

GLOSSARY OF TECHNICAL TERMS

In this document, unless the context otherwise requires, explanations and definitions of certain terms used in this document in connection with our Company and our business shall have the meanings set out below. The terms and their meanings may not always correspond to standard industry meaning or usage of these terms.

“7+2 initiatives”	initiatives to conquer the seven highest mountain peaks along with Antarctica and the North Pole
“apparel”	garment produced by various fabrics, such as wool, silk, knit and cotton, among others, to cover the human body for functional and aesthetic purposes, including upper and lower garments
“Beam Screen technology”	an advanced UV protection solution, offering superior sun defense for outdoor activities
“BI (Business Intelligence)”	a tool to help businesses analyze markets, understand consumers and optimize pricing and inventory
“Bilibili”	哔哩哔哩, a video community for young generations in China
“CAGR”	compound annual growth rate
“Coolwink”	a technology that provides an instant cooling sensation upon contact, enhancing comfort during physical activities
“Cordura”	a high-performance fabric brand renowned for its exceptional durability, abrasion resistance, and tear strength
“CRM (Customer Relationship Management)”	a system to manage customer interactions and improve sales
“Dewu”	得物, a fashion e-commerce platform in China
“Douyin”	抖音, an online content community and e-commerce platform in China
“DTC (Direct-to-Consumer)”	selling products directly to consumers, skipping traditional retailers
“DWR (Durable Water Repellent) treatment”	a treatment that makes fabrics water-resistant by causing water to bead up and roll off
“e-commerce”	the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions
“ESG”	environmental, social and governance
“eVent fabrics”	a waterproof and breathable fabric that keeps water out while letting moisture escape
“first-tier cities”	Shanghai, Beijing, Shenzhen, Guangzhou
“flagship store”	a store registered with an e-commerce platform with a proprietary brand or exclusive authorization

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“garments”	an outer covering or outward appearance, including apparel, footwear and accessories
“GFA”	gross floor area
“GMV (Gross Merchandise Value)”	the sales value of product(s) in consumer orders before discounts are applied
“hardshell jackets”	protective outerwear that is waterproof, windproof, and breathable
“Japanese Industrial Standards”	the standards used for industrial activities in Japan
“JD.com”	京東, a website for business-to-consumer online retail in China
“KOCs (Key Opinion Consumers)”	people who influence purchases through reviews on social media
“KOLs (Key Opinion Leaders)”	influential people who shape others’ opinions and behaviors
“OEMs (Original Equipment Manufacturers)”	companies that make parts or products for others
“P-Energy Tech”	a thermal reflection technology that captures and reflects body heat, while providing enhanced insulation and warmth
“Pertex”	a high-performance fabric with lightweight, breathable, windproof, and water-repellent properties
“Polartec”	a warm, breathable, and moisture-wicking synthetic fleece for outdoor and active wear
“Polygiene”	an antimicrobial and odor — control technology for textiles that keeps fabrics fresh by inhibiting bacterial growth
“PrimaLoft”	a lightweight, warm, water-resistant, and breathable synthetic insulation material
“R&D”	research and development
“Recco”	a radar-based rescue system that helps search and rescue teams locate people in difficult-to-reach areas worldwide
“RedNote”	小紅書, a social media and e-commerce platform in China
“same stores”	online flagship stores or offline retail stores that were continuously in operation throughout the entire comparable years
“same store growth rate”	the year-over-year percentage change in revenue generated from online flagship stores or offline retail stores that were in operation throughout the entire comparable years. Online flagship stores or offline retail stores that were newly launched or closed during either of the years being compared are excluded from the calculation

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“second-tier cities”	Chengdu, Hangzhou, Chongqing, Suzhou, Wuhan, Xi’an, Changsha, Tianjin, Zhengzhou, Dongguan, Wuxi, Ningbo, Qingdao, Hefei, Foshan, Shenyang, Kunming, Jinan, Xiamen, Fuzhou, Wenzhou, Changzhou, Dalian, Shijiazhuang, Nanning, Harbin, Jinhua, Nanchang, Changchun, Nantong, Quanzhou, Guiyang, Jiaxing, Taiyuan, Huizhou, Xuzhou, Shaoxing, Zhongshan, Taizhou, Yantai, Zhuhai, Baoding, Weifang, Lanzhou
“softshell apparel”	versatile outerwear that is wind-resistant, water-repellent, and breathable
“SPUs (Standard Product Units)”	acronym for minimum standard product unit, with a unique identifier for each product for sale with distinct standardized characteristics. For example, each distinct product with a different color and size is considered the same SPU
“Storm Breath technology”	a waterproof-breathable fabric with a nano-molecular membrane that blocks water while letting sweat escape
“Storm Dry technology”	a fabric that efficiently transfers sweat away from the skin to prevent cling and prolonged wetness
“Storm Shield technology”	a waterproof, breathable fabric with fleece lining for warmth and wind resistance
“Stretch technology”	a fabric with spandex for superior stretch and recovery, enhancing movement and shape retention
“Taobao”	淘寶, a website for business-to-consumer online retail in China
“Tmall”	天貓, a website for business-to-consumer online retail in China
“Toray”	a lightweight, durable, and weather-resistant fabric for outdoor apparel
“UPF (Ultraviolet Protection Factor)”	used to measure fabric’s effectiveness in blocking UV radiation
“UV (Ultraviolet)”	invisible electromagnetic radiation from the sun, with UVA and UVB types causing skin damage
“Vibram”	high-performance rubber soles known for durability and traction
“VIP.com”	唯品會, a website for business-to-consumer online retail in China
“Warm Lock technology”	a technology that creates air pockets between fibers for enhanced warmth retention
“WeChat”	微信, a social media and messaging app in China
“Weibo”	微博, social media platform in China
“Zhihu”	知乎, a question-and-answer platform in China