

# 国际万达 百年企业

International Wanda Centennial Business





# 目 录

## CONTENTS

董事长致辞 <b>Chairman's Message</b>	05
企业简介 <b>Group Introduction</b>	07
报告概况 <b>Report Overview</b>	08
2014 年企业社会责任实践 <b>2014 CSR Practices</b>	10
创造就业 <b>Job Creation</b>	11
支持创业 <b>Supporting Entrepreneurship</b>	12
缴纳税收 <b>Tax Contributions</b>	14
绿色环保 <b>Sustainability</b>	15
行业贡献 <b>Industry Support</b>	17
慈善捐赠 <b>Philanthropy</b>	19
振兴足球 <b>Promoting Football</b>	21
义工服务 <b>Volunteer Work</b>	23
关爱员工 <b>Employee Benefits</b>	25

人生追求的最高境界是精神追求  
企业经营的最高层次是经营文化

“The highest life pursuit is that of the spiritual, and the highest level of business management is the management of culture.”





## 董事长致辞

### Chairman's Message

**王健林**  
**Wang Jianlin**  
大连万达集团董事长  
Chairman of  
Dalian Wanda Group

不管党和国家是否对万达提出要求，也不管人民群众是不是对万达提出要求，我们对自己的要求，就是要做中国民营企业的代表和典范。万达就是应该做既有规模、又有品牌、又有良好社会责任形象的企业，让世界看到，中国的民营企业就是这样的。

万达已经是世界级企业，为什么还要发展？我为什么还在奋斗？社会企业就是我们的答案。万达的发展，不光是为自己，更是为社会做贡献，奋斗创造的财富最终要还给社会。

Irrespective of any requirements put towards Wanda Group by the Party, the national government, or the general public, we demand of ourselves that we serve as both a representative and a model among Chinese private enterprises. Wanda Group should be a company that integrates large-scale operations with a notable brand, as well as an excellent image in terms of social responsibility. We should allow the world to see that this is precisely what Chinese private companies are like.

Wanda Group is already a world-class organization. Why does it need to continue developing? Why am I still striving onwards? Our answer lies in the concept of the social enterprise. Wanda Group's development isn't merely for the organization itself. More than this, it is for the sake of giving back to the community – the wealth that we create will ultimately be returned to society.



万达愿景：  
**国际万达 百年企业**

Wanda's vision:  
**International Wanda Centennial Business**

万达使命：  
**共创财富 公益社会**

Wanda's mission statement:  
**Creating mutual prosperity  
through social welfare**



## 企业简介

### Group Introduction

大连万达集团创立于1988年，形成商业地产、高级酒店、连锁百货、文化旅游四大产业。2014年，企业资产5341亿元，年收入2424.8亿元，净利润同比大幅增长。已在全国开业109座万达广场、71家酒店（其中68家五星级酒店）、99家百货店、90家量贩KTV，同时今年新开业影城40家。

万达商业地产公司2014年12月23日在香港成功上市，募集313亿港元，是全球历史上最大的房地产IPO，也是香港2014年最大的IPO。万达电影院线股份有限公司于2015年1月22日在深圳证券交易所中小板挂牌上市，是首家登陆A股的院线公司，成为“中国院线第一股”。

2020年目标：企业资产1万亿元，收入6000亿元。

Founded in 1988, Dalian Wanda Group currently operates in four key industries, including commercial properties, culture & tourism, e-commerce and department stores. In 2014, the Company had assets of RMB 534.1bn, with annual income of RMB 242.48bn. Its net profit jumped substantially compared with a year ago. Dalian Wanda Group now operates 109 Wanda Plazas, 71 hotels (68 of which are five-star hotels), 99 department stores, and 90 KTV's in China.

Wanda Commercial Properties Co., Ltd. successfully completed its IPO in Hong Kong on December 23, 2014, raising HK\$ 31.3bn. It is the world's largest real estate IPO in history, and Hong Kong's largest IPO for 2014. Wanda Cinema Line Co., Ltd. listed on the SME Board of the Shenzhen Stock Exchange on January 22, 2015, and became the country's first cinema company to list on the A-share market as well as the first cinema company to complete an IPO in China.

The Company's 2020 target: RMB 1 trillion in assets, and RMB 600 billion in annual revenue.

