

## GLOSSARY OF TECHNICAL TERMS

*This glossary of technical terms contains explanations of certain terms used in this document in connection with our Group and our business. The meaning of these terms may not necessarily correspond to standard industry meaning or the usage of these terms.*

|                        |                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “3D”                   | three dimensions                                                                                                                                                                                                                                                                                                                                                    |
| “AI”                   | artificial intelligence                                                                                                                                                                                                                                                                                                                                             |
| “AI agent”             | a system enabled by agentic AI technology that operates autonomously to perceive its environment, process information and execute actions toward achieving defined objectives, either as software or embedded within hardware                                                                                                                                       |
| “AIGC”                 | artificial intelligence generated content                                                                                                                                                                                                                                                                                                                           |
| “algorithm”            | a procedure or sequence of steps, often implemented in computer code, designed to perform a specific task or solve a particular problem                                                                                                                                                                                                                             |
| “app” or “application” | application software designed to run on smartphones and other mobile devices                                                                                                                                                                                                                                                                                        |
| “CAGR”                 | compound annual growth rate                                                                                                                                                                                                                                                                                                                                         |
| “CDN”                  | content distribution network                                                                                                                                                                                                                                                                                                                                        |
| “ESG”                  | environmental, social and governance                                                                                                                                                                                                                                                                                                                                |
| “H5 page”              | a mobile website based on HTML5 technology, which is a markup language for building interactive web content                                                                                                                                                                                                                                                         |
| “IP(s)”                | intellectual properties such as novels, comics, scripts, animations, games, and other literary or artistic works, that have the potential to be adapted and/or developed, entirely or partially, into other derivatives, such as audiobooks, comics, AI motion comics, animations, micro dramas, films, PC and mobile games, accessories and other adapted products |
| “KOL”                  | key opinion leader                                                                                                                                                                                                                                                                                                                                                  |
| “LLM”                  | large language model, a type of AI model that is trained on a massive amount of text data to capture the statistical patterns and structures of language. These models typically have billions of parameters and are designed to handle complex natural language processing tasks                                                                                   |
| “MAUs”                 | monthly active users, which are calculated as the number of unique user accounts, excluding spam accounts, that access an app at least once during the calendar month                                                                                                                                                                                               |
| “R&D”                  | research and development                                                                                                                                                                                                                                                                                                                                            |
| “to-B”                 | to business                                                                                                                                                                                                                                                                                                                                                         |

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|-----------------|--------------------------------------------------------------------------------------------------------|
| “to-C”          | to customer                                                                                            |
| “top-up amount” | the total amount topped up or paid by users on our platforms during a given period                     |
| “wuxia”         | a genre in the Chinese-speaking culture, centering on the core values of “xia (chivalry)”              |
| “xianxia”       | a genre of fantasy literature and art that fuses mythology, folklore, and the spirit of xia (chivalry) |