

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 Group and our business shall have the meanings set out below. The terms and their meanings may not correspond to standard industry meaning or usage of these terms.

“agentic AI”	a form of artificial intelligence designed to plan, coordinate and carry out multi-step tasks toward a goal with minimal human intervention, with human review or approval where required, rather than simply responding to one-off user requests
“agentic enterprise”	an enterprise that embeds AI agents into business workflows to plan, execute and coordinate recurring tasks, with human oversight at key decision points
“AI”	artificial intelligence, a branch of computer science that develops systems capable of performing tasks typically requiring human intelligence, such as understanding language, recognizing images, making decisions and learning from data
“AI agent”	an AI-powered software program that can interpret instructions, break down complex tasks into steps, use tools and coordinate with other agents to complete business workflows such as market analysis, content creation or campaign management
“API”	application programming interface, a set of rules and protocols that allows different software applications to communicate and exchange data with each other
“ASR”	automatic speech recognition, a technology that converts spoken language into written text, enabling computers to process and analyze audio content such as livestream recordings and voice messages
“BERT”	Bidirectional Encoder Representations from Transformers, a bidirectional natural language understanding model developed by Google, designed to capture contextual information from both left and right sides of a word in text
“consumer durables and internet industry”	an industry vertical that covers consumer-facing durable goods and internet-related businesses, including consumer electronics, home appliances, smart hardware and online platforms, but excludes automotive
“CRM”	customer relationship management, which refers to software that helps businesses manage, track, and analyze interactions with current and potential customers
“data governance”	the processes, policies and standards used to manage, organize and quality-control datasets across an organization to ensure their accuracy, consistency and usability

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“deep learning”	a subset of machine learning that uses layered mathematical models, loosely inspired by how the human brain processes information, to analyze data and recognize complex patterns, serving as a foundational technology for modern AI applications including image recognition and language understanding
“discriminative AI”	rule- and machine learning-based task-specific AI technologies that depend on manual feature engineering and preset logic
“EnlightAI”	the Company’s operating system for building, training and coordinating multiple AI agents that work together to execute commercial tasks, comprising the Company’s vertical-domain enterprise large model (SocialGPT), a library of reusable business analysis capabilities and a coordination layer that manages how agents collaborate
“enterprise AI”	a suite of technology solutions for enterprise operation and management, delivering powerful data analysis and intelligent decision capabilities
“enterprise large model”	AI products and solutions built on foundation models, tailored for enterprises to enhance operational efficiency and drive business growth
“generative AI”	a category of artificial intelligence that can generate new content or outputs, such as text, images, audio, videos or analytical summaries, based on patterns learned from training data
“GPT”	Generative Pre-trained Transformer, a pre-trained language model based on the Transformer architecture, widely applied in natural language processing. It learns the statistical patterns of language through pre-training on large-scale corpora and is capable of generating coherent and natural text
“hallucination”	an error in which an AI system generates information that appears plausible but is factually incorrect or fabricated, producing outputs that may conflict with real-world facts or business data
“Harness engineering framework”	the Company’s proprietary AI agent governance framework within EnlightAI that monitors, intervenes in and evaluates agents’ task planning, skill invocation and reasoning to keep outputs safe, stable, controllable and traceable
“industry skills”	AI capability modules built upon industry know-how, business methodologies, and routine workflows, which enable AI agents to apply relevant business rules, analyze industry data, and execute specific workflow steps within targeted commercial scenarios
“interest-based e-commerce”	a form of online retail in which users discover and purchase products through content feeds recommended by platform algorithms, such as short videos and livestreams, rather than through traditional keyword-based product search

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“knowledge graph”	a structured database that organizes information as an interconnected network of items and their relationships, such as consumers, brands, products and market trends, enabling computers to identify patterns and connections across large volumes of data
“key opinion consumers” or “KOC”	everyday consumers who share authentic product experiences and recommendations on social media platforms and whose content influences purchasing decisions within their communities
“key opinion leaders” or “KOL”	individuals with large followings on social media platforms who can influence the purchasing decisions of their audience through content creation, product reviews and endorsements
“lifestyle industry”	an industry vertical covering consumer brands, products and related retail scenarios from everyday and premium fast-moving consumer goods to luxury goods, where purchasing decisions are shaped by functional needs, personal identity, brand experience and quality-of-life considerations
“LLM”	large language model, an artificial intelligence model trained on extensive text data that can understand, generate and reason with human language, serving as the technical foundation for applications such as conversational AI and automated content generation
“machine learning”	a branch of artificial intelligence in which computer systems improve their performance on tasks by learning patterns from data, rather than relying solely on manually written rules
“multi-agent system”	a computing architecture in which multiple AI agents work together on shared objectives, dividing complex tasks among specialized agents that communicate and coordinate to deliver results
“multimodal”	the capability of an AI system to process, understand and generate information across multiple data types, including text, images, audio and video, rather than being limited to a single format
“natural language processing” or “NLP”	natural language processing, a branch of artificial intelligence that enables computers to understand, interpret and generate human language, supporting applications such as text analysis, content classification and automated report generation
“net sentiment rate” or “NSR”	a metric that measures net brand sentiment by calculating the balance of positive versus negative mentions among authentic consumer posts, used as a quantitative indicator of brand health and public perception
“OA”	office automation, which refers to a suite of software and hardware designed to digitally streamline, manage, and automate routine day-to-day tasks in a workplace
“OCR”	optical character recognition, a technology that identifies and extracts text from images, scanned documents and visual media, converting it into machine-readable data

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“RAG”	retrieval-augmented generation, a technique that improves the accuracy of AI-generated responses by first retrieving relevant information from external knowledge sources before generating output, helping to reduce the risk of factual inaccuracies
“sentiment analysis”	a technique that identifies and classifies opinions expressed in text, images or other content to determine whether the attitude toward a particular topic, product or brand is positive, negative or neutral
“SocialGPT”	the Company’s proprietary vertical-domain enterprise large model, tailored for enterprise business growth scenarios, that provides the core language understanding and reasoning capabilities used by the Company’s AI agents within EnlightAI
“UGC”	user-generated content, content such as text posts, photos, videos and reviews created and shared by individual users on social media and other online platforms, as distinct from content produced by the company or its official channels
“vertical large model”	a large AI model specifically adapted for a particular industry or business domain by incorporating domain-specific data, knowledge graphs and business rules, as distinct from general-purpose models designed for broad tasks