# 报告概况

## Report Overview



### 报告简介 Report Summary

本报告回顾了万达集团 2014 年承担企业社会责任的做法及绩效，搭建起与各利益相关方沟通的平台。

This report reviews Wanda Group's practice and performance in carrying out corporate social responsibility in 2014, and helps build a platform for communication with various stakeholders.



### 编制原则 Basis of Preparation

万达集团进行利益相关方识别，关注利益相关方的要求与期望，理解、分析行业、社会、全球环境下的机遇与挑战，充分考虑公司的四大产业以及整体运营情况，确定报告内容所应包含的实质性议题，从而形成本报告。

Wanda Group has identified relevant stakeholders, focused on stakeholders' demands and expectations, understood and analyzed opportunities and challenges in the industry, social and global context, and taken full consideration of the company's four major industries as well as overall operation in determining the substantive topics to be included in the report. The report is thus formed.



### 时间范围 Reporting Period

本报告为年度报告，报告期为 2014 年 1 月 1 日至 2014 年 12 月 31 日。

This report is an annual report. The reporting period is from January 1, 2014 to December 31, 2014.



### 报告范围 Report Scope

以集团公司为主体，同时涉及部分子公司。

The report mainly focuses on the group Company and covers some of its subsidiaries.





## 数据来源 Data Source

报告中所使用数据均来自万达集团正式文件和统计报告。

Data used in the report comes from the official documents and statistical reports of Wanda Group.



## 指代说明 Explanation of Abbreviations

为便于表述，“大连万达集团股份有限公司”在报告中也以“万达集团”、“万达”、“集团”或“公司”表示。

For ease of presentation, "Dalian Wanda Group Co., Ltd." in this report is also referred to as "Wanda Group", "Wanda", the "Group" or the "Company".



## 报告获取 How to obtain this Report

您可在万达集团网站下载报告的电子文档。

网址为：<http://www.wanda.cn>。

You can download the electronic version of this report from Wanda Group's website: <http://www.wanda.com>

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# 2014

## 企业社会责任实践

2014 Corporate social responsibility practice

2014年，万达集团在企业快速发展的同时，积极履行社会责任，在创造就业、支持创业、慈善公益、缴纳税收、绿色环保等方面成绩突出，走在全国企业的前列，交出一份优秀的企业社会责任成绩单。

In 2014, while growing quickly, Wanda Group actively fulfilled their social responsibilities, and posted excellent performance in job creation, supporting entrepreneurship, philanthropy, tax contributions, sustainability and other areas. It led its peers in China and produced an excellent report card of corporate social responsibility.

## 创造就业 Job Creation

万达是全国创造就业贡献最大的企业。2014年万达开业24个万达广场、18家五星级酒店、新增城市服务业就业岗位14.6万人，招聘大学生42468人；其中万达集团新招聘员工13566人，大学生7251人。

就业是民生之本，特别是大学生就业关系千家万户，全社会极为关注。在大学生就业难的社会大背景下，万达集团一直将创造大学生就业岗位作为企业承担社会责任最重要的内容，主动要求各下属公司增加大学生招聘数量。近5年来，万达集团是全国创造大学生就业岗位最多的企业。已开业万达广场提供的直接就业岗位达到了44.9万个，其中大学生占到12.9万个。

Wanda is the biggest contributor to job creation among all the companies in China. In 2014, Wanda opened 24 Wanda Plazas and 18 five-star hotels, created 146,000 jobs in the urban services sector, and recruited 42,468 college graduates. Specifically, Wanda Group employed 13,566 persons, 7,251 of which were college graduates.

Employment is essential to people's livelihoods. In particular, the employment situation of college graduates affects a huge number of families and receives significant attention from the whole society. Against the grim employment situation of college graduates, Wanda Group has always considered creating positions for graduates as the most important part of its social responsibilities and makes sure its affiliated companies increase the number of college graduates recruits. Wanda Group has created the most jobs for college graduates among all the companies in China over the past five years. The Wanda Plazas under operation have directly created 449,000 positions, 129,000 of which are for college graduates.



