

GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions, and may not be comparable to similarly terms adopted by other companies.

“3C electronics”	computer, communication and consumer electronics
“advertisement fill rate(s)”	the percentage of total number of advertisements successfully delivered out of the total number of advertisement requests
“advertisement creative(s)” or “advertising creative(s)”	the specific rendering of the ad content
“advertising inventories”	the total amount of advertising space or time available for sale across media and publishers, including websites, apps and social platforms
“advertisement placement”	distribution or publication of advertisements on media and publishers
“advertising platform(s)”	a digital technology system that creates, targets and manages advertisements to reach audiences
“ADX”	ad exchange, a digital marketplace that facilitates the automated buying and selling of advertising inventories from multiple media and publishers, typically through real-time bidding auctions
“AI”	artificial intelligence
“AIGC”	artificial intelligence generated content
“API”	application programming interface
“app”, “application(s)” or “mobile applications”	application software designed to run on smartphones and other mobile devices
“big data”	extremely large data sets that may be analysed computationally to reveal patterns, trends and associations
“CAGR”	compound annual growth rate
“click-through(s)”	the number of clicks on an advertisement, representing the action that users click on the advertisement during certain period of time
“cloud”	a network of remote servers hosted on the internet or intranet and used to store, manage and process data in place of local servers or personal computers
“cloud-based”	applications, services or resources made available to users on demand via the internet from a cloud computing provider’s servers with access to shared pools of configurable resources
“conversion(s)” or “commercial conversions”	the number of users who take an action desired by the advertisers such as signing up a new account or making a purchase
“conversion rate(s)”	the ratio of users who completed conversion to the total number of users who viewed or clicked the advertisement
“CPM”	cost per mille, a non-performance-based pricing model where advertisers are charged on the basis of thousand impressions
“customer retention”, or “user retention”	calculated as the percentage of customers in the immediately preceding year who remain our customers in the current year
“digital avatar(s)”	AI-generated virtual representations of humans that can interact with users in digital environments, often used in customer service, marketing, or virtual reality to provide a more personalised and interactive experience

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“DSP(s)”	demand-side platform, a platform that allows buyers of digital marketing products to manage multiple ad exchange and data exchange accounts through one interface
“e-commerce”	electronic commerce, a transaction of buying or selling online which draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange, inventory management systems and automated data collection systems
“gross billing”	the total monetary value charged to customers for marketing services provided
“gross spending”	the total monetary amount spent on procuring media traffic from media
“heterogeneous computing”	a computing architecture that utilises different types of processors, such as CPUs, GPUs and specialised AI accelerators, working together to perform complex data processing tasks more efficiently
“high-value users”	a segment of users who demonstrate superior engagement, frequent purchasing behaviour, or long-term loyalty, thereby contributing a high amount of revenue or value to an advertiser
“impressions”	the number of advertisement views, represents the total number of times an advertisement is viewed or displayed during a certain period of time
“KPI(s)”	key performance indicator
“multi-cloud”	a cloud computing strategy where an organisation utilises services from two or more different cloud providers to avoid vendor lock-in and enhance system resilience
“MWh”	megawatt-hour, a unit of energy equivalent to one megawatt of power sustained for one hour
“PC/WAP”	the different platforms for accessing the internet, where PC represents desktop or laptop computers, and WAP (Wireless Application Protocol) represents older mobile web environments
“ROI”	return on investment
“SDK(s)”	software development kits, a collection of software used for developing applications for a specific device or operating system
“SSP”	supply-side platform, a platform that enables media partners to manage, optimise and sell their advertising inventories
“traffic”	in terms of traffic in digital marketing, the flow of audience on media
“URLs”	Uniform Resource Locator, the address used to locate and access resources, such as web pages, on the internet