

GLOSSARY OF TECHNICAL TERMS

The glossary of technical terms contains explanations and definitions of certain terms used in this document in connection with our Group and our business. The terms and their meanings may not correspond to meanings or usage of these terms as used by others or standard industry definitions.

“AIGC Lab”	AI-Generated Content Intelligent Marketing Innovation Lab (AIGC智能實驗室), our specifically designated in-house department with dedicated responsibilities distinct from our Group’s research and development team, which places specific focus on the development and enhancement of our Group’s AI systems and AI-powered tools, with an aim to integrate AI technology into our Group’s operational workflow to improve the quality, efficiency and effectiveness of our Group’s service offerings
“AI technology”	artificial intelligence technology
“AR”	augmented reality, a technology that overlays digital content and information onto the physical world
“big data”	extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations
“CAGR”	compound annual growth rate
“click-through rate”	the number of clicks that a piece of advertisement receives divided by the number of times that the piece of advertisement is shown. It is a ratio showing how often people who see a piece of advertisement end up clicking it
“cloud”	a network of remote servers hosted on the Internet and used to store, manage, process data, and offer algorithms in place of local servers or personal computers
“CPU”	central processing unit
“Double 11 Day”	an annual online shopping promotion event in China on or around 11 November
“Double 12 Day”	an annual online shopping promotion event in China on or around 12 December
“FMCG”	fast-moving consumer goods
“GDP”	gross domestic product
“GPU”	graphics processing unit, a specialised electronic circuit designed to manipulate and alter memory to accelerate the creation of images

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“impressions”	number of instances where an advertisement or piece of content is exposed to a viewer
“IOT”	the network of physical devices embedded with electronics, software, sensors, and network connectivity, which enables these objects to collect and exchange data, allowing these devices to communicate with each other and with users
“KOL”	key opinion leader, individuals who have a reputation or following
“KPI”	key performance indicator
“mini-programme”	an application built within the WeChat platform; third party companies can develop mobile-app-like applications for users that run within WeChat
“naked-eye 3D”	an advanced display and advertising technology that creates three-dimensional (3D) visual effects which can be seen with the naked eye, without the need for special glasses or headsets. Such technology uses sophisticated imaging techniques and pixel controls to produce lifelike, immersive 3D images that appear to “pop out” of the screen or display surface
“One Item One Code technology”	a technology where each individual product or packaging is assigned with a unique digital identity through the use of QR code so that each item is identifiable and traceable while at the same time providing a direct gateway to online digital marketing campaigns through QR-code scanning
“PDAs”	personal digital assistants, handheld devices that are used to interact with codes and display information
“QR code”	quick response code, a machine-readable code used for storing links or other information for reading
“ROI”	return on investment
“Vertical AI system”	an industry specific AI system tailored for the marketing industry