

GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms used in this document in connection with us and our business. These terminologies and their given meanings may not correspond to those standard meanings and usage adopted in the industry.

“A/B testing”	a data-driven method of comparing two or more versions of a product or features
“ad(s)”	advertisement(s)
“AI”	artificial intelligence
“aPaaS”	application platform as a service
“app” or “application”	application software designed to run on smartphones and other mobile devices
“B2B”	business to business
“CAGR”	compound annual growth rate
“cloud-based”	provision of computing resources, reserves, software services via the Internet
“CPA”	cost per action, a performance-based pricing model where advertising is paid on the basis of each action of the mobile device user such as download, installation or registration
“CPC”	cost per click, a non-performance-based pricing model where advertisers are charged on the basis of each click of the ad
“CPM”	cost per mille, a non-performance-based pricing model where advertisers are charged on the basis of thousand impressions
“CTR”	the ratio of the number of clicks on the ad to the number of total impressions of the ad
“lifetime value”	a prediction of the profit attributed to the entire future interaction with a user
“mini-program”	a sub-application that operates with a host application or platform without requiring separate installation
“PaaS”	platform as a service, a category of cloud computing services that provides a platform and environment to allow developers to build applications over the Internet
“retailing”	an integrated retail model that combines online and offline channels, powered by digital technologies to optimise efficiency and customer experience
“ROI”	return on investment
“R&D”	research and development
“SaaS”	software as a service, a software licensing and delivery model in which software and associated data are hosted on cloud infrastructure
“SDK”	software development kit