
GLOSSARY OF TECHNICAL TERMS

This glossary of technical terms contains explanations of certain technical terms used in this document in connection with our Company and our business. Such terminology and meanings may not correspond to standard industry meanings or usages of those terms.

“advertiser”	any persons, companies, organizations which advertise their brands, products and services through placing advertisements
“AI”	artificial intelligence, simulation of human intelligence by machines
“AI model”	mathematical algorithms which can take unstructured data as input and transform them into informative outputs through its “intelligence,” namely, the capability of perceiving the world, transcribing and organizing information, enhancing or generating contents, or making decisions
“AI-native”	systems, platforms or applications that are designed and developed with AI technologies, where such technologies are integral to their primary functionalities and overall system architecture
“algorithm”	a procedure or formula for solving a problem, based on conducting a sequence of specific actions, especially by a computer
“API”	application programming interface, a set of predefined functions or protocols that enable applications and developers to interact with certain software or hardware systems without needing to access the source code or understand their internal mechanisms
“big data”	large and complex data sets that may be analyzed computationally to reveal patterns, trends, and associations
“campaign”	a set of advertisements that revolve around a single message and are intended to achieve a particular goal
“content creators”	individuals or entities that produce and publish digital content across online platforms
“consumer electronics”	electronic equipment intended for everyday use, typically in private homes, such as smartphones, tablets, personal computers, wearable devices, television sets, and other household electronic appliances
“CPC”	cost per click, a performance-based pricing model in online advertising where the advertiser pays for each instance a user clicks on an ad or a specific piece of content
“CPE”	click per engagement, a user participation-based advertising pricing model

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“CPM”	click per mille, a non-performance-based pricing model where advertisers are charged on the basis of thousand impressions
“e-commerce”	electronic commerce, a transaction of online buying or selling 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
“FMCG”	fast-moving consumer goods, typically referring to products that are consumed at a fast pace and purchased frequently, such as personal care products, household items, and food and beverages
“Fortune Global 500”	the Fortune Global 500 rankings published annually by <i>Fortune</i> magazine, which list the largest companies worldwide, based on total revenue for the relevant fiscal year
“Fortune China 500”	the Fortune China 500 rankings published annually by <i>Fortune China</i> magazine, which list the largest companies in the PRC, based on total revenue for the relevant fiscal year
“generative AI”	generative artificial intelligence, a branch of artificial intelligence that focuses on generating new and original content
“GEO”	generative engine optimization, the process of optimizing content, data and brand-related information to enhance visibility, relevance and representation in responses generated by artificial intelligence-powered search engines, large language models and chatbot platforms
“GHG”	greenhouse gas
“influencers”	individuals or entities that create and distribute content on social media or digital platforms and have the ability to influence audience engagement or purchasing decisions
“IT”	information technology
“KOCs”	key opinion consumers, referring to content creators or users with relatively smaller followings who share product or service experiences, typically perceived as more authentic and relatable by their audiences
“KOLs”	key opinion leaders, referring to content creators or influencers with relatively large followings and established influence over audience engagement and purchasing decisions
“large language model” or “LLMs”	a neural network architecture with an ultra-large number of parameters, typically billions or more, enabling the processing of complex patterns across massive datasets

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“MCN”	multi-channel network, a company or entity that works with multiple channels and content creators, consulting or assisting towards success on social media platforms
“Mid-to long-tail content creators”	content creators with moderate to relatively small followings, typically including KOCs and other non-top-tier content creators, who collectively contribute to scalable and diversified content production
“MWh”	milliwatt-hour, an unit of energy
“R&D”	research and development
“seeding”	the activities of creating and distributing of content to targeted user groups on social media platforms with the aim of stimulating user engagement and driving conversions
“social media platform”	an internet-based form of communication, which allows users to have conversations, share information and create web content, having forms including blogs, social networking sites, photo-sharing sites, instant messaging, video sharing sites, podcasts, widgets, virtual worlds, and more
“traffic”	in terms of traffic in online marketing, the flow of audience on media platforms