

## GLOSSARY OF TECHNICAL TERMS

*This glossary contains definitions of certain technical terms used in this document in connection with our business. These terms and their given meanings may not correspond to industry standard definitions or usages of these terms.*

“618 Shopping Festival”	a major mid-year shopping event in June
“AI”	artificial intelligence
“Amazon”	Amazon.com, Inc., a leading global e-commerce and technology company headquartered in Seattle, United States
“API”	application programming interface
“B2B”	business-to-business, a type of commerce conducted directly between two businesses involving the exchange of products, service, or information
“B2C”	business-to-consumer, a transaction involving a business selling products or services directly to end-users for consumer use
“CRM”	customer relationship management
“Douyin”	Douyin (抖音), a leading social media short video app in Chinese Mainland
“Double 11 Shopping Festival”	a major annual shopping event in November
“e-commerce”	electronic commerce
“ERP”	enterprise resource planning
“FMCG”	fast-moving consumer goods, products that are consumed in daily life and are characterized by quick turnover and frequent consumption
“GFA”	gross floor area
“GMV”	gross merchandise value, the total value of all orders placed through a platform or channel within a given time period, prior to deducting returns or cancellations
“HR”	human resources
“IP(s)”	intellectual properties
“IT”	information technology

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“JD.com”	JD.com (京東), a renowned Chinese e-commerce platform that offers direct retail and third-party marketplace services
“JD.com POP stores”	JD.com Platform Open Plan stores, a type of online store of JD.com
“KOL(s)”	key opinion leader(s)
“m <sup>2</sup> ”	square meter, a unit of area measurement
“OPS”	One Person Store
“RedNote”	a major social media platform in China that also has its own e-commerce platform
“R&D”	research and development
“SKU”	stock keeping unit
“Temu”	an international online marketplace that connects consumers directly with manufacturers and suppliers, primarily based in Chinese Mainland
“Tmall”	a leading e-commerce platform in Chinese Mainland
“traffic”	the flow of internet users
“Walmart”	Walmart Inc., a leading global retail corporation headquartered in Bentonville, United States