

GLOSSARY

This glossary contains certain technical terms used in this document in connection with our Company and our business. Such terms and their meanings may not correspond to standard industry definitions or usage.

“5G”	the fifth generation of wireless communication technology, designed to deliver significantly faster data speeds, ultra-low latency, and enhanced connectivity for IoT devices
“AI”	artificial intelligence, the technology that enables machines to perform tasks requiring human-like intelligence, such as learning, reasoning, and decision-making
“AI agents”	autonomous systems that use artificial intelligence to perceive their environment, make decisions, and take actions to achieve specific goals
“AIGC technology”	artificial intelligence that generates content technology, a form of AI that generates text, images, audio and other forms of content
“AI-powered automation”	technology that uses artificial intelligence to perform tasks without human intervention, adapting and improving over time through machine learning
“API”	application programming interface, a set of protocols and tools that enables different software applications to communicate and share data seamlessly, allowing for integration and functionality expansion
“automated editing”	AI-driven processing of digital content that performs corrections, enhancements, or adaptations without human intervention
“automation features”	system functions designed to perform repetitive tasks automatically, optimizing workflows without human input
“backend infrastructure”	the underlying hardware and software systems that power server-side operations, including databases, servers, and APIs, enabling core functionality while ensuring scalability, security, and data management for digital services
“behavioral tagging”	technology that monitors and labels user actions to identify trends and improve service customization
“big data”	large and complex datasets that require advanced tools and technologies, such as AI, to capture, store, analyze, and visualize for actionable insights

GLOSSARY

“China’s national Grade III cybersecurity standards”	a regulatory benchmark for high-risk networks in China, enforcing advanced protections like real-time monitoring and access restrictions to safeguard against cyber threats
“cloud” or “cloud computing”	a technology model that delivers computing resources such as servers and storage, over the internet, enabling scalable, flexible, and cost-efficient access to shared IT infrastructure without local hardware management
“cloud-native architecture”	a method of building and running applications optimized for cloud environments, using modular components and automation for agility and efficiency
“customer relationship management” or “CRM”	software and processes designed to centralize customer data, streamline engagement, and drive sales growth through targeted interactions
“data analytics”	the systematic analysis of data to extract actionable insights, often leveraging AI and visualization techniques to transform information into strategic value
“data intelligence platform”	a centralized system that collects, analyzes, and interprets data using AI to deliver strategic insights and automate data-driven decisions
“data interoperability”	the capacity for different technologies to share and utilize data effectively by adopting common standards and frameworks
“data transmission capacity”	the volume of data a system can send or receive simultaneously, defining its communication speed and bandwidth limits
“desktop environment”	a visual interface of an operating system that enables users to interact with files, apps, and system settings through windows and menus
“distributed denial of service” or “DDoS”	a cyberattack that overwhelms a target system, network, or service with a flood of traffic from multiple compromised devices, disrupting normal operations and causing downtime for legitimate users
“e-commerce”	online commercial transactions conducted through websites, apps, or digital marketplaces
“end-to-end”	a comprehensive approach handling all stages of a process or service, from start to finish, within a unified framework
“GMV”	gross merchandise volume, the total sales value of all orders completed on a platform

GLOSSARY

“H5”	HTML5, a modern web standard enabling rich media, responsive design, and offline functionality for browser-based applications
“intelligent resource scheduling system”	a smart tool that uses algorithms to dynamically assign and manage resources based on usage needs and availability
“intelligent script recommendations”	a smart tool that uses AI algorithms to dynamically assign and manage resources based on usage needs and availability
“ISO27001”	a globally recognized certification for information security management, ensuring organizations protect data integrity, confidentiality, and availability through rigorous controls
“KA customers”	customers from whom we generate annualized revenue exceeding RMB30,000, which is based on annual recognized revenue contribution, generally representing customers who subscribed for our flagship edition and consumed sizeable cloud resources
“multi-platform syndication”	a content dissemination approach that tailors and shares materials across multiple channels to amplify visibility and user interaction
“net dollar retention rate”	illustrates our ability to increase revenue generated from our existing customer base, calculated by dividing the revenue in a given period from KA or non-KA customers, or both types of customers combined, who generated revenue in the prior-year comparable period by the revenue of prior-year comparable period of such customers who also generated revenue in the given period, multiplied by 100%. The customer type shall be determined based on its classification in the prior-year comparable period
“omni-channel integration”	the synchronization of all customer-facing platforms to deliver a cohesive and personalized brand experience
“on-premise software”	enterprise applications deployed in-house, offering full control over hardware, updates, and data governance
“phishing”	fraudulent attempts to steal personal data by masquerading as trustworthy sources in digital communications
“private traffic”	audience engagement cultivated exclusively within brand-controlled ecosystems, reducing dependency on external platforms
“public domain platforms”	third-party digital channels, such as social medias, where brands engage with broad audiences but have limited control over data ownership, user relationships, or algorithmic visibility, often requiring paid promotion for reach

GLOSSARY

“R&D”	research and development
“SaaS”	a cloud-based software delivery model where applications are hosted remotely by providers and accessed via the internet, eliminating local installation while offering scalability, automatic updates, and subscription-based pricing
“silicon employee”	an AI-powered virtual employee deployed for a customer to handle business tasks. Relatedly, a silicon employee model charges customers based on deployment scale, token consumed, and/or other metrics, as alternatives to traditional subscription or consumption-based pricing.
“social customer relationship management” or “SCRM”	a system combining traditional customer relationship management with social media insights to enhance customer engagement and brand loyalty
“SDK”	software development kit, a packaged set of development resources designed to accelerate and standardize software creation for a target platform
“software iterations”	progressive enhancements to software through planned update cycles, refining performance and features over time
“SOP”	a set of step-by-step instructions designed to standardize routine operations, ensuring consistent quality, safety and regulatory compliance across our business processes
“TAM”	total addressable market, the overall revenue opportunity for a product or service, representing the full market demand if 100% market share or penetration were captured
“traffic” or “user traffic”	the flow of user activity or data transfers through a digital platform, indicating demand and system load
“transaction funnels”	a visual model that tracks user progression through sequential stages of a transactional process to optimize conversion rates
“vector database”	a database that stores, indexes and searches data in the form of vector embeddings for semantic similarity, widely used in our AI-powered search and recommendation features