



WEIMOB INC.

微盟集團*

(Incorporated in the Cayman Islands with limited liability)

