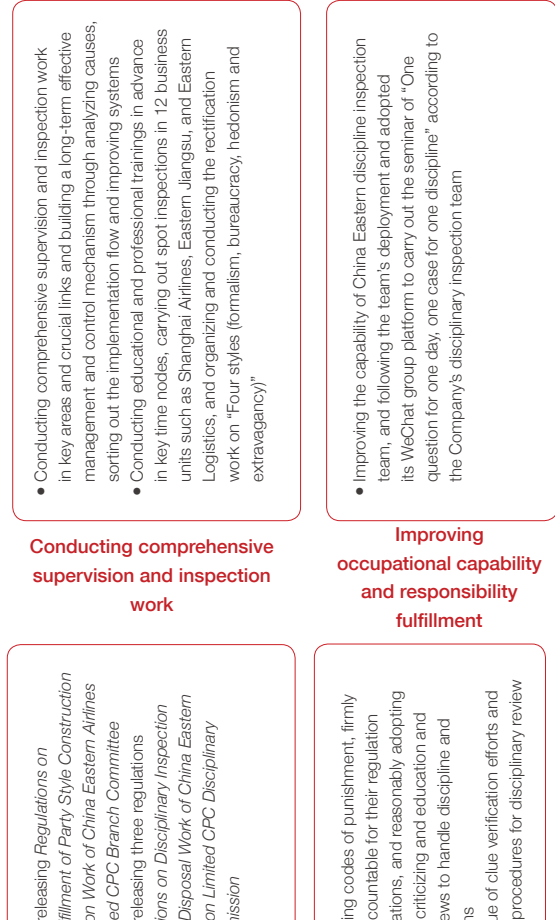
Compliance and regulations

reconditions for enterprises to achieve sustainable development. China Eastern has always complied with business corporate compliance management, enhanced employees' legal awareness, and cultivated a corporate culture of clean and completed the task of sorting out risks. The Company has enhanced audit and supervision of high-risk business and affairs, established a normalized overseas audit mechanism, explored effective approaches to integrate risk management and control with traditional audit, and organized targeted trainings in risk control.



China Eastern continuously promoted legal compliance

spread, studied and implemented the decisions of major conferences held by the CPC Central Committee. In 2016, the Company implemented the improvement of the anti-corruption system, undertook disciplinary interviews of Party style building and anti-corruption comprehensive supervision and inspection work, promoting the building of a good corporate style.



China Eastern continuously promoted anti-corruption work

Risk control

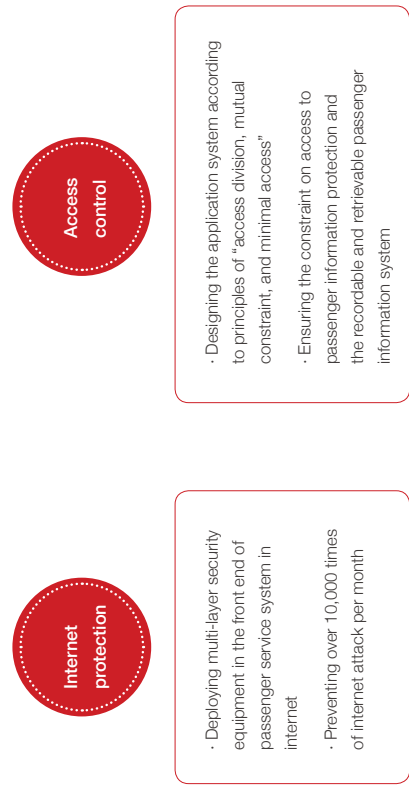
The Company has taken a risk-oriented approach to constantly strengthen risk control, improve internal control system construction, and completed the task of sorting out risks. The Company has enhanced audit and supervision of high-risk business and affairs, established a normalized overseas audit mechanism, explored effective approaches to integrate risk management and control with traditional audit, and organized targeted trainings in risk control.

In 2016, the Company continuously promoted the construction of internal risk control system, printed and released the *Manual on Updating and Maintenance Plan of Internal Risk Control 2016*, and drafted regulations including *Regulations on the Implementation of Audit Outsourcing Management* and *Regulations on Clue Transfer of Audit Problems*.

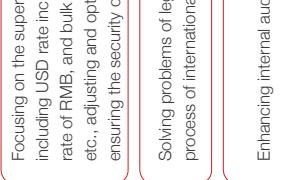
Information security

In 2016, the Company constantly promoted informatization infrastructure construction and established infrastructure as a service system to ensure a stable information system; the Company also built a three-dimensional information security system to ensure a stable information system; the Company also built a three-dimensional information security system to ensure a stable information system; the Company also built a three-dimensional information security system to ensure a stable information system.

As an airline in possession of massive passenger information, the Company has complied with laws and regulations and valued passenger information protection, and formulated regulations including *Regulations on Frequent Flyer Information Risks Management* and *Regulations on Information Visit Control and Management*. Moreover, the Company guaranteed accurate operation of business, improved security and standardization of data collection, information utilization and storage, and passenger information security risks. In 2016, the Company did not receive any complaint about the leakage of private passenger information security risks.



Passenger information protection measures of China Eastern



Corporate risk classification & risk prevention

the Social bility Management

ounded to the five development concepts of China and followed the development trend of global aviation industry. the expectations of various stakeholders, including customers, shareholders, employees and the society, by integrating ential responsibilities into corporate strategies and business activities, and working closely with stakeholders to value.

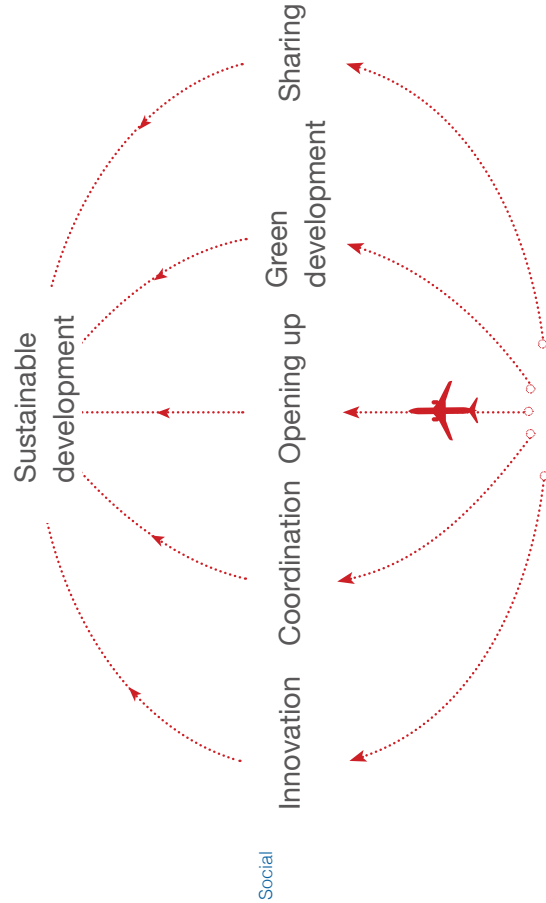
ainability

air passenger service has maintained and that the number of global the coming fifteen years. With China's up policy, the "the Belt and Road regional development, the clustered ports and the advent of "mass tourism" cant development opportunities for China plex and volatile international situation, is in civil aviation development are putting ty. Meanwhile, the emission reduction great concern. After the finalization of vention on Climate Change in the Paris ustrial emission reduction mechanism, aviation emission, was formulated ernational Civil Aviation Organization tion has integrated green development civil aviation industry in China. Besides, ansport and air transport provided by a ave paid more attention to innovation air transport service, and developed

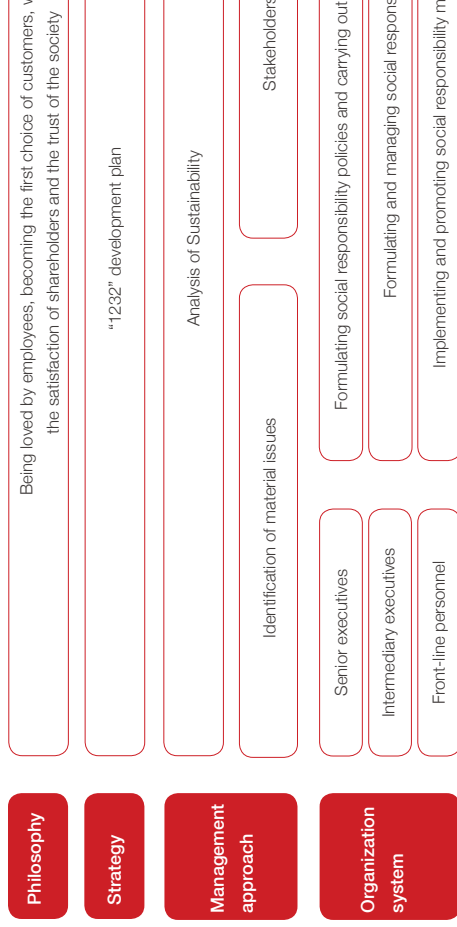
higher requirements including safety, flight punctuality, comfort and convenience, etc.

China has always regarded sustainable development as a basic state policy. In 2016, China submitted the *National Plan on Implementation of the 2030 Agenda for Sustainable Development* to the United Nations and proposed China's stands and approaches based on *the UN*

2030 Sustainable Development Agenda. Its basic idea complements the five development concepts implemented during the 13th Five-Year Plan period. Actively responding to UN's 17 SDGs and China's five development concepts, China Eastern has integrated the new development plan of "1232" into the Company's CSR report in 2016 and proactively discussed sustainability issues concerning the development focus. China Eastern has always taken "safety" as the cornerstone of corporate development, focused on different aspects of corporate development based on "innovation", "coordination" and "opening up", performed in a "green" way to fulfill its responsibility of combating climate change and promoting energy conservation, persisted in win-win cooperation and "sharing" development results with stakeholders including employees, clients, partners, industries and communities.



Integrating CSR into the Organization



Social responsibility management framework of China Eastern

We have adhered to the idea of "caring for employees, putting clients first, satisfying shareholders, and earning the public" promoted social responsibility management work and integrated the concept of social responsibility into our development class airline, building a happy China Eastern". We have divided social responsibility work into different aspects and assigned structure in order to ensure that responsible management departments fulfill their respective corporate social responsibility and management, and built and improved the social responsibility management and information disclosure system. In 2016, China Eastern sorted out and analyzed social responsibility work, systematically built the social responsibility information system as an important tool for corporate social responsibility fulfillment and assessment. Taking the compilation of the 2016 as an opportunity, we also conducted special trainings on social responsibility fulfillment among CSR personnel from and branches.

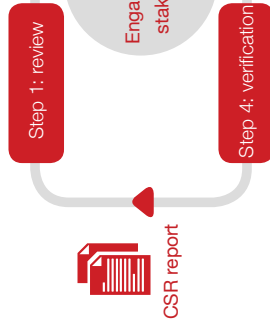
Identification of Material Issues

According to *Sustainability Reporting Guidelines (G4)* of the Global Reporting Initiative (GRI), the Company has made an material issues in 2016 based on materiality disclosure in 2015, and major strategies and stakeholders' expectations in

Review and identification

Based on 18 major material issues disclosed in the Company's CSR report in 2015, we took into consideration feedback of internal and external stakeholders during the reporting period to complement the list of major material issues, and highlighted and refined core issues, providing references for the analysis of material issues in 2016.

Furthermore, we made a deep analysis of macro policies and trends of global sustainable development in 2016, benchmarked the sustainability of aviation industry in terms of requirements and practices, and sorted out and formulated the material issues database of 39 issues based on corporate strategies and development focuses in 2016.



