GLOSSARY

This glossary contains definitions of certain technical terms used in this document in connection with us and our business. Some of these terms and their meanings may not correspond to standard industry meanings or usage of such terms.

"AI"	artificial intelligence
"API"	application programming interface
"CAGR"	compound annual growth rate
"CPC"	cost per click
"CPM"	click per mile, a non-performance-based pricing model where advertisers are charged on the basis of thousand impressions
"customer retention rate"	for a given year is calculated as the number of customers in the prior year who remain as our customers in the current year, divided by the number of all customers in such prior year
"gross billing"	the total monetary value charged to customers for marketing services provided
"gross spending"	the total monetary amount spent on procuring media resources from media platforms
"impression(s)"	the number of advertisement views, represents the total number of times our advertisement is viewed by a user or displayed on a web page during a certain period of time
"large language model" or "LLM"	large language machine learning model, an AI algorithm that uses deep learning techniques and massively large data sets to understand, summarize, generate and predict new content
"OEM"	original equipment manufacturer, a manufacturer or production entity that produces goods which are ultimately sold under third-party brands
"R&D"	research and development
"ROI"	return on investment
"traffic"	in terms of traffic in digital marketing, the flow of audience on media platforms