## 支持创业

### Supporting Entrepreneurship

为支持大学生创业，万达集团于 2013 年 9 月 7 日推出支持大学生创业十年计划，即从 2013 年到 2022 年，累计投入不超过 5 亿元，提供约 500 个万达广场店铺，支持 1000 名大学生创业。

On 7 September 2013, Wanda Group unveiled a 10-year program to support entrepreneurship by recent college graduates. From 2013 to 2022, Wanda will invest RMB 500mn and provide about 500 stores to support 1,000 students to build their own businesses inside Wanda Plazas.



为了更好地为创业大学生提供保障，万达除了提供资金，还以专业人才和专业服务更实在地支持大学生创业，帮助大学生提高创业成功率。在寸土寸金的万达广场，创业计划项目的团队能以最低的价格拿到最好的店铺位置。为提高年轻人创业的成功率，万达集团为其选择了成本低、收益大，尤其适合入门级创业的行业。

为弥补应届毕业生缺乏创业经验的缺陷，王健林创造性地提出了“导师制”——为每个刚刚起步的创业团队配备两位贴身保姆一样的创业导师：一位是所在万达广场的招商运营副总，提供店铺运营方面的支持和帮助；另一位是万达聘请的具有相关创业经验的品牌商。大学生创业团队在遇到问题时可以随时向两位导师求助，导师会及时协助解决问题。同时，万达集团将大学生创业团队的成功率纳入商管公司和所在万达广场的考核指标，要求大学生创业成功率要超过 80%。

2014 年，首批来自 10 所高校的创业大学生，已在 22 座万达广场成功创业，95% 的创业店铺效益良好，创造大学生创业成功率的奇迹。

作为大学生创业计划的发起人，万达集团董事长王健林表达了对于大学生十年创业计划的期望：“万达支持 1000 名大学生创业，是在投资未来。10 年、20 年之后，不敢说造就几个王健林，只要能出几个像样的企业家，这 5 个亿就没白花。”

On 7 September 2013, Wanda Group unveiled a 10-year program to support entrepreneurship by recent college graduates. From 2013 to 2022, Wanda will invest RMB 500mn and provide about 500 stores to support 1,000 students to build their own businesses inside Wanda Plazas.

To better support college students who build their own business, in addition to providing capital, Wanda also supports student entrepreneurs with professional talents and services to give them a higher likelihood of succeeding. At Wanda Plazas where rents are sky-high, entrepreneurship program teams can get the best store location at the lowest rents. To make it more likely for young people to succeed when starting their own business, Wanda Group chooses industries with lower costs and higher returns (especially those suitable for entry-level entrepreneurs) for them.

To help compensate for the lack of entrepreneurial experience of fresh graduates, Wang Jianlin has creatively proposed the "mentor system", under which each starting entrepreneurship team is equipped with two mentors: one is a Deputy General Manager in charge of business attraction and operations at Wanda Plazas, who will provide support and assistance in store operations, and the other is a brand owner with relevant entrepreneurial experience hired by Wanda. When encountering problems, college student entrepreneurial teams can ask their two mentors for help and their mentors will help them solve problems in a timely manner. Meanwhile, Wanda Group includes the success rate of college student entrepreneurial teams into the assessment indicators of business management companies and Wanda Plazas where they are located in, and demands that the success rate of college students' entrepreneurship programs be above 80%.

In 2014, the first batch of students from 10 universities successfully built their own business at 22 Wanda Plazas, 95% of which had quite good profits, generating an excellent success rate.

"Wanda's support for 1,000 college students to build their own business is an investment in the future," said Wang Jianlin, Chairman of Wanda Group and sponsor of the college student entrepreneurship program, expressing his expectations on the 10-year program. "Ten years or twenty years later, I dare not say how many entrepreneurs like myself will emerge, but as long as there will be several credible entrepreneurs, the investment will be very worthwhile."



## 缴纳税收 Tax Contributions

2014年，万达集团纳税274.2亿元，同比2013年增长21%，纳税额在全国民营企业中继续名列前茅。

In 2014, Wanda Group was one of the top taxpayers among private enterprises in China, paying RMB 27.42bn in taxes, up 21% from 2013.