Identification process

Main issues disclosed in the report match

Compliance management Occupational health and safety		
Innovation of business models Smart services Reform and transformation	 	
Flight punctuality Luggage transport Training and development Regional economic development Reform and transformation	     	
Internationalized development Strategic cooperation Reform and transformation	 	
Environmental management Prevention and treatment of pollution Combating climate change Improvement of resource utilization Efficiency	  	
Supply chain management Supporting industrial development Protection of basic rights and interests Occupational health and safety Engagement in communities Targeted poverty alleviation Special passenger service	         	

Stakeholders	Main issues of concern	Participation	
		Communication	Supervision
SASAC	Operation performance Compliance management Risk management and control Reform and opening up Innovation of business models Internationalized development Combating climate change Targeted poverty alleviation Regional development Engagement in communities	Working conference Regular report	Business assessment Inspection tour
Civil Aviation Administration	Safety management Flight punctuality Improvement of service quality Combating climate change Compliance management Support for the development of the industry	Working conferences Issuance of notices	Supervision and guidance Operational guidance
Stock exchanges/investors	Operating performance Risk management and control Compliance management	Company announcements Shareholders' meetings Performance roadshows	Regular information disclosure Independent director Auditing system
Local governments	Compliant operation Combating climate change Prevention and treatment of pollution Engagement in communities Targeted poverty alleviation Regional economic development	Routine communications Working conference Government-enterprise partnership	Submission of statistical reports
Clients	Safety management Flight punctuality Optimization of hardware facilities Improvement of service quality Luggage transportProtection of passenger information Passengers' well-being Smart services Special passenger service	Membership activities Customer hotline Weibo, WeChat online platforms	Customer satisfaction survey Customer complaint management External supervision system
Employees	Protection of basic rights and interests Occupational health and safety Training and development Work-life balance	Staff congress Online exchanges, seminars Training, competing for positions	Internal supervision Service satisfaction survey Trade unions
Peers/industry associations	Compliance management Supporting industrial development Strategic cooperation	Communication conferences Exchanges among the industry Project cooperation	Social supervision
Dealers	Strategic cooperation Compliance management	Project cooperation Routine business communications Business meetings and negotiations	Reporting mechanism Auditing/Assurance
Suppliers	Compliance management Risk management and control Supply chain management Support to local suppliers	Project cooperation Routine business communications Business meetings and negotiations	Reporting mechanism Auditing/Assurance
Industrial partners	Compliance management Risk management and control Reform and transformation Nationalized development	Project cooperation Business meetings and negotiations	Business communication
Communities/nonprofit organizations/media	Prevention and treatment of pollution Engagement in communities Targeted poverty alleviation Regional economic development Compliance management Reform and transformation	Voluntary service activity Community project cooperation Press conference Media interview Interactive new media	Social supervision Supervision

ANNIVERSARY
30th

辉煌甲子 追梦百年

Strengthening Safety Foundation for Further Development

Aviation safety is of great significance to national security and economic development, and it is also the top priority of China's High-quality development strategy. We always put people's life and property safety in the first place and adhere to the bottom line of aviation safety, guaranteeing the most important and primary responsibility, through which we properly cope with the security risk, ensure the flight safety, ground safety and air defense safety. We aspire to become the safest airline to ensure all passengers a safe flight.

afety

CHINA EAST

g Flight Quality

With flight safety. Low flight quality will increase the probability of flight accidents. We have attached great importance to the management and control of the fleet structure and maintenance, and adopted innovative technology to improve flight safety.

Structure

improve fleet operating efficiency, and improve the latest ones while passenger plane fleet is now an efficient of the four main types of B737 series, 3777 Series. In 2016, the company note wide-bodied aircrafts (Boeing B787- the fleet structure was further optimized.

Unit: Years
2014 2015 2016



Average age of the crew of China Eastern

Note: China Eastern is one of the airline companies whose crew has the lowest average age.

ance Capability

fleet to reduce maintenance accidents y. Faced with higher request for from the expanding fleet size, the documents including *Maintenance & al and Aircraft Maintenance Schedule*, systems of the plane (e.g. the engine

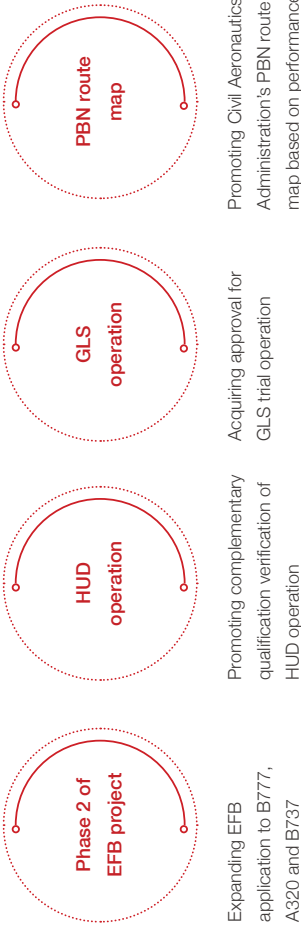
and the air conditioning system) and key nodes of special operational maintenance, and conducted real-time tracking of flight information through innovative technology, improving the maintenance capability in a comprehensive way. In 2016, two severe maintenance errors occurred to China Eastern.

ftsmanship to improve flight safety

The Civil Aircraft Mechanical Maintainer Contest with China Employment Training Technical Instruction Center. The contest, class competition, was a comprehensive display and review of China Eastern's maintenance skill level, and was aimed maintenance staff to study technology and improve maintenance capability based on the position so as to provide strong y. The contest covered basic business skills, troubleshooting and operation according to regulations, etc. 48 competitors from maintenance system participated in the final contest, and the top three received the title of "national technical skill master".

arantee

al innovation brings important change to flight operational mode and serves as the major support for flight safety. While of new technology, China Eastern is monitoring its orderliness and normality at the same time to give full play to ve safety margin and ensure flight safety.



Main technological innovation projects of China Eastern

China Eastern becoming China's first airline company with paperless

The traditional airborne paper navigational data weigh up to tens of kilograms. Omissions may occur during reading and timely update is not guaranteed. China Eastern has promoted the application of mobile-based EFB (Electronic flight bag) since 2011 and became the first company to use EFB with CAAC's approval in 2013. In 2016, all types of China Eastern's airplanes were approved of using EFB. China Eastern thus became the world's fifth, and the first non-American airline company with paperless navigational data equipped on the whole fleet of all types. The number of passenger planes using EFB ranks first in Asia.



Navigational data withdrawal ceremony

Voice from stakeholders

The change from the paper age to electronic age not only improves the operating efficiency, but also makes up for the human brain and further ensures flight safety. In addition, the adoption of EFB means each flight weighs one passenger effect in saving oil consumption and enterprise cost.

Hou Jianjun, Former General Manager of China Eastern

"Wise Dispatch" to help avoid volcanic ash

Located in Russia, Shiveluch is one of the world's most active volcanoes. The volcanic ash after its eruption in December 2011 China Eastern severely. China Eastern has independently developed a dispatch operation monitoring system with functions meteorological report analysis and graphical display; it could also conduct real-time monitoring of flight information. When sent the warning level, warning time and warning details immediately, and worked out alternative routes according to the corner them avoid the affected area and arrive smoothly.

China Eastern's dispatch operation monitoring system was launched in 2011, and obtained the patent certificate issued by the Office in July 2016. It is our first self-developed information system that has successfully obtained the software patent. This automation level of the efficient release and meticulous monitoring of dispatchers, and improves the operational safety level a

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Expanding Innovation to Lead Development

Innovation is the most important driving force for development. China Eastern always pursues innovation in development and keeps unleashing its vitality through innovation. The company, by adapting itself to a new situation, has worked hard on deepening innovation to step up its transformation. It has deepened reform of state-owned enterprises by hitting a new force between demand and supply thus satisfy the demands of the society. The company has made a huge change through technological renovation and cooperation, building a new eco-system to provide customers with better and smarter services.

novation

CHINA EASTERN

n of Management

ment starts from the innovation of management system. Adhering to the "1232" new development strategy, China e supply-side structural reform and brought together quality resources to lay a systemic foundation and create a on. In this way, the Company endeavors to ensure the continued growth of its business through the innovation of

anizational Structure

business transformation platform

business, the business Transformation Office was set up in 2013 to formulate the top-level design of passenger transport ch three business transformation paths were decided - developing value-added aviation services, integrated transport shing business. As a trial to explore comprehensive reform, China Eastern Airlines E-Business Co., Ltd., the world's industry background, was established in 2014, which has become the implementer of China Eastern's transformation m integrated air service provider".

arket-oriented Eastern E-commerce to explore and develop innovative business. Meanwhile, with the assistance of the mpany also uses its advantage in resource as a state-owned enterprise to boost its business. Such an organizational to properly allocate resources and make timely response to market opportunities. The Company's development apped.

the mechanism for promoting business transformation

ted and released the *China Eastern Airlines Business Transformation Promoting Plan (Interim)*, and drafted the innovation incubation platform. By providing institutional guarantee for business transformation and innovation, the oe effectively improved.

like "Action Learning" with the actual situation of China Eastern in terms of transformation and innovation, the Company ment mechanisms to serve as the institutional guarantee for furthering the implementation of innovation programs. *ulations of China Eastern Workshop Programs*, which helped the Company realize group management of workshop ediatary and senior executives. The Company facilitated the launch of innovation and management programs, and workshop programs and 180 intermediary executive workshop programs and completed their corresponding annual

ovative Talent

ovative leadership

unched workshop programs for intermediary and senior executives, providing project methodology training for 83 training for 136 key project executors on project promotion. All intermediary and senior executives were trained to Six Sigma to improve their management.

Stimulating employees' innovation ability

Employees' innovation ability and behavior is becoming an increasingly important factor that helps a company to expand business, improve efficiency and optimize working processes. China Eastern has kept promoting a series of "We are young - we win" contests with innovative forms and contents, and improved the RVS internal entrepreneurship mechanism. During the contest, the Company provided targeted training such as business planning for young employees to improve their innovation awareness and ability. In 2016, the Company organized "We are young-we win crowdsourcing" competition in which 43 innovation programs were collected. 5 of them, after reviews and roadshows, were to be incubated and implemented.

Furthermore, the Company also organized regular innovation salons for young people, and investigated the implementation of "mass entrepreneurship and innovation". It facilitated the establishment of innovation alliances and created a healthy environment for "mass entrepreneurship and innovation", which provided a constant comprehensive driving force for corporate growth.

Innovation of Information Technology

Aviation industry is undergoing the process of digitalization. By taking "Internet Based China Eastern" as the general goal of informatization, the Company has established necessary infrastructure and a global information service system. With information technology as one of the important means to fuel business and innovation, the Company works steadily to strengthen its core R&D and system delivery abilities with higher operation efficiency and better services.

Marketing

Accuracy rate of online income prediction reaching 97%, realizing automated management code sharing flights

Promoting "three intelligent and three cyclic" (intelligent working hour arrangement, intelligent pricing, intelligent cabin operation; cyclic flight information disclosure, cyclic cabin seat opening, cyclic price release) to comprehensively increasing flight marketing efficiency

Operation

Dispatch operation monitoring system certified by the State Intellectual Property Office

Logistics

Supporting air freight transport to cover all freight sales areas of China Eastern

Realizing intelligent prediction of cabin control system

Maintenance

Integrated maintenance management platform

CAAC pilot project of electronic signing of task card

Cabin security protection

Developing flight attendant performance record system, purser evaluation system and video conference system for efficient information integration and transmission

Optimizing flight attendant working hour arrangement system and granted National Copyright Administration's copyright for computer software

Accomplishing the **39** clearance examinations from three dimensions of human, aircraft and environment, and ensuring **24**-hour real-time flight monitoring

Highlights of information application in China Eastern's eight business domains

Business Reform and Transformation

China Eastern has made significant efforts to promote and deepen the reform of SOEs so as to improve the competitiveness of state-owned economy and SOEs. Meanwhile, the informatization of aviation industry keeps urging airlines to break the original development path. In 2016, China Eastern took on the task of SOE reform and transformation, released the 2016 version of "Reform Comprehensively after revision, in which 19 specific tasks and 5 supporting measures were approved. By deepening mechanisms and systems, the Company aims to establish a modern corporate system and improve the quality, efficiency and competitiveness of the company."

Introducing new business pattern

China Eastern and Ctrip are complementary by their nature in terms of their industrial chains, supply chains and value chains. In April, 2016, the two companies reached strategic cooperation, aiming to open up the whole industrial chain of air transport and establish a new business pattern (Travel Agent). By taking full advantage of their respective resources, the two sides can work together to share data, develop new products, and integrate their businesses, providing customers with integrated products to satisfy the demands of different markets. This cooperation between China Eastern and Ctrip was an exploration into the cooperation pattern between airlines and OTAs. It blazed new paths for the aviation industry and modern internet enterprises to seek common success and to form a sound and sustainable aviation ecosystem.



China Eastern and Ctrip signed the strategic cooperation agreement. Chairman Liu Shaoyong delivered an address on the ceremony

Optimizing industry structure

China Eastern is committed to business and making aviation the core of national industries. The company's transformation into a low-cost carrier and differentiated aviation products market-oriented resource allocation, and the company's path of "mixed ownerships" and multiple business models, organization and integration of China Eastern's branch, Eastern Logistics and other

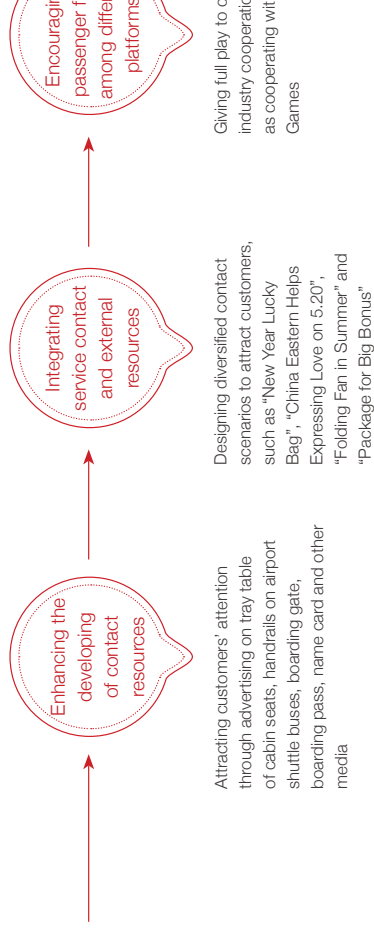
Mixed ownership reform

- Introducing external strategic investment to stimulate corporate development
- In 2015, Delta Air Lines invested USD 450 million in China Eastern, becoming its largest overseas shareholder
- In 2016, China Eastern reached strategic cooperation on business, equity, capital market and other aspects with Ctrip.

Innovation of Business Model

Influenced by the internet technology revolution, the upgrade of consumption demand and the change of production mode, the aviation industry is facing the challenge and chance brought by upgrading traditional transport services and improving the ability to create value. China Eastern has responded to the market demand both at home and abroad, and via on its renovated technology and talent pool, business model and expanded cross-border businesses, working constantly to improve the competitiveness of its industry and create value.

Improving customer stickiness by expanding platforms



China Eastern deeply exploits and promotes "contact resources"

Accelerating the construction of one-stop travel solutions platform

While strengthening its core passenger transport business, China Eastern keeps building the one-stop travel solutions platform for customers. For the increasing demand of tourism, in 2016, China Eastern has provided transportation service providers to offer passenger service from passenger transport to travel solution design. Passengers can place an order directly on China Eastern's website or through its abundant resources and cooperated with local hotels and ground transportation service providers to offer passenger service such as Hong Kong individual tour and European town package tour.

Renovating freight transport business

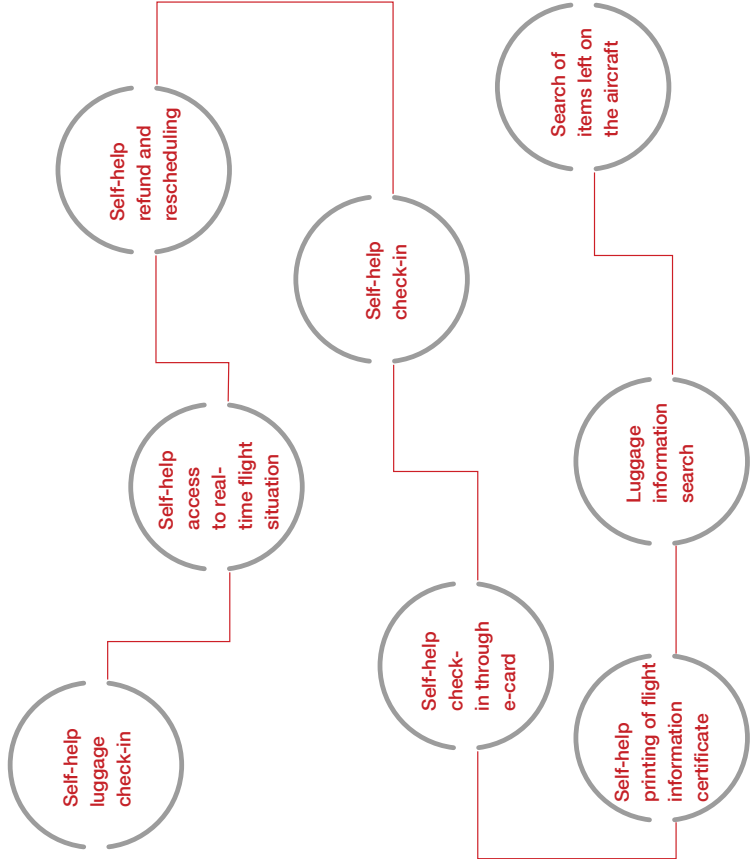
China Eastern sets "becoming the most innovative logistics service provider" as its goal of freight transport development with safe, efficient, precise, and convenient whole-process comprehensive logistics service. Relying on its airline network and reaches to overseas places, China Eastern has provided sustained driving force and direction for its further development to the strategy of "One platform and two service providers" (namely "fast supply chain platform", "high-end logistics solution platform", "integrated ground service provider").

Intelligent Innovation

Traditional check-in counters can no longer meet passengers' growing demand. Intelligent technologies are deeply inlaid into the service industry, which also requires a much more intelligent air service. China Eastern keeps implementing its internet strategy, and improving its service by applying information technologies. It not only provides customers with more intelligent, quality and comprehensive services and more values, but has gained an edge in the fierce market competition through differentiation.

Improving Passengers' Self-service Experience

The Company has boosted the transformation and upgrading of its whole service chain by taking innovative technologies such as mobile connectivity as the driving force. In 2016, the Company further improved the online service model with intelligence as its core and manual work its supplement. The "telephone + internet platform" service operation system was initially established. While optimizing the original self-service functions such as self-check-in and self-help flight information printing, the Company also added other new online functions such as involuntary refund and rescheduling and services for special passengers, providing customers with more convenient and faster trips.



Self-service functions provided by China Eastern

Note: lost luggage search is currently available only on arriving flights of a few airports

Links

According to the survey by International Civil Aviation Organization (ICAO), 70% of passengers wish to print boarding pass remotely, 81% want to get access to their luggage information during the trip and 93% need real-time flight information.

— Source: 2016 Annual Report of ICAO



China Eastern launched e-card service in cooperation with Shanghai Hongqiao International Airport to save the waiting time of passengers without a luggage to check in

Promoting Fly-Fi Service

China Eastern launched Fly-Fi service on several routes in 2015. Since then, all of China Eastern's planes capable of providing Fly-Fi service were granted the permission to launch commercial operation test. China Eastern became the first airline in great China area to operate in-flight internet service in a large scale, ranking at the first place in the region in terms of the fleet scale, the number of air routes and passengers served. Fly-Fi service provides passengers with more entertainment options on board, and on the other hand, it helps the company ensure and improve its service quality and efficiency. For instance, the cloud video conference system based on Fly-Fi service makes it more convenient for cabin managers, crew members and flight attendants on duty to hold conferences, ensuring that any emergency on board can be efficiently managed. During the 2016 Airshow China in Zhuhai, Feng Zhenglin, head of Civil Aviation Administration of China (CAAC), had a video call through the Fly-Fi service with the MU586 crew flying from Los Angeles to Shanghai.

Fly-Fi service connects mother and son

In May, 2016, a Chinese American mother and his son were going to take China Eastern's flight MU717 from Shanghai Pudong International Airport to Chicago when the son suddenly had a heart attack. The crew made an emergency call for ambulance to take him to the hospital. And in consideration of the health condition of his mother, the crew assisted her to fly to Chicago in advance. The crew used Fly-Fi service to keep the mother informed of the real-time situation of her son during the flight to try to ease her concern. This incident proved China Eastern's qualified emergency rescue ability and showed the value of Fly-Fi service in emergency rescue.

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Overall Consideration and Balanced Development

Innovation is the inherent requirement for comprehensive development and the only way to achieve sustainable development. With rapid expansion in the aviation industry, China Eastern faces a series of contradictions between insufficient control ability and rapid corporate development, service ability and customer expectation, which poses great challenges to the company. We treat such imbalances in development seriously, considerate problems comprehensively and in an advanced manner, so as to correctly handle significant contradictions in development. By doing this, we intend to achieve synchronous development among different dimensions to achieve fairer and higher quality sustainable development of the Company and society.

rdination

CHINA EA

Reinforcing the Management Foundation

Management improvement can effectively guarantee the coordination between management level and business development, and it is also a crucial approach to consolidate development achievements and strengthen the stamina for further advancement. Focusing on key sectors of the value chain, China Eastern seeks for higher development and better development.



Operation management

- Creating an intelligent decision-making platform to improve operation efficiency
- Adjusting flight route structure according to transport capacity
- Optimizing human resource structure



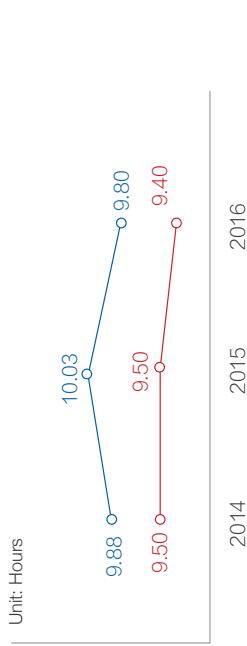
Flight management

- Allocating flight resources reasonably
- Training and preparing flight crew according to actual daily utilization rate
- Expanding quality audit to cover all branches
- Revising service manual and formulating measures for handling abnormal flights and flight spill
- Continuing benchmark analysis



Service management

Major measures to improve the Company's management in 2016



Aircraft daily utilization rate comparison between China Eastern and the industry
Data source: Civil Aviation Flight Operation Efficiency Report 2015, Major Civil Aviation Transport and Production Indicators in December, 2016

Informaticization of flight management level

The Flight Resource Management System (FRMS), as electronic archives of the Company's pilots and data sources for automated scheduling, plays an important role in the field of flight management. In 2016, the Company, based on its advantages in information technology, optimized the system for more accurate information maintenance, and revised and released the application of FRMS; at the same time, we connected the flight training resource platform with the data in FRMS to ensure timely updating of all kinds of qualification information of our pilots, so as to meet the constantly changing needs of flight management efficiently.

Improving Customer Experience

2016 is the first year that Civil Aviation Administration (CAA) has proposed the idea of "Sincere Service". We have deepened customer experience in both a necessary approach to meet the growing demand for better services, and a key method to enhance the Company's core competitiveness. Oriented by customer experience, China Eastern makes thorough proper solutions to service problems, and enriches the connotation and value of customer service. In this way, the "hard service can be simultaneously improved, making the relation between customers and the Company more harmonious.

Voice from stakeholders

My home is in Hong Kong, but I usually work and live in Shanghai. I began to take China Eastern's flights in 1999, and Eastern's flights almost every one or two weeks, mostly traveling between Beijing and Shanghai. Over the past ten years, continuous progress of their service, and what's the most impressive is that China Eastern staff are becoming more considerate.

Liu Jingjia, the 100,000,000th passenger

Flight Punctuality Management

Flight punctuality is among the highest concerns of customers when referring to air transport, and it's also the key problem trying to tackle in recent years. Flight delays are caused by a variety of complicated factors. The three major causes of flight traffic control, weather and airlines, which account for 30.68%, 29.5% and 19.1% respectively *. In order to reduce delays itself, we will take the flight punctuality management as the focus of the Company's work. We will analyze problems of high possibility of delay in order to inform passengers of the delay information at the first time and enhance our aviation



Decision-making management

Senior leaders conduct on-site command and guide take-offs according to conditions including weather

System and mechanism

Under the coordination of departments responsible for operation control system, ground service, technical support and air route planning, working teams were formed to manage frequently delayed flights in 9 major airports. According to joint meeting mechanism involving 4 parties, workshops have been held on a monthly basis to adjust flight planning and arrangement. More than 500 air routes were analyzed and adjusted

Coordinated process

Ground service	Flight failure	Flight attendant
The "5-Early" measure (early departure, early arrival, early stand-by, early reception, early close) has been implemented to ensure each and every process is 5 minutes ahead of due time	Measures have been taken to check and assess causes of flight failures	The minimum time span of duty handover by air service staff has been made clear

Measures to improve flight punctuality rate in 2016

* Data source: Civil Aviation Flight Operation Efficiency Report 2015

Initiative to work out measures to improve flight punctuality rate increase

Improvement conducted by the Company in 2016 was the initiative. For examples, Sichuan Airlines initiated the initiative of "improving the normality of cabin door operation" in 2016, and that of "improving the normality of flight punctuality" in 2016. The operation control system of Jiangxi Airlines, the flight department and controllers of the flight department to carry out the exchanging activity with the flight department, contributing to punctual service". In 2016, the flight department and controllers of the flight department, contributing to flight punctuality and flight issues related to flight punctuality and flight issues related to flight punctuality.

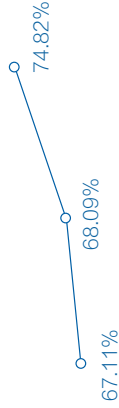
In 2016, the Company's information and technology advantages to promise passengers timely service. In 2016, the Company's information and technology advantages to promise passengers timely service. In 2016, the Company's information and technology advantages to promise passengers timely service.

Message notification for delayed flights in 2016 has reached all 161 domestic sites and 161 international sites. In 2016, the Company's information and technology advantages to promise passengers timely service.

Information certificate (flight delay certificate) processed online and verified through the information system.

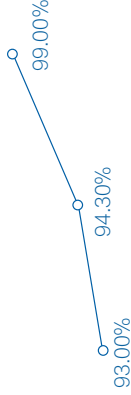
Passengers can get a refund for the ticket of canceled flights that is purchased through any channels via mobile internet, cellphone or online account immediately.

abnormal flight service in 2016



Normality of China Eastern flights

Note: the data are provided by CAAS and do not cover Shanghai Airlines and China United Airlines



Valid notice rate on abnormal flights of China Eastern

Improving cabin services

In 2016, focusing on improving the weak cabin service, we improved the cabin environment, radio, meals and other aspects of the passenger satisfaction survey.



- Revising Sanitation Check List and related work procedure tools
- Repairing and maintaining equipment without any delay, increasing repair efficiency
- Improved cabin washroom sanitary standards



- Replacing flight purser radio with recorded radio
- Streamlining radio content and reducing radio frequency
- Adding more languages



- Developing new dishes and improving test meal at home and abroad
- Improving meal ordering forms and adding remote ordering
- Improving tableware

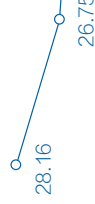
Measures to improve cabin services in 2016

Raising luggage transport quality

Luggage transport is also one of passengers' major concerns. In 2016, the Company revised management compensations of abnormal luggage transport, and established the accountability system correspondingly. We also constructed the IT system for whole-process luggage transport management and developed a management system for luggage transport in hope of reducing problems like wrong packaging, wrong transport, and missing of luggage through whole-process scanning, thus improve the quality of luggage transport. Meanwhile, we have adopted centralized countermeasures against delayed luggage transport problems in Xi'an, Chengdu, Kunming, and Guangzhou airport terminals, and luggage damage problems in Beijing, Wuhan, Lanzhou, Tianjin, Lhasa, Harbin terminals.

When unavoidable abnormal situations happen to luggage transport, we strengthen the follow-up service to minimize the dissatisfaction of passengers sincerely. As for the luggage lost by the passengers, we use the passenger's seat information to find the valuable remnants on the plane to maximize the returning rate of lost objects.

Unit: Permyriad



2014

2015

Rate of abnormal luggage transport

Note: the data do not cover Shanghai Airlines



Facile service of the "Qiaoyan Team"

"Qiaoyan Team" (a service team of China Eastern) used intact parts on the damaged luggage boxes (such as handles, drawers, etc.) to replace or repair damaged parts of passengers' luggage, helping passengers to save the waiting time and time-consuming maintenance.

to customers is the foundation and important guarantee for improving customer experience. In 2016, we enhanced service capabilities of the call center. As a result, the average waiting time of passengers was shortened to 22.5 seconds, 19,261 online customers have received online service with 95.71% of them being successively handled; 2,505,927 were optimized with the accuracy of intelligent answer increased from 85% at the beginning of the year to 96%.

es are the important channel for us to improve the handling quality and its and quick disposal cases, in 2016, the *Annual Case Upgrading of China Eastern* or complaints in a timely manner with no t and negative impacts on the public according to the statistics from Civil m received a total of 1,096 complaints s) in 2016, half of which were related to ing, refund and luggage problems. In d an in-depth analysis of their causes, to further enhance customer service ice quality.

passengers

a comfortable travel experience of constantly improved personalized and optimized the special service application with emergencies during the trip. In mer, Shanghai Hongqiao passenger n created sincere service trilogy including ve area and love car to provide special cere services.

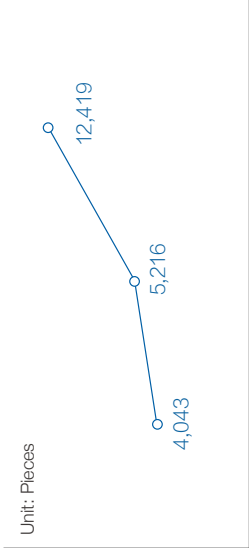
782

is in 2016, a year-on-year

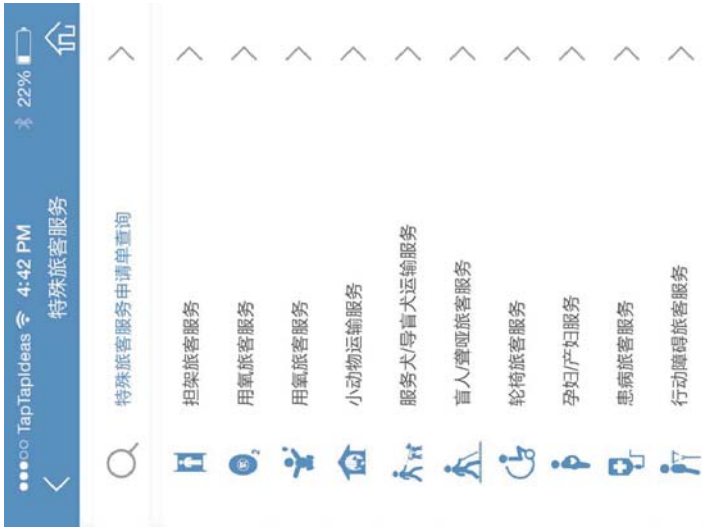
China Eastern official website

China Eastern APP

channels for special services



Quantity of customer commendatory letters received by China Eastern



暂时开通中国境内出发的国际航线的特殊旅客服务申请

Categories of special passengers served by China Eastern

Voice from stakeholders

There are four features of the special services provided by China Eastern: 1. wide coverage of the route network; 2. 11 types of special services; 3. convenient application, saving time and efforts; 4. quick application response, receiving the response within 24 hours.

A customer who frequently applies for special services

To enhance the ability to protect the health and safety of passengers, China Eastern proactively organized crew member training of the Chinese Red Cross and carried out air emergency training programs to continuously improve the staff's first aid skills. The Company carried out six air emergency training programs (excluding those conducted by branches) and attracted 4,200 staff members to participate in the training.

Emergent return for saving a pregnant woman

On February 25, 2016, after MU2363 flight of Shanxi branch took off 5 minutes, the crew received an emergency call from a passenger who showed dyspnea, hypoxia and other symptoms, and was in urgent need of immediate treatment. The crew members immediately stopped the flight, and the aircraft landed at the nearest airport. The passengers did not get better which may be the critical moment, the captain made a decision to return, and notified the ground staff to prepare for rescue. After hovering for 10 minutes, the aircraft landed safely, and the pregnant woman got the timely treatment.

Voice from stakeholders

It's unbelievable to see such a "people-oriented" move regardless of the cost in China. I can't imagine that the operation of a state-owned enterprises could be so efficient, the crew could be so well-trained, and they could show such professional attention to ensure the follow-up treatment of passengers after landing. Their respect to life makes me deeply shocked and grateful.

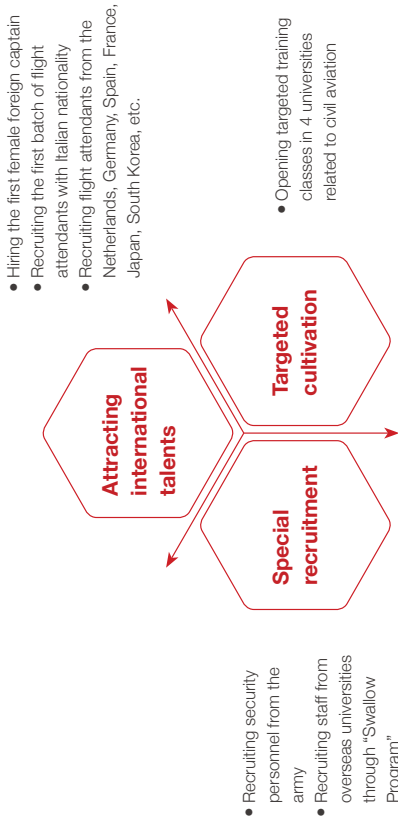
Mr. Yan, a passenger of the MU2363 flight

Intensively Promoting Development

power for enterprises to realize long-term development, especially when the whole aviation industry in a context of and when China Eastern is under transformation and rapid business development. It is the key to keep sustainable and t t to systematically train different levels of high-quality and professional talents. With "shared development of employees l, we try to attract and nurture more talents to provide a strong support for the Company's long-term development.

Enlarging the Talent Pool

To realize the Company's strategic objectives, we need to attract and motivate talents through systematic and targeted approaches. In 2016, China Eastern standardized and optimized the recruitment process and adopted a variety of channels to attract talents. We relied on the "Swallow, Wing, Flying and Eagle" programs to train talents at all levels, and used market-based incentives in some positions to stimulate organizational vitality and enhance the enthusiasm and efficiency of employees.



Diversified channels for attracting talents

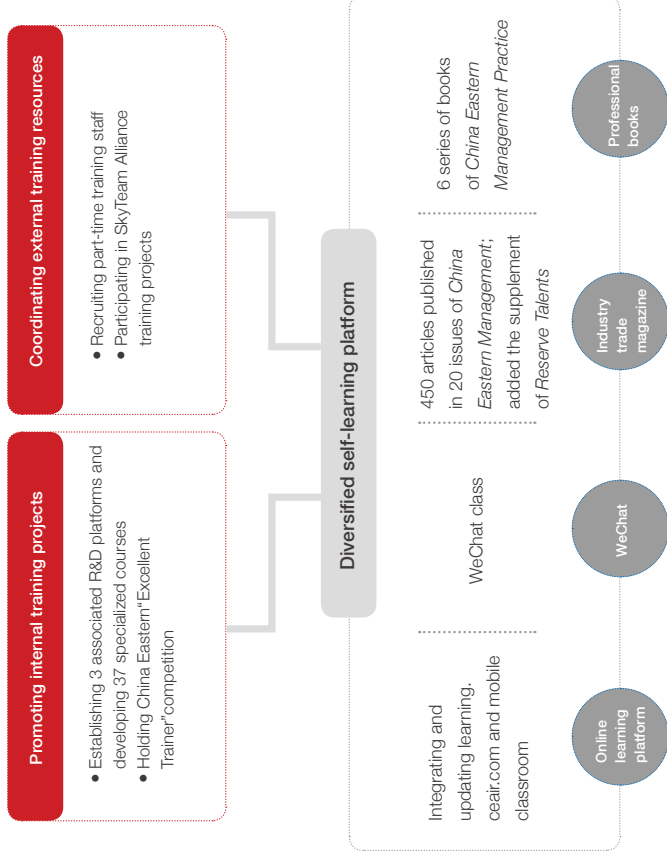
"Swallow, Wing, Flying and Eagle" backup talents training system, as a personnel training mechanism with aviation features and corporate characteristics, has built a rapid growing channel for outstanding talents based on the principle of "hierarchy training, quick cultivation and staged growth". In 2016, Combined with the international development strategy of China Eastern, the third "Swallow Program" * overseas recruitment campaign was held, attracting 2,900 applicants from London, Los Angeles, New York, and Shanghai successively.

In addition, it was the first time to introduce the mentor system to the backup talent training program in 2016. We newly added the IDP (Individual Development Plan), optimized the action learning project, and highlighted the relevance between the project and Company's strategies. We also strengthened the interaction among the programs of Swallow, Wing, Flying and Eagle, and formed a cross-level and interdisciplinary project team to promote the project output, while allow individuals to develop their competence rapidly.

* For the "Swallow Program" trainees recruited from the fresh graduates, we adopted rapid training methods like guidance by senior executives, intensive training and rotation among different positions to make them become the principals of China Eastern functional departments, business departments and internal departments of branches.

Innovating Training Mode

Under the guidance of the company's "internationalization" and "internet" strategy, we have developed and improved the enterprise-university training and management systems, based on which we gave full play to the advantages of the Company's informatization and integrated internal and external training resources to lay the foundation and provide support for comprehensive and harmonious development of the talent team. In 2016, the Company started the compilation of "Management Manual of China Eastern Corporate University" and "China Eastern Corporate University Business Manual"; besides, the Company revised the "Training Management Regulation", in which 28 related management systems were improved and revised.



Innovative measures of the Company's training mode

Establishment of the intelligent park

In 2016, the upcoming Application Technology R&D center of China Eastern continued to promote the construction of the intelligent park. In the aspect of the hardware, we introduced facilities and equipment for the park, including crew and aviation security simulators and various teaching equipment. For the software, we launched the construction of the operating platform, One-Card system, cloud desktop technology, network communications and so on. At the same time, the Company gradually integrated China Eastern E-learning, Mobile Class and other online learning platforms with the intelligent park operating platform to open up a variety of learning channels for trainees.

Developing Advanced Talents

The ever-changing development environment puts forward higher requirements for the ability and quality of the Company's advanced talents. We provide a platform for continuous growth and development of advanced technology and management talents to meet new opportunities and challenges.



Technical personnel

- Combining training and ability assessment by utilizing professional ability assessment platform
- Developing highly skilled talents base



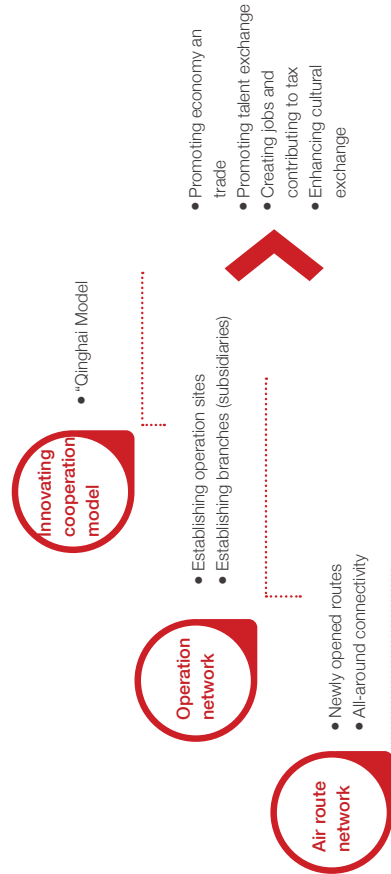
Managerial personnel

- Holding "Management Forum"
- Carrying out "Sailing Program" for newly promoted managerial staff
- Introducing LSS (Lean Six Sigma) to intermediary and senior executive workshop
- Senior executives participating in seminars held by GE and Rolls-Royce

Measures for cultivation of advanced talents

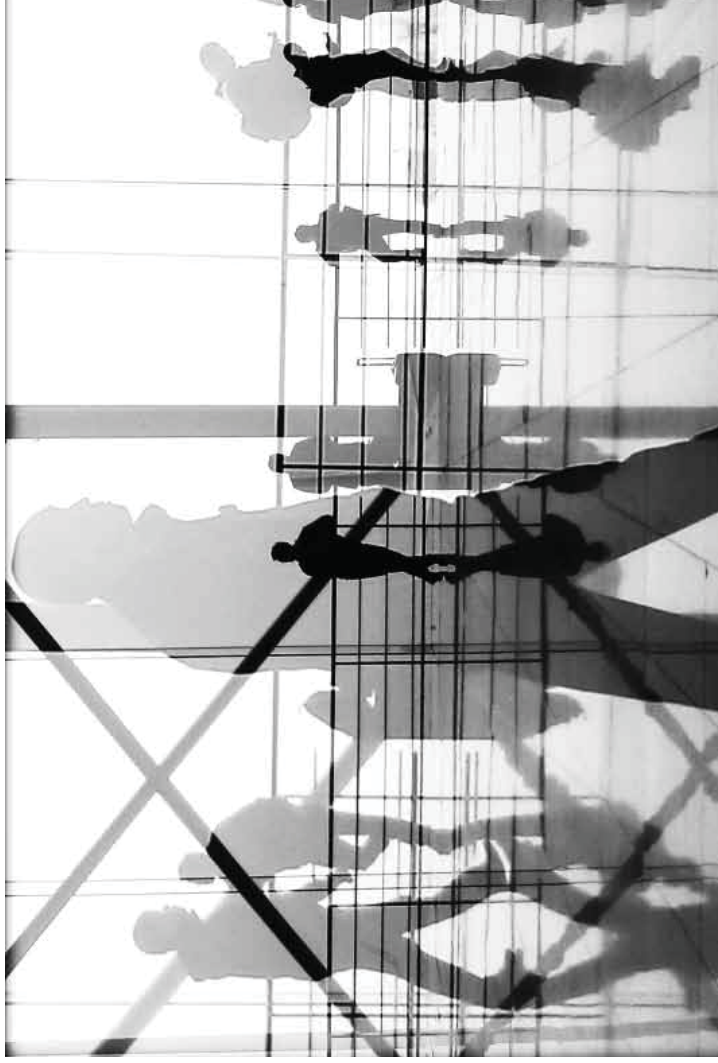
Coordinating Regional Development

China has a vast territory and different regions have different natural conditions, resources and historical backgrounds, which cause great development gaps among different regions along time. In response the national strategies of comprehensively promoting development nationwide, "the Belt and Road Initiative", Beijing-Tianjin-Hebei coordinated development and developing the Yangtze River Economic Belt, China Eastern has provided convenient aviation services to speed up the flow of production factors, promote economic and cultural exchanges and advance coordinated regional development.



Methods to promote regional development

As a backbone of national airlines, we take the problem of uncoordinated regional economic development into account, and make the greatest efforts to open routes to support local development in the western and other less-developed regions. Up to December, 2016, China Eastern had opened a total of 698 domestic routes, including 295 routes to the western provinces (Qinghai, Gansu, Inner Mongolia, Xinjiang, Tibet). Meantime, to promote the construction of "the Belt and Road", we newly opened 20 routes including Kunming - Sydney, Beijing - Bangkok and others in the counties along the Silk Road to build an Air Silk Road.



Based on our newly-opened routes and to serve the all-around connectivity strategy, we reinforced the Shanghai core hub, Beijing hidden hub, and the route network of Kunming and Xi'an regional hubs to facilitate the construction of regional hubs, improve the stability and efficiency of their operation, and create advantages through aggregation. In 2016, we set up a branch in Guangdong which is a significant strategy to serve national strategies, local economic development and corporate development simultaneously.

The innovative "Qinghai Mode"

In August, 2011, China Eastern and the Qinghai Provincial Government signed the "Framework Agreement on Jointly Promoting the Development of Qinghai Air Transport". At the end of the year, China Eastern and Qinghai Aviation Investment Corporation launched the "Qinghai Mode". Qinghai introduced aircrafts and entrusted China Eastern with the management. The overall arrangement of routes were proposed by Qinghai Aviation Investment Corporation and put into implementation after negotiation with China Eastern. The "Qinghai Mode" has been established in the aviation industry, and it has played an important role in the economic and social development of Qinghai aviation industry, tourism industry and dimensional transportation network, etc.

As of the December, 2016, 25,800 flights had been opened in bilateral cooperation projects, which transported about 3.3 million passengers. The average loading rate reaching 79.28%. Since the cooperation, China Eastern has opened Beijing, Shanghai, Shenzhen, Kunming and other routes in Xining Airport, organized and verified flying tests in six high plateau airports to ensure the smooth navigation of aircrafts. Besides, we have launched the painted aircraft themed "Beautiful Qinghai" for further promotion of the image of Qinghai.



ANNIVERSARY
60th
辉煌甲子

Deep Integration and Win-Win Development

The in-depth development of world multi-polarization, economic globalization and the constant promotion of social informatization and cultural diversity have brought the world to share opportunities and profits, and mutual benefit through opening up. China has put forward strategies including "the Belt and Road" to build a new opening-up pattern. As China's role in the whole world is now standing at a new starting point of development and economic growth, China adheres to the concept of opening-up and develops comprehensive international strategies to strengthen foreign cooperation and communication. By deepening cooperation with all countries, China Eastern seeks to achieve mutual-benefit and win-win cooperation, and to promote the Company to achieve the goal of "Creating a world-class airline, building a harmonious Eastern".

Acceleration of Globalization

Internationalization is a concept of opening-up. It is conducive to the free flow of production factors in the international market, and also helps enterprises to obtain comparative advantages in different countries. China Eastern continues to broaden its horizon, carry out cross-border business, strengthen cooperation with partners in aviation industry and accelerate the globalization process of the Company. Through all these efforts, China Eastern strives to create strong endogenous power to ensure a strong guarantee for national strategies.

Global Operation

China Eastern continues to promote the "Pacific Plan" and the "Europe Profitability Plan" to meet market demand. The overall arrangement in Japanese and South Korean market, North American market, European market, Australian market and Southeast Asian market and other international routes and the newly-developed Kunming - Nanjing - Vancouver, Shanghai - Madrid, Beijing - Hangzhou - Sydney routes have optimized the structure of the Company's route network. The Company has realized significantly enhancement in the operation and service quality, and facilitated customers' access to the world.

In order to further optimize the market and better serve the foreign markets, China Eastern has set up five overseas marketing centers in Japan, South Korea, Europe, Australia, North America, and 59 overseas business divisions. Considering customers' needs, the Company has customized a series of overseas services to enhance service quality for foreign customers.



Expanding overseas services

Expanding the VIP airport pick-up service to Los Angeles, New York, San Francisco and Chicago



Membership website

Launch of the Korean website



Call center

Overseas call center in North America

Measures for the Company's overseas services

China Eastern acquired 50% stake of Melbourne CEA Flight Training Co., Ltd. (hereinafter referred to as Melbourne CEA). The Company has taken a reasonable control of Melbourne CEA and formed a five-year development plan. China Eastern managed to build the second flight base to ensure the long-term development of Melbourne CEA, and provide more flight talents to promote the Company's globalization process. In 2016, the first group of China Eastern's flight students successfully graduated from Melbourne CEA.

International Cooperation with Industrial Counterparts

G4 Materiality Disclosure: G4-21

Cooperation with industrial counterparts contributes to the expansion of the resource supply and their effective distribution to help the Company to go global. China Eastern makes full use of partners' resources to expand and strengthen code-sharing cooperation and strategic cooperation with Delta Airlines, Air France-KLM, Qantas and other world-class airlines. With the consolidated "Greater China Connection" normalized cooperation mechanism, China Eastern has expanded the route hub network, marketing network, and service security network, laying a solid foundation for the Company's international strategy.



- Expanding codeshare partnership within SkyTeam Alliance
- Carrying out codeshare with British Airways outside SkyTeam Alliance



- Determining concrete cooperation contents with Delta Air Lines in Two Hundred Plan
- Enhancing cooperation with Air France-KLM to open new flight routes
- Promoting the cooperation with Qantas Airways
- Establishing strategic partnership with Czech Aeroholding



- Joining hands with China Airlines, China Southern Airlines and Xiamen Airlines to issue co-branded cards in Taiwan

China Eastern's cooperation with industrial counterparts in 2016



The photo of flight attendant of airlines in SkyTeam

Promotion of International Brand Popularity

A good international brand image can be an effective international promotion for a company. It is also conducive to the Company's internationalization process. China Eastern continues to strengthen international brand promotion. The Company took the opening of new routes as opportunities, held products promotion in Chicago, Madrid, Amsterdam, Prague and other places, "Discover China" cultural tourism lectures in Singapore and on-campus concerts in Taipei. Through innovative promotions, China Eastern managed to enhance its brand awareness. In 2016, China Eastern Airlines was selected into the "The World's 500 most valuable brands 2016" by British brand organization Brand Finance for the first time.

the Connotation of Opening up

up is conducive to enriching the connotation of opening up and achieving mutually beneficial cooperation. China's cooperation with industrial chain partners, governments and other organizations to meet the challenges faced in the industry's development shares the achievements of cooperation with partners add better fuel enterprises' development.

operation

Depth cooperation with upstream and downstream partners along the industrial chain. The companies give full play to resources to achieve complementary effect and share of resources in order to enhance the competitiveness of the industry is healthy development.



Tourism

- Signing an agreement with Ctrip for cooperation in low-cost travel, IT service, e-commerce and so on
- Signing a strategic cooperation agreement with Shanghai Disney Resort to launch flights of Disney theme and sponsor Disney Resort's development
- Starwood and China Eastern jointly launching the Eastern Explorer Rewards program
- Launching strategic cooperation with Booking.com to make it easier for passengers to book a hotel



Transportation

- Cooperating with Didi Chuxing in terms of product, marketing and other aspects
- Signing an agreement with COSCO to cooperate in terms of logistics and passenger transport
- Signing an agreement with Capital Airport Group Corporation to participate in the construction of the new airport in Beijing
- Cooperating and railway and highway organizations to launch air-railway and air-bus products

China Eastern's cooperation with different industries

with SAFRAN to build world-class gear maintenance center

Aircrafts in China provides broad market for landing gears. In November 2016, landing Systems jointly set up China's first gear maintenance center to create a world-class landing gear maintenance center, which will promote the development in the industrial



Voice from stakeholders

China Eastern became the first user of the C919 in the world. This helps us acquire and absorb suggestions and implement the customer's ideas and help them become familiar with the new aircraft products as soon as possible. This is for our introduction of products and promotes market development in the future. It is also an important cooperation with the development of civil aviation industry.

Dang Tiejong, deputy general manager of COMAC's sales and service department

Cooperation with Governments

China Eastern actively cooperates with local governments to jointly promote the construction of local integrated transportation development. The cooperation accelerates the upgrading of local industrial structure, improves local investment environment opening-up. In 2016, China Eastern signed a number of cooperation agreements with local governments of Shigatse, Yichang and other cities to develop local cultural tourism, economic and trade exchanges, and local transportation network.



Cooperating with local governments to build an "Air Silk Road"

With the implementation of the "the Belt and Road Initiative", Xi'an has become the central area and important node of "the Silk Road", as a logistics hub has also become more and more important.

China Eastern signed a strategic cooperation framework agreement with Shaanxi Provincial Government and Xi'an Municipal Government to promote the construction of "Air Silk Road". In December, 2016, China Eastern launched the first international direct route from Xi'an to Amsterdam. The route became the first symbolic achievement of the cooperation between China Eastern and Shaanxi Provincial Government and Xi'an Municipal Government, which directly links Xi'an and the international market and promotes the development of the local economy.

Cross-Industry Cooperation

Through cross-sector cooperation with enterprises from different fields, China Eastern and its partners take advantages and highlight synergistic effect to consolidate and expand their advantages while jointly exploit the market. In 2016, the company signed a credit card with the Bank of China, China Union Pay and other financial institutions. The Company also carried out cooperation in communication, energy saving, new energy vehicles and other areas with China Potevio and cooperated with Bright Future. Through strengthened industrial linkage with partners, China Eastern strives to promote industrial upgrading and development.

ANNIVERSARY
100th

辉煌甲子 追梦百年

Respecting Nature Sustainable Development

In low-carbon development has become a global
trend, China Eastern bears the responsibility of its
rapid development as well as protecting ecological
environment. We will integrate green development
into all aspects of corporate development, face
the adverse impacts on the environment caused by the
operation of the Company. The Company actively
promotes energy-saving and emission reduction
to achieve green sustainable development while
contributing to sustainable development of the industry
and the construction of social ecological civilization.



Environment

CHINA EASTERN

Environmental Management

On the basis of green development, China Eastern strives to improve its organization, plan and system of environmental management, continuously strengthen the construction of energy management technology, actively promote carbon-emission management to advocate energy saving and emission reduction and contribute to the realization of green development.

Safety and Environment Committee

The Safety and Environment Committee is set under the Board of Directors. It carries regular researches, proposes suggestions, and conduct supervision on environmental issues related to aviation-emission at home and abroad through the following measures:

Leading and Emission Reduction Leading Group
The Leading Group Manager is the head of the Group. There is a Leading Group under the Group.

management network system

The management network system comprises management personnel from the Leading Group, the management sector of all departments, and management personnel in various positions. Through this system, Planning and Emission Reduction Department constantly carries out environmental protection work with a focus on energy saving and emission reduction.

Management system of the company

China Eastern, as one of the companies which have been listed in Shanghai carbon trading pilots, China Eastern conscientiously fulfills the carbon emission reduction target, actively participates in the carbon emission management system. The Company has actively completed the carbon emission quota management system, hired third-party verification agencies to issue carbon emissions verification report, and actively cooperated with the government to carry out national carbon trade research.

Climate Change

Carbon dioxide and other emissions caused by the use of aviation fuel have an inevitable impact on the climate. China Eastern has been adhering to the ecological development concept of "green flight, scientific environmental protection, and low carbon emission", and continuously promotes energy-saving and structural emission reduction. Taking full protection of flight safety as the premise, China Eastern explores green operation modes with low carbon emission. Focusing on controlling of energy use in operation, the Company promotes green aviation and contributes to deal with climate change.

Improving Fuel Efficiency

Energy consumption per unit of transport capacity

Improving fuel efficiency is an important measure for airline's emission-reduction. Through effective optimization of technologies, fleets and operation, the Company focused on reducing fuel consumption to achieve energy saving and emission reduction. As the proportion of passenger aircraft continues to increase, tons of fuel consumption per kilometer of fleet slightly increased from 2014 to 2016 while the continuous decrease of unit passenger fuel consumption conforms to ICAO's goal of 2% increase of annual average fuel efficiency.

Unit: Kg/100 passengers-km

3.70 3.63

Unit: Tons/10,000km

2.95 3.00

2014 2015
China Eastern Airlines aviation

Technology optimization

- Installing winglet and sharklet
- Engine improving
- Washing engines with water
- Replacing APU (auxiliary power unit) with mobile ground power source

Fleet optimization

- Orderly elimination of old aircrafts
- Effectively selecting aircrafts according to flight route
- Reducing types aircraft

Operation optimization

- Direct operation (cost index)
- Increasing flight distance
- Optimizing flight distribution
- Controlling through

Cost control

20,000 tons

Aviation fuel saved in 2016

26

Old aircrafts eliminated in 2016

63,000 tons

Reduced emission of CO₂ in 2016

8.2

Aviation fuel in 2016

Flight route optimization

8,7

Aviation fuel

27,000 tons

Reduced emission

Ways to increase fuel efficiency

Managing and Controlling Energy Consumption in Operation

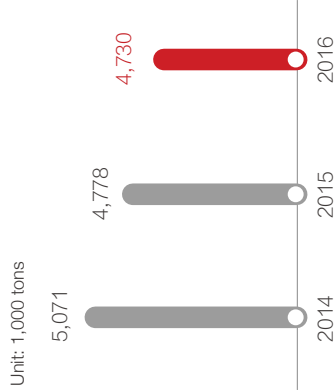
Monitoring and controlling energy consumption is the basis and an important part of energy management. In 2016, China Eastern improved its ground fixed energy consumption monitoring platform, ground mobile source detection platform, aviation fuel consumption statistical platform and other environmental management technology platform. The Company focused on the construction of ground energy consumption monitoring system. The system uses the framework of Shanghai's municipal monitoring platform, which will become a group-scaled platform to monitor energy use in building, mobile sources (vehicles, planes), and environment (air, sewage).

Pollution Prevention and Control

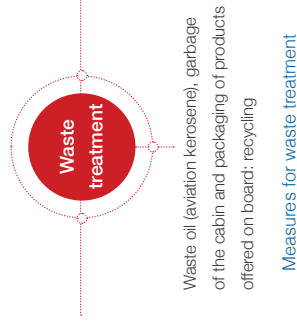
Pollution prevention and control is an important measure to achieve green development. We are keenly aware of the negative and destructive impact of environmental pollution. Therefore, we tried our best to properly handle waste and emissions to reduce the impact from the operational aspects on the environment, and create a harmonious ecological environment.

Waste Management

The Company strictly manages wastes generated in production and operation. According to *Law of the People's Republic of China on the Prevention and Control of Environment Pollution Caused by Solid Wastes*, *Regulations on the Safe Management of Hazardous Chemicals*, *Directory of National Hazardous Wastes (2016 Revision)*, *Law of the People's Republic of China on Prevention and Control of Water Pollution and Regulation on Urban Drainage and Sewage Treatment*, the Company has handled waste in a proper way. In 2016, the Company cooperated with municipal sewage treatment system to transform the 12 plots in the east part of Shanghai Hongqiao International Airport. Through the transformation, 9.5km of pipeline had been laid and 17 new monitoring wells had been built.



Discharge amount of sewage



Disposal of High-Pollution Vehicles

According to the requirements of the *Shanghai Clean Air Action Plan (2013-2017)*, *Regulations on the Prevention and Control of Air Pollution in Shanghai and the Opinions on Promoting the Prevention and Control of Atmospheric Pollution by Non-road Mobile Machinery in the Municipality*, the Company established a pollution vehicle disposal special leading group and working group to promote the disposal of high-pollution vehicles and other related work. In 2016, the Company completed scrapped work of all 144 yellow label vehicles, disposal of four high-pollution special vehicle, technical transformation of two cargo lift platform cars, help vehicles to meet Shanghai's emission standards.

Sustainable Utilization of Resources

We uphold the energy-saving principle in our daily operation, improve sustainable utilization of resources through saving resources include water, electricity and office paper. In 2016, Beijing Branch built rainwater recycling system in maintenance area by the west of Beijing Capital International Airport. The system mainly consists of permeable pavement, concave green space, rainwater storage facilities and water pouring system. The total storage capacity of the impounding reservoir reaches 677 cubic meters. Through China Eastern's technology for wide-body machine to use water wax dry cleaning instead of water washing, each machine can save about 70 tons of water from the next year.

5,210 tons

Water consumption year-on-year decrease

Enhancing Environmental Awareness

Energy-saving and environmental protection is closely related to daily work and life. China Eastern advocates and implements protection initiatives, calling on all employees to have a low-carbon lifestyle and to create a green office. Meanwhile, the environmental awareness to its passengers and the general public through a variety of activities in a bid to create a green Company launched a publicity campaign (from June 12 to 18) themed "Green Flight with Innovation in Low-Carbon", w employees' awareness of energy saving and emission reduction.



"World Earth Day" flash mob public welfare activity

On the World Earth Day on April 22, young employees from Qingdao Flight Department and Cabin Service Department of Shanghai Eastern Airlines participated in a public welfare flash mob show themed "Live and Cherish a Green Life" to tourists in Qingdao Liuting International Airport. The employees wore green uniforms show, low-carbon green shopping bags giving, the Company advocated the public to save resources and live a green life.

ANNIVERSARY

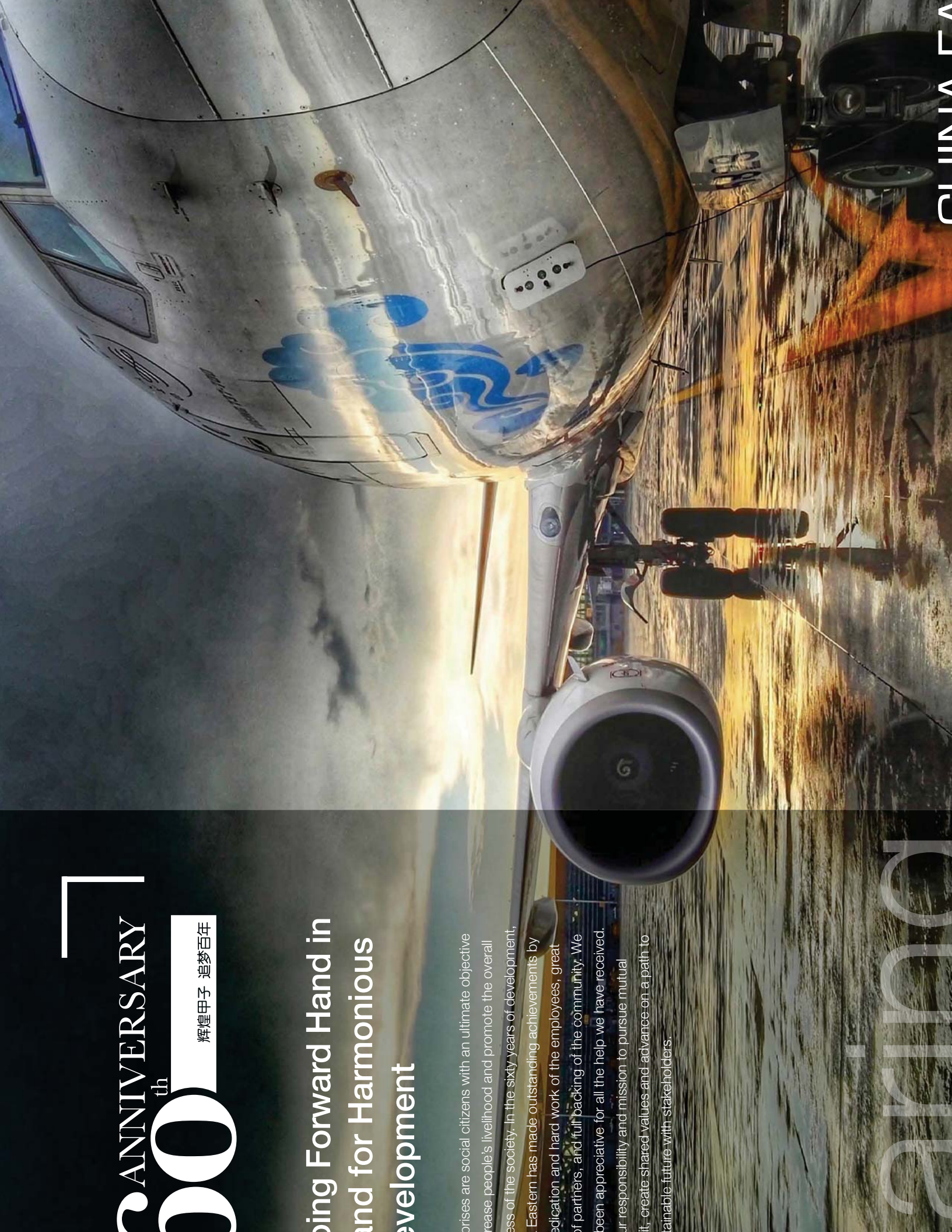
300th

辉煌甲子 追梦百年

Joining Forward Hand in Pursuing the Dream and for Harmonious Development

Enterprises are social citizens with an ultimate objective to improve people's livelihood and promote the overall well-being of the society. In the sixty years of development,

Eastern has made outstanding achievements by dedicating and hard work of the employees, great support of partners, and full backing of the community. We have been appreciative for all the help we have received. We will continue to fulfill our responsibility and mission to pursue mutual benefit, create shared values and advance on a path to sustainable future with stakeholders.



around

CHINA FA

Poverty Alleviation

Central Work Conference on Development-oriented Poverty Reduction and Fixed-point Poverty Alleviation by Central It Units, China Eastern has insisted on targeted poverty alleviation. By taking comprehensive consideration of the giving full play to the advantages as an airline, we have improved the scientific assistance system, innovated assistance rely arranged resource distribution. In order to realize comprehensive development of poverty-stricken areas, we have intelligence and technology, and provided information and policy support in multiple levels and forms.



General manager of China Eastern, conducted targeted poverty alleviation in the Autonomous County of Shuangjiang in Yunnan Province

4-17, G4-20

Developing a sustainable poverty eradication path through the model of poverty alleviation base

China Eastern has joined hands with China Foundation for Disabled Persons to create the project themed "Love Gathering – Rural Disabled Persons Poverty Alleviation Base". The project covers assistance-oriented ecological farms, plants for preliminary processing of tea, massage centers of the blind, rehabilitation centers for the disabled, and Hongyuan Chicken Farm of Shuangjiang County. The innovative business model has provided a new platform for the entrepreneurship of disabled people.

By now, 21 disable people have been offered new jobs in Nimen Ecological Farm, Yuning Tea Preliminary Processing Plant and Blind Massage Center based in Cangyuan Autonomous County, Mengdong Community Home-Based Elderly Care Center has served 2,420 disabled and aged people, offering another poverty alleviation path for locals.

- Establishing and improving systems
- Establishing and improving systems to complete the policy system
- Planning the working process, enhancing internal and external publicity and spreading poverty alleviation experience

Conducting poverty alleviation with aviation features

- Relying on the existing advantageous aviation resources to build up an aviation network at the border

Promoting targeted poverty alleviation

- Supporting local industrial development
- Conducting field surveys to learn about local conditions
- Constructing high-quality residence to supporting new-type agriculture

Promoting support for education

- Implementing Hands in education

Promoting transformation and development of local area

- Introducing products to promote in tourism

Information platform building

- Inviting local community assistance
- Dispatching to explore

Anti-poverty measures of the Company

Headquarters

Sahungjiang and Cangyuan Counties, Linjiang City, Yunnan Provinces

Gansu branch

Wangpu Township of Qinan County and Manlu Township of Linxia County, Tianshui City, Gansu

China Eastern Yunnan

Xiaozhongdian Town, Shangri-La City

China Eastern Jiang

Luowei Township, Sucheng District, Suqian City

Poverty alleviation points of the headquarters and different branches

China Eastern undertook professional tasks, including calibration for new airport in Cangyuan Va Autonomous County actively coordinated issues after the airport was put into use. On the October 25, Yunnan branch of China Eastern successfully completed the first flight test at Cangyuan Washan Airport, which was meaningful for promoting the fast and steady development of regional aviation.



Happiness with Employees

Contributors in corporate development. We are always devoted to promoting the well-being of employees and protecting ability to guarantee employees a sense of belonging and happiness. By fully motivating employees' enthusiasm and employees' wisdom and strength to form the great driving force for sustainable development of the Company.

Interests and Benefits

Interests of employees to the largest extent and providing them with proper benefits is conducive to the construction of a harmonious relationship. The Company strictly complies with the *Labor Law* and other regulations and international conventions on human resources to employment principles of equality and fairness, respects and protects human rights, and forbids child and forced labor.

Staff congress



Soliciting proposals
Meeting among team heads

Social network platforms



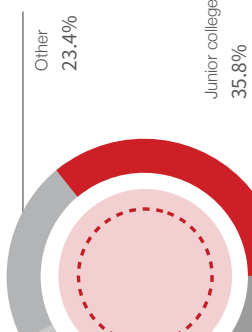
Voice of the youth
"Youth at China Eastern"
WeChat official account

Rational suggestions

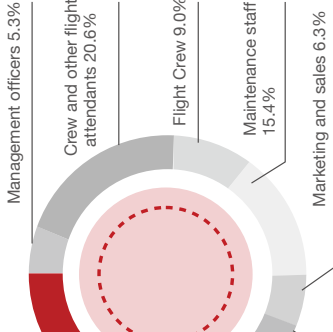


Evaluation experts offering
rational suggestions

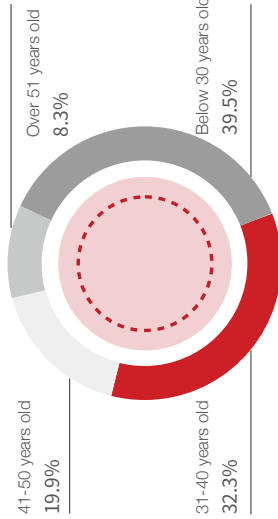
Channels for listening to employees



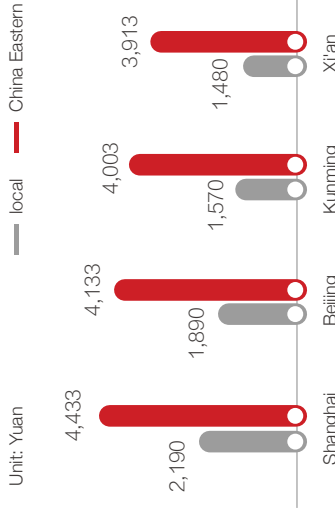
Academic background



Service employees



Ages



Unit: Yuan — local — China Eastern

Comparison of the starting salary of employees

In the year of 2016, in order to improve our service quality and capability, Employee Service Center promoted the E-evaluation system and developed the WeChat service platform to provide diversified online services for employees. Employee Service Center has been founded in Pudong District, Shanghai. Furthermore, a Dispatch Center has been founded in Pudong District, Shanghai, at fixed time and location for their convenient commuting and improved experience.

Enjoying Health and Safety

The Company strictly complies with laws and regulations as well as provisions in collective agreements on working condition and working hours, and arranges staff's working hours reasonably. We have constantly improved *Pilot Health Hierarchical Management Approach*, *Aircrew Physical Examination Records Management Regulations* and so on. Adhering to national regulations, the Company provides security protection facilities such as radiation-proof suits etc. for employees, organizes health and recuperation programs among pilots and flight attendants, conducts publicity about knowledge about occupational diseases, organizes regular health examinations and establishes health records for employees.

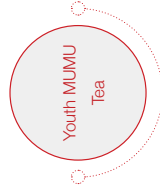
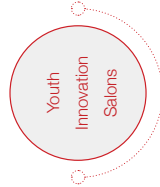
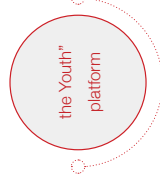
In 2016, the Company established 8 recuperation points with nearby ones included. 22,538 employees participated in the recuperation program.



Ways to improve the psychological health

Enjoying Excellence and Warmth

In 2016, in order to enrich employee's life and make more employees able to share our happiness, we organized diversified cultural and sports activities including reading and calligraphic workshops, the badminton match, singing competition etc.



Caring for young employees

Sharing Harmonious Community

The long-term and steady development of China Eastern is inseparable from the trust, understanding and support from all stakeholders and people in all walks of life. We are devoted to social welfare activities, and spread love and share the achievement of harmonious development with the society.

“Love in China Eastern” Public Welfare Campaign

To push improve the management of public welfare projects and their process, the Company strengthened volunteer management of public welfare projects, and formulated and improved the related regulations, such as *Management Measures on Application of “Love in China Eastern” Public Welfare Activities and Articles for “Love in China Eastern” Registered Volunteers*. The modes for volunteer activities which are divided into 5 categories and 18 subcategories including community service, student aid program, transportation and travel service, and significant guarantee program have been well-established, through which the Company provides care and help for vulnerable group continuously.

Eastern-Integrity Ticket ”

“Love in China Eastern • Integrity Ticket ” and Central Committee of Communist Youth League on agreement, through which China Eastern will “Integrity Tickets” for volunteers of “Western Project” in order to achieve the ideal of serving our country.

Eastern • Integrity Ticket ” won the bronze in Volunteer Service Project Competition, and is one of the 100 excellent projects selected by the State Council. China Eastern was awarded the title “Youth Integrity Action”.



Stakeholders

China Eastern is committed to providing financial pressure for aspiring young people who desire to know about the whole country. Additionally, it also teaches us to be responsible for the society.

A Fudan University Student from Xinjiang

“Seven-Color Classroom” program to bring fine arts, English and other classes to schools

Youth volunteer public welfare activities

Student aid

Inviting students to visit China Eastern and social science exhibition venues

Five forms of poverty alleviation through Education of “Love in China Eastern • Realizing the Dream of Gongxi



Yantai Sales Division held the second social welfare activity of “Love in China Eastern•Flying Together”



Serial public welfare activities of Yantai Sales Division on the anniversary of Huayangnian H

Guaranteeing Special Flights

As an essential part of the public transportation system and emergency rescue system, civil aviation plays an important role in ensuring the smooth progress of major events and the stable development of the society. China Eastern has been committed to the mission and made contributions to the development of the country, regions and social harmony by taking important transportation and emergency rescue flight missions.

Guaranteeing the flights of G20

From September 4 to 5, 2016, G20 Summit was held in Hangzhou. During the summit, the Company successfully accomplished 127 flights for VIP passengers and 48 chartered flights to guarantee the transport of 685 VIP passengers. The Company was highly praised by the Ministry of Foreign Affairs and embassies who entrusted China Eastern the flight mission.

Indicators	Unit	Data	
		2014	2015
ation	No.	497	535
f aircrafts	Years	6.10	5.42
turnover	Billion ton kilometers	16.12	17.82
f passengers carried	Million	83.81	93.78
and mail volume	Million tons	1.363	1.399
f routes	Routes	870	896
f countries and	No.	177	179
f destinations	No.	1,052	1,057
	Billion yuan	163,542	195,709
venue	Billion yuan	89,746	93,844
	Billion yuan	4,120	5,671
of aircrafts	Hours	9.88	10.03
s	Billion yuan	6,832	9,038
se	Billion yuan	2,580	3,205
pliance rate	%	100%	100%
f suppliers	No.	-	747
f dealers	No.	-	-
is	Million hours	1,625	1,804
er ten thousand hours	No.	0.074	0.025
on simulators	Hours	90,853	99,121
finance errors	No.	-	0
f frequent flyer	Million	23.00	26.00
f passenger in letter	No.	4,043	5,216
handling rate	Penny/rad	28.16	26.75
ility rate	%	67.11	68.09
notification rate of notification	%	93.0	94.3
sfaction	Points	90.77	88.11
			89.70

	Indicators	Unit	Data	
			2014	2015
Service	Copies of customer satisfaction questionnaire survey	Million	0.156	
	Complaints from passengers	No.	264	
	Complaints handling rate	%	100	
	Intelligent technology investment	Million yuan	-	
	The number of special passengers carried	No.	105,077	
	Coverage of self-service check-in machines in domestic terminals	%	86.9	
	Self-service check-in for domestic flights	%	-	
	Self-service check-in for international flights	%	-	
	Domestic destinations of connecting flights	No.	-	
	International destinations of connecting flights	No.	-	
Environment	CO ₂ emissions	Kilotons	14,986	
	Unit fuel consumption	Kg/100 passengers-km	3.72	
	Energy consumption per ten thousand yuan revenue	Tons of standard coal per 10,000 yuan	0.79	
	Energy consumption per revenue ton kilometers	Tons per ten thousand kilometer	2.95	
	Aviation fuel consumption	Kilotons	4,757.4	
	Manufacture gas consumption	1,000 m ³	292.9	
	Natural gas consumption	1,000 m ³	2,989.6	
	Gasoline consumption	Kiloliters	3,429.7	
	Diesel consumption	Kiloliters	13,694.0	
	LPG consumption	1,000 m ³	108.9	
	Other petroleum products	Tons	684.2	
	Electricity consumption	1,000 kWh	146,465.5	
	Water consumption	Kilotons	5,634.2	
	Total energy consumption	Tons of standard coal	7,085,339	
	The amount of sewage	Kilotons	5,071	
	The recycling quantity of aviation fuel	Tons	73.85	
	The quantity of hazardous wastes	Tons	0.3	

Indicator	Strategy Analysis
	G4-1 Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability
	G4-2 Provide a description of key impacts, risks, and opportunities
	Organizational Profile
	G4-3 Report the name of the organization
	G4-4 Report the primary brands, products, and service
	G4-5 Report the location of the organization's headquarters.
	G4-6 Report the number of countries where the organization operates, and names of countries where either the organization's significant operations or that are specifically relevant to the sustainability topics covered in the report
	G4-7 Report the nature of ownership and legal form
	G4-8 Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries)
	G4-9 Report the scale of the organization
	G4-10 Report the total number of employees by employment contract and gender
	G4-11 Report the percentage of total employees covered by collective bargaining agreements
	G4-12 Describe the organization's supply chain
	G4-13 Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain
	G4-14 Report whether and how the precautionary approach or principle is addressed by the organization
	G4-15 List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses
	G4-16 List memberships of associations (such as industry associations) and national or international advocacy organizations
	Identified Materials Aspects And Boundaries
	G4-17 a. List all entities included in the organization's consolidated financial statements or equivalent documents. b. Report whether included in the organization's consolidated financial statements or equivalent documents is not covered by the report
	G4-18 a. Explain the process for defining the report content and the Aspect Boundaries. b. Explain how the organization implemented the Reporting Principles for Defining Report Content
	G4-19 List all the material Aspects identified in the process for defining report content
	G4-20 For each material Aspect, report the Aspect Boundary within the organization
	G4-21 For each material Aspect, report the Aspect Boundary outside the organization
	G4-22 Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements
	G4-23 Report significant changes from previous reporting periods in the Scope and Aspect Boundaries
	Stakeholder Engagement
	G4-24 Provide a list of stakeholder groups engaged by the organization
	G4-25 Report the basis for identification and selection of stakeholders with whom to engage
	G4-26 Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process
	G4-27 Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns
	Report Profile
	G4-28 Reporting period (such as fiscal or calendar year) for information provided
	G4-29 Date of most recent previous report (if any)
	G4-30 Reporting cycle (such as annual, biennial)
	G4-31 Provide the contact point for questions regarding the report or its contents

Indicators	Unit	Data		
		2014	2015	2016
Students	No.	69,849	71,033	75,333
Foreign employees	No.	870	911	1,140
Ratio of female executives	%	6.89	6.99	8.68
Proportion of contract signing	%	100	100	100
New employees	No.	-	3,168	5,355
Employee turnover rate	%	4.3	Management officers 0.65 Professional and technical personnel 0.75 Flight Crew 1.2 Cabin crew 0.68 Sales staff 7.1 Finance staff 2 Ground service and others 6.2	Management officers 0.09 Flight Crew 0.26 Cabin crew and guard 0.62 Professional skill staff 0.46 Sales staff 0.29 Others 0.41
Percentage of participation in enterprise annuity	%	99.08	98.40	96.50
Employees physical	%	68.60	73.56	76.50
Percentage of social insurance	%	100	100	100
Percentage of enterprise annuity	%	-	91.26	87.2
Training	Million yuan	53.00	47.55	40.00
Training per capita	Hours	-	48	39
Training participants	No.	-	481,205	287,870
Reported injuries	No.	90	102	70
Reported death	No.	0	1	0
Personal suggestions	%	65.7	74.2	89.6
Participants in EAP	No.	-	450	1,300
"Love in China" projects	No.	620	530	1,257
Participants in public service projects	No.	42,147	26,119	48,440
People received help in China Eastern"	No.	40,034	40,166	90,999
Registered volunteers in China Eastern" projects	No.	-	451	4,694
Service hours of China Eastern"	1,000 hours	110.0	97.3	145.3
Union fund of China	Million yuan	4,700	5,662	10,336
Special flight	No.	-	106	204

Indicator	Page
e' option the organization has chosen	P83
policy and current practice with regard to seeking external assurance for the report	P2
structure of the organization, including committees of the highest governance body. Identify any division making on economic, environmental and social impacts	P19, P21
its values, principles, standards and norms of behavior such as codes of conduct and codes of ethics	P19
Management Approach	P39 -45, P47 -57, P59-63
generated and distributed	P12
level wage by gender compared to local minimum wage at significant locations of operation	P74
ct of infrastructure investments and services supported	P57
conomic impacts, including the extent of impacts	P32 -37, P60 -63, P76, P77
management Approach	P64-P69
nt or volume	P67
used that are recycled input materials	P69
thin the organization	P81
nsumption	P81
quirements of products and services	P67
by source	P67
s (GHG) emissions (Scope 1)	P81
use gas (GHG) emissions	P67
by quality and destination	P68
by type and disposal method	P68
ation of environmental impacts of products and services	P67-69
Assessment	
pliers that were screened using environmental criteria	P76

Indicator
Social
G4-DMA Generic Disclosures on Management Approach
Aspect: Employment
G4-LA1 Total number and rates of new employee hires and employee turnover by age group, gender and region
Aspect: Occupational Health And Safety
G4-LA6 Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related by region and by gender
G4-LA8 Health and safety topics covered in formal agreements with trade unions
Aspect: Training And Education
G4-LA9 Average hours of training per year per employee by gender, and by employee category
G4-LA10 Programs for skills management and lifelong learning that support the continued employability of employees and ass in managing career endings
Aspect: Diversity And Equal Opportunity
G4-LA12 Composition of governance bodies and breakdown of employees per employee category according to gender, age, minority group membership, and other indicators of diversity
Aspect: Supplier Assessment For Labor Practices
G4-LA14 Percentage of new suppliers that were screened using labor practices criteria
Human Rights
G4-DMA Generic Disclosures on Management Approach
Aspect: Supplier Human Rights Assessment
G4-HR10 Percentage of new suppliers that were screened using human rights criteria
Society
G4-DMA Generic Disclosures on Management Approach
Aspect: Local Communities
G4-SO1 Percentage of operations with implemented local community engagement, impact assessments, and development pro
Aspect: Anti-corruption
G4-SO4 Communication and training on anti-corruption policies and procedures
G4-SO7 Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes
Aspect: Supplier Assessment For Impacts On Society
G4-SO9 Percentage of new suppliers that were screened using criteria for impacts on society
Product Responsibility
G4-DMA Generic Disclosures on Management Approach
Aspect: Customer Health And Safety
G4-PR1 Percentage of significant product and service categories for which health and safety impacts are assessed for improve
Aspect: Product And Service Labeling
G4-PR5 Results of surveys measuring customer satisfaction
Aspect: Customer Privacy
G4-PR8 Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data

Indicator	Page	Description	
on the policies; and compliance with relevant laws and regulations that have a significant impact on the environment, including greenhouse gas emissions, discharges into water and land, and non-hazardous waste emissions and respective emissions data	P66-69	No statistics for now	
	/		
	P81		
	P68		
	/		
	P67		
	P68		
	Resources		
	the efficient use of resources, including energy, water and other raw materials		P66-69
	total energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and production volume, per facility)		P67, P81
in total and intensity (e.g. per unit of production volume, per facility)	P69		
energy use efficiency initiatives and results achieved	P67-69		
whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives	P69		
material used for finished products (in tonnes) and, if applicable, with reference to per unit	/	Not applicable	
Environment and Natural Resources			
minimising the issuer's significant impact on the environment and natural resources	P34, P66-69	No statistics for now	
significant impacts of activities on the environment and natural resources and the actions	P34, P67		
Other Practices			
t			
on the policies; and compliance with relevant laws and regulations that have a significant impact on the environment, including compensation and dismissal, recruitment and promotion, working hours, diversity, anti-discrimination, and other benefits and welfare	P54-55, P74		
gender, employment type, age group and geographical region	P74		
ate by gender, age group and geographical region	P82		
Safety			
on the policies; and compliance with relevant laws and regulations that have a significant impact on the environment, including providing a safe working environment and protecting employees from work-related fatalities	P74		
work-related fatalities	P82		
rk injury	/		

Indicator	Page	Description
KPI B2.3-Description of occupational health and safety measures adopted, how they are implemented and monitored	P37,	
Aspect B3-Development and Training		
General Disclosure-Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities	P74-	
KPI B3.1-The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	/	
KPI B3.2-The average training hours completed per employee by gender and employee category	P55	
Aspect B4-Labour Standards		
General Disclosure-Information on the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer, relating to preventing child and forced labour	P74	
KPI B4.1-Description of measures to review employment practices to avoid child and forced labour	P74	
KPI B4.2-Description of steps taken to eliminate such practices when discovered	/	
Operating Practices		
Aspect B5-Supply Chain Management		
General Disclosure-Policies on managing environmental and social risks of the supply chain	P76	
KPI B5.1-Number of suppliers by geographical region	P76	
KPI B5.2-Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored	P76	
Aspect B6-Product Responsibility		
General Disclosure- Information on the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress	P23,	
KPI B6.1-Percentage of total products sold or shipped subject to recalls for safety and health reasons	/	
KPI B6.2-Number of products and service related complaints received and how they are dealt with	P52	
KPI B6.3-Description of practices relating to observing and protecting intellectual property rights	P52	
KPI B6.4-Description of quality assurance process and recall procedures	/	
KPI B6.5- Description of consumer data protection and privacy policies; how they are implemented and monitored.	P23	
Aspect B7-Anti-corruption		
General Disclosure- Information on the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer, relating to bribery, extortion, fraud and money laundering	P22	
KPI B7.1-Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases	/	
KPI B7.2-Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored	P22	
Community		
Aspect B8-Community Investment		
General Disclosure-Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests	P72,	
KPI B8.1-Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	P72- P78-	
KPI B8.2-Resources contributed (e.g. money or time) to the focus area	P72-	

Statement of Corporate Social Responsibility Report

TUV NORD' has been commissioned by the management of China Eastern (China Eastern' for short) to carry out an independent assurance of the 2016 Corporate Social Responsibility Report ('report' for short).

TUV NORD is responsible for the collection, analysis, aggregation and presentation of information on China Eastern's responsibility in performing this work (assurance of the report) is in accordance with the terms of reference agreed in the scope of engagement with China Eastern. China Eastern has provided users of this statement.

Based on the assumption that the data and information provided in the report is

This report is the eighth CSR report for China Eastern, and it's the first time for China Eastern to give independent assurance.

TUV NORD created the accuracy and reliability for key performance, information and management assurance happened in 2016.

TUV NORD's address is in No.99, the third airport road, Changning district, Shanghai, where China Eastern is located. And we didn't visit other branch, Subordinate units or the site of Projects.

During the collection, analysis, aggregation of the information and data.

The economic data had been audited by the third party, we won't do double audit this time; the Report was done on 15-17.03.2017.

Methodology

TUV NORD is including following activities:

1. Document information which provide by China Eastern;

2. The person who collected the report information;

3. We checked websites and media reports, verify the data and information through sampling

TUV NORD Sustainability Reporting Guideline(G4) on balance, comparability, accuracy, timeliness, objectivity, and give the evaluation;

4. TUV NORD Assurance methodology;

5. TUV NORD Assurance activity is based on TUV NORD CSR report assurance management procedure.

Conclusion

TUV NORD Report provide an appropriate and objective view of the sustainability & social performance in 2016. The data in report is reliable and objective, TUV NORD didn't find any substantial error, Which meets the disclosure requirement of G4 core option.

- The structure of report is complete, the revealed information is clear, easy-understanding.
- The report take "For our common sustainable development" as theme, take 'Innovation, green, open, sharing' and industry key issue safety as frame, reveal China Eastern Corporate Social Responsibility practice, result and typical cases; in addition, it attached 3 years key performance indicators can be comparable;
- Determining material aspects through stakeholder survey, which feedback stakeholders' needs and attention.

Suggestion for Improvement

Through assurance and evaluation, we had following improvement suggestion on CSR practice and management:

- For the key performance indicators in the environmental, social and governance report of the HKEX, it is necessary to establish a clear objectives, responsible person and accountability;
- Suggest further reveal the overseas practice of accountability;
- The analysis of the key performance could be strengthened.

Special Statement

This statement excluding:

- The activity outside information reveal;
- The position, idea, faith, object, future developing direction, and promise which stated by China Eastern Company.

Statement of Independence and Competence

TUV NORD Group is the world's leader in inspection, testing and verification, operating in 70 countries throughout the world and providing services which includes management product certification; quality, environmental, social and ethical auditing and training; environmental responsibility and sustainability report assurance.

TUV Asia Pacific Ltd. affirms its' independence from China Eastern and confirms that there are no conflicts of interest with the organization or any of its subsidiaries and stakeholders when providing assurance of the Report. TUV Asia Pacific Ltd. was not involved in any manner with China Eastern in the latter was preparing the Report.



The team leader: 黄莉

Date :23.03.2017



The Authorized person: 宋海宁

Date: 23.03.2017

China Eastern Airlines Corporate Social Responsibility Report 2016. To enable our report to more systematic and
ful information, to facilitate monitoring of the CSR work and to improve the Company's management and practice of
ly await your opinions and suggestions.

ed mail it to us according to the following address:

Publicity Department of China Eastern Airlines

021-62686883 E-mail: ceanews@163.com

No.3 Road, Changning District, Shanghai(200335)

Legend: C Government D Community E Partners F Media G Social group H Other (please note)

China Eastern Airlines Corporate Social Responsibility Report 2015?

Fair D. Poor E. Very poor

China Eastern's social responsibility performance of economy, environment and society?

	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor
	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor
y	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor

this report in responding and disclosing the issues that draw the stakeholders' attentions?

Fair D. Poor E. Very poor

data and indicators disclosed in this report are accurate, clear and complete?

	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor
	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor
	A. Very good	B. Good	C. Fair	D. Poor	E. Very poor

the content and design of this report for reading?

	A. Good	B. Fair	C. Poor
	A. Good	B. Fair	C. Poor

Comments for China Eastern's social responsibility work and this report:

60th Anniversary of China Eastern



Scan the QR code to get more stories
about sustainability of China Eastern



The report is printed on environmentally friendly paper