万达广场能为所在城市创造持续巨额税收，如上海五角场万达广场年纳税约4亿元。

Wanda Plazas generate a large amount of tax revenue for their respective locations. Shanghai Wujiaochang Wanda Plaza, for example, paid out more than 300 million yuan (\$48 million) in taxes on sales of 3.3 billion yuan (\$530 million) in 2011.



2014年2月，泉州浦西万达广场投资有限公司获省“2013年度民营企业纳税百强”。

In February 2014, Quanzhou Puxi Wanda Plaza Investment Co., Ltd. was awarded "Top 100 taxpayers among private enterprises in Fujian for 2013".

## 绿色环保 Sustainability

万达在绿色环保方面的成就遥遥领先于国内其他企业。2014年，万达集团共有67个项目获得国家住房和城乡建设部“绿色建筑设计”认证；17个万达广场获得住建部“绿色建筑运行”认证，占当年全国总数的30%。

万达的慧云平台是万达集团提出的智能化广场标准之一，它把消防、安防、设备、运营和节能管理等16个智能化子系统集成在平台上，实现了机电系统的可视化、智能化管理，对保障机电系统安全可靠运行、提高运营品质、减少能源消耗和降低人员成本等具有重要意义。2014年，万达集团已完成对20个已开业万达广场的慧云系统改造，2016年将完成所有已开业万达广场慧云系统的改造。

Wanda is far ahead of its domestic peers in environmental protection. In 2014, Wanda Group had a total of 67 projects that obtained the "Green Building Design" certification issued by the Ministry of Housing and Urban-Rural Development (MoHURD); 17 Wanda Plazas obtained the "Green Building Operation" certification issued by the MoHURD, accounting for 30% of the total number of certified buildings nationwide.

Wanda's Smart Cloud Platform is one of the criteria for smart plazas proposed by Wanda Group. It integrates 16 smart management systems, including fire-fighting, security, equipment, operations and energy conservation into one platform, so as to conduct visual and smart management of the electromechanical system. It has important significance on ensuring safe and reliable operations of the electromechanical system, improving operations quality, reducing energy consumption and cutting labor costs. Wanda Group completed the Smart Cloud System installation at 20 of its Wanda Plazas in 2014 and will complete installation in all of its opened Wanda Plaza properties by 2016.



2014年，在以推动商业可持续为宗旨的“中国绿公司百强”评选中，万达因“文化、经济、环境、社会、创新”五项指标的综合表现优秀，且在“创新”单项上表现突出，连续第五年进入“2014中国绿公司百强榜”。

In 2014, in the assessment activities of "China's Top 100 Green Companies" which aims at promoting the sustainable development of commerce, Wanda was among "China's Top 100 Green Companies for 2014" for the fifth consecutive year on the back of its excellent overall performance in five areas including "culture, economy, environment, society and innovation" and outstanding performance in the area of "innovation".

2014年3月28日，“第十届国际绿色建筑与建筑节能大会暨新技术与产品博览会”在北京国际会议中心召开。万达集团连续四届作为顶级赞助商深度参与大会各项活动，承办“大型商业建筑的节能与监管”分论坛。

On 28 March 2014, the "Tenth International Conference on Green and Energy-efficient Building & New Technologies and Products Expo" was held at Beijing International Convention Center. Wanda Group participated in the activities of the conference as a top sponsor for the fourth consecutive time and was responsible for the "Energy conservation and Supervision of Large Commercial Buildings" section.

万达广场慧云智能化管理系统正式获得软件著作权登记证书。

Wanda Plaza's Smart Cloud Management System officially obtained a software copyright registration certificate.

2014年3月29日20时30分，一年一度的“地球一小时”全球性环保活动正式开始，万达酒店及度假村管理有限公司携旗下16家自营品牌酒店以不同的形式参与了这项活动，旨在宣传环保理念，为改善地球环境贡献自己的一份力量。

At 20:30pm on 29 March 2014, the annual global environmental protection initiative "Earth Hour" officially began. Wanda Hotels & Resorts Co., Ltd., together with 16 hotels under Wanda's own brands, took part in the initiative to make their own contribution to improving the global environment.





## 行业贡献 Industry Support

2014年3月23日，“万达集团商业地产系列丛书”——《商业地产的投资与建设》和《商业地产的运营管理》在北京王府井书店举行首发仪式。丛书是国内首部由企业编写的商业地产教科书，也是中国商业地产实践升华为理念的大作，全面解密了万达商业地产成功之道，对于提高中国商业地产行业专业化水平、推动行业健康发展将发挥积极作用。万达董事长王健林表示，万达作为商业地产的领军企业，在商业地产行业摸爬滚打十几年，积累了丰富的经验，有责任把商业地产的“真经”和盘托出，让涉足这个领域的企业和从业人士少走弯路，少交学费。

On 23 March 2014, the "Wanda Group Commercial Real Estate Series" - Commercial Real Estate Investment and Development and Commercial Real Estate Operation and Management - was officially launched at the Beijing Wangfujing Bookstore. The series, compiled and written by the enterprise, is China's first series of textbooks on commercial real estate. They also serve to raise China's commercial real estate practice to a philosophy. The textbooks comprehensively decodes Wanda's road to success in commercial real estate, and is expected to have a positive impact on improving the professional standards of the commercial real estate sector in China, while advancing sound industry growth. Wanda's Chairman Wang Jianlin said that Wanda is a leading enterprise in commercial real estate, and a veteran, having accumulated much experience in over a period of more than a dozen years in the sector. Therefore, it has a duty to fully disclose the "true workings" of commercial real estate so that enterprises and practitioners involved in this field will not have to take a tortuous path and learn about the industry the hard way.



丛书梳理了商业地产全链条的操作方法，详细介绍了万达商业地产 14 年发展的基本要素和规律，以及决策依据的调查方法和工具，完整反映万达的决策过程和结果，具有极强的是专业性和实用性。

“万达集团商业地产系列丛书”上市后受到高校及商业地产行业的关注和认可。短短一周内，已被清华大学、武汉大学、南京大学、浙江大学、山东大学等高校图书馆收录，北京大学、中国人民大学、南开大学、复旦大学等高校也已将其列入收录计划，预计收录该书的大学将达百所。

自首发以来，“万达集团商业地产系列丛书”引发读者的订购热潮，接连斩获北京王府井、西单图书大厦经管类图书周榜冠军。两本书已发行 5 万册，创下近年来同类书籍发行量的纪录。

The series puts in order the modes of operation of the entire commercial real estate chain. It presents in detail the basic elements and rules of Wanda's development in commercial real estate over a 14-year period as well as investigation methods and tools adopted for the basis of decision making, completely reflecting the company's decision making process and results. The series has strong professionalism and practicability.

After its debut, the "Wanda Group Commercial Real Estate Series" attracted attention and received recognition from institutes of higher learning as well as the commercial real estate sector. Within a week, it was incorporated into the collection of the libraries at Tsinghua University, Wuhan University, Nanjing University, Zhejiang University, Shandong University and other universities. Peking University, Renmin University of China, Nankai University, Fudan University and top schools have also put the series in their libraries. It is forecast that close to 100 universities will include the textbooks in their collections.

Since its first release, the "Wanda Group Commercial Real Estate Series" has triggered a surge in orders from readers, and was ranked weekly bestseller among books related to management in Beijing Wangfujing Bookstore and Beijing Book Building in Xidan. 50,000 copies of the two textbooks have been published, setting a record for books in similar categories in recent years.



由华夏时报和中国商业地产联盟主办的“万达集团商业地产系列丛书专家研讨会”在京举行。

The "Wanda Group Commercial Real Estate Series Expert Seminar" was jointly held by the China Times and China Commercial Real Estate Association in Beijing.



万达集团向清华大学经管学院赠书

Wanda Group's book presentation to Tsinghua University School of Economics and Management

## 慈善捐赠

### Philanthropy

2014年，万达集团在企业经营取得巨大成就的同时，万达公益慈善也交上了一份完美答卷。贵州丹寨包县扶贫项目启动、首批创业大学生万达广场成功创业……2014年万达公益慈善突出模式创新。不含丹寨扶贫，累计现金捐赠达3.2亿元。

2014年12月，万达与国务院扶贫办、贵州省政府签订了在丹寨县投资10亿元的扶贫开发协议，开创了中国企业包县扶贫的新模式，国务院扶贫办主任刘永富称之为“中国扶贫模式的创新之举”。万达计划5年投入10亿、实现丹寨农民人均收入翻番。其中一项重要内容就是招聘1000名丹寨户籍员工及招聘1万名丹寨籍农民工到与万达合作的施工企业务工。

In 2014, while having achieved great success in its business operations, Wanda also turned in a perfect score in philanthropy. Breakthrough innovations were made in philanthropy such as the initiation of the Danzhai County poverty alleviation development program in Guizhou province and the success of the college entrepreneurship program at Wanda Plazas in 2014. Excluding the Danzhai County poverty alleviation program, total cash donations amounted to RMB 320 million.

In December 2014, Wanda and the State Council Poverty Alleviation Office as well as the Guizhou Provincial government signed a poverty alleviation development agreement to invest RMB 1bn in Danzhai County, establishing a new poverty alleviation model in which a Chinese enterprise helps engender development in a county by way of investment. Liu Yongfu, Director of the State Council Poverty Alleviation Office called this an "innovative move for China's poverty alleviation model". Wanda plans to invest RMB 1bn over a five-year period to double the per capita income of farmers in Danzhai. An important item of the program includes recruiting 1,000 individuals to work at Wanda Group's companies and 10,000 farmers from Danzhai to work for subsidiaries of Wanda's strategic partners.



2015年1月24日，万达集团丹寨定向招聘会在丹寨县举行。

On 24 January 2015, Wanda Group's Danzhai targeted held a job fair in Danzhai County.



2014年10月17日，是中国首个“扶贫日”。当天，国务院召开全国社会扶贫工作电视电话会议，万达集团董事长王健林被评为全国社会扶贫先进个人并作为获奖代表接受表彰。

17 October 2014 was China's first "Poverty Alleviation Day". That day, the State Council convened a national social poverty alleviation work meeting via a video conference, and Wanda' Chairman, Wang Jianlin was recognized as an excellent person in national social poverty alleviation, and accepted commendation on behalf of award recipients.

2014年8月3日，云南省昭通市鲁甸县发生6.5级地震，万达集团立即召开紧急会议，决定通过中华慈善总会向鲁甸县民政局捐款1000万元，帮助灾区抗震救灾。

On 3 August 2014, a 6.5 magnitude earthquake hit Ludian County, Zhaotong in Yunnan Province. Wanda Group assembled an emergency meeting and decided to donate RMB 10mn to the Ludian County Department of Civil Affairs via China Charity Federation to help with earthquake relief in the disaster hit area.



2014年10月15日，万达集团捐赠1亿元用于建设四川师范大学广元万达中学。

On 15 October 2014, Wanda Group donated RMB 100mn to construct Sichuan Normal University Guangyuan Wanda Secondary School.



## 振兴足球

Promoting football

万达集团与足球渊源颇深，1993年就参与了中国足球职业化改革，成立了中国第一支职业足球俱乐部——大连万达足球俱乐部，迄今仍保持中国顶级联赛连续55场不败的纪录，是中国最成功的职业足球俱乐部之一。

2011年，万达集团与中国足协签订协议，全面支持中国足球振兴，其中最重要的内容就是“中国足球希望之星”青少年赴西班牙留学项目。该项目支持中国青少年足球人才赴西班牙马德里竞技、瓦伦西亚、比利亚雷亚尔足球俱乐部留学，培养中国足球希望之星，努力振兴中国足球。目前，留学青少年的合同已续签为6年，在西班牙留学的中国青少年足球人才已达90人，而且每年将增加30人。到2017年，在西班牙留学的中国青少年足球人才将达180人，万达每年赞助的费用约2000万欧元。

2014年3月上旬，万达集团董事长、中国足协顾问王健林先生借访欧之机，专程前往西班牙马竞、比利亚雷亚尔和瓦伦西亚俱乐部看望在那里训练的小球员，并向每个孩子赠送了顶级巴西世界杯专用战靴，激励这些足球少年刻苦训练，为国争光。

Wanda Group has a long history with football. In 1993, it participated in the professional reform of football in China, establishing the first professional football club in China - Dalian Wanda Football Club, which still maintains a 55 consecutive undefeated record in China's premier league today. It is one of the most successful professional football clubs in China.

In 2011, Wanda Group and the Chinese Football Association entered into an agreement to support the promotion of Chinese football, of which an important program was to send young Chinese football talents to Spain for overseas training. The project supports young footballers being sent to train at Club Atlético de Madrid, Valencia, and Villarreal Club de Fútbol, with the aim of developing into future football stars. Currently, contracts for the footballers have been renewed to six years. There are 90 youngsters training in Spain, with 30 more expected to join each year. By 2017, the number of young Chinese footballers training in Spain is expected to reach 180. Annual expenses sponsorship fees by Wanda amount to approximately EUR 20mn.

In early March 2014, Wanda's Chairman and advisor to the Chinese Football Association, Wang Jianlin took the opportunity, while visiting Europe, to make a special trip to Club Atlético de Madrid, Valencia, and Villarreal Club de Fútbol, to visit the young footballers training at these clubs, and to present special football boots from the Brazil World Cup to each child, encouraging the youngsters to train hard and make their country proud.



2014年3月，王健林董事长访问西班牙皇家马德里俱乐部，并看望在此训练的万达“足球之星”小球员。

In March 2014, Chairman Wang Jianlin visited Real Madrid Club de Fútbol to visit Wanda's young footballers training there.



2014年12月26日，在广西北海举行的全国青少年男子足球联赛颁奖仪式上，中国足协授予万达集团“2014年万达广场全国青少年足球联赛特别贡献奖”。

On 26 December 2014, at the National Youth (Men) Football League award ceremony held at Beihai Guangxi, the Chinese Football Association awarded Wanda Group the "2014 Wanda Plaza National Youth Football League Special Contribution Award".

## 义工服务 Volunteer Work

万达集团倡导，员工每人每年至少做一次义工。2014年，全集团举行义工活动1312次，有96309人次参加。

2014年11月2日，万达集团近万名员工组织开展了主题为“关爱打工子弟，万达义工在行动”的全国义工联动活动。活动当天，集团总部义工率先吹响全国义工联动北京站的号角，商管、院线、百货、大歌星四大系统54家门店的义工积极响应。

Wanda Group advocates that each of its employees should serve as a volunteer once every year. In 2014, the Group held 1,312 volunteer activities of which the rate of participation amounted to 96,309 persons.

On 2 November 2014, close to 10,000 Wanda Group employees organized and launched a linked national volunteer event entitled "Care for workers, Wanda volunteers in action". On the day of the event, volunteers at the Group headquarters were the first to sound the trumpet for the linked national volunteer event in Beijing. Volunteers from 54 stores across four of its businesses- commercial management, cinemas, department stores and Superstar KTV - responded enthusiastically.





2014年12月6日，银川项目公司组织了以灾区儿童、孤儿、事实无人抚养儿童为帮助对象的“壹基金温暖包”发放活动。

On 6 December 2014, the Yinchuan Project Company organized a "One Foundation Warm Goody Bag" volunteer activity to help orphans and children left alone living in the disaster area.



2014年12月14日，西双版纳万达主题乐园全体员工组织参与了“守护澜沧江 共创绿色家”的绿色环保义工活动。

On 14 December 2014, all staff of the Xishuangbanna Theme Park organized and participated in the "Protecting the Lancang River, building a green home together" green environmental conservation volunteer activity.



2014年12月23日，万达温州平阳项目公司组织全体员工携带崭新的“爱心”文体套装，前往温州鳌江第九小民工子弟学校，举行“份份爱心文具，温暖民工子弟”义赠活动。

On 23 December 2014, Wanda Wenzhou Pingyang Company organized a company-wide event for all its employees to donate packages of stationary emblazoned with the characters "Aixin" (i.e. love, caring) to the Wenzhou Pingyang 9th Primary School for Migrant Children.



## 关爱员工

### Employee Benefits

万达集团以“共创财富，公益社会”作为企业使命，在企业经营中，始终把人才视为核心资本，树立了“人的价值高于物的价值，企业价值高于个人价值，社会价值高于企业价值”的核心价值观，全面关爱员工的成长和进步，提出了将“企业发展成果首先惠及员工”的理念，成为用关爱员工的实际行动推动社会及企业双赢发展的表率。

万达集团不但为员工的发展创造了事业平台，为员工进步建立培训机制，为员工的工作提供一流待遇，还为员工的生活倾注贴心关怀，同时为员工成长给予思想引导。万达集团多次获评“中国年度最佳雇主”、“房地产行业最佳雇主”，董事长王健林本人也曾获评“全国关爱员工优秀民营企业家”称号。

"Creating common prosperity through serving the community" is the corporate mission of the Wanda Group. In its business operation, the company has always regarded talent as its core capital. The Company comprehensively cares for the growth and improvement of its staff and has put forward the philosophy of "The first people to benefit from a company's success should be its employees". This has become the model of using real action of caring for the company's staff to advance win-win development for both the society and the enterprise.

Wanda Group has not only created a career platform for its staff, it has also built a training mechanism for staff advancement, providing first-class treatment for its employees. It also cares very much for the lives of its employees and has provided guidance for employee growth. Wanda Group has been rated "China's best employer of the year", and "Best employer in the real estate sector" many times. Chairman Wang Jianlin has also been rated the "National excellent private enterprise entrepreneur in caring for employees".



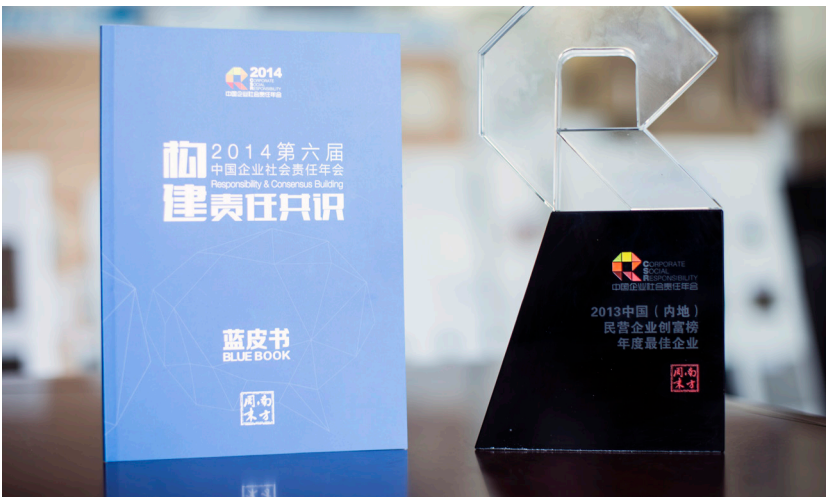
2014年，万达集团再获由北京大学企业社会责任与雇主品牌传播研究中心和智联招聘联合评选的“2014中国年度最佳雇主”大奖，这是万达集团连续3年获得该奖项。

In 2014, Wanda Group was again presented with the "2014 China Best Employer Award" by the Corporate Responsibility and Employer Brand Communication Research Center of Peking University and Zhaopin.com. This was the third year in a row that Wanda Group has received this award.



2014年，万达集团荣获第十二届中国大学生最佳雇主 TOP50，以及房地产行业最佳雇主 TOP10。万达集团已连续2年最佳雇主 TOP50，并连续5年获得房地产行业最佳雇主 TOP10。

In 2014, Wanda Group received the 12th Chinese university students Top 50 best employers and the Top 10 best employers in the real estate sector. Wanda Group has already received the Top 50 best employer award for two consecutive years, and the Top 10 best employers in the real estate sector honors for five years in a row.



2014年7月25日，中国企业社会责任年会在京举行，万达集团荣获“2013中国（内地）民营企业创富榜年度最佳企业”称号。

On 25 July 2014, the China Corporate Social Responsibility Annual Conference was held in Beijing. Wanda Group received the title of "2013 Best Enterprise in the China (Mainland) Private Enterprises Wealth Creation List".



2014年5月至9月，首届万达文化节在万达学院举行。万达文化节是由集团企业文化中心主办的大型企业文化活动。活动闭幕式上举行了第二届万达好声音总决赛，并揭晓万达笑脸墙、万达员工书画摄影大赛、微电影微纪录大赛、“礼记”读书演讲等多项活动与比赛结果。

Between May and September 2014, the first Wanda cultural festival was held at Wanda College. The Wanda cultural festival is a large-scale corporate culture activity organized by the Group's Corporate Culture Center. At the closing ceremony of the event, the finals of the 2nd The Voice of Wanda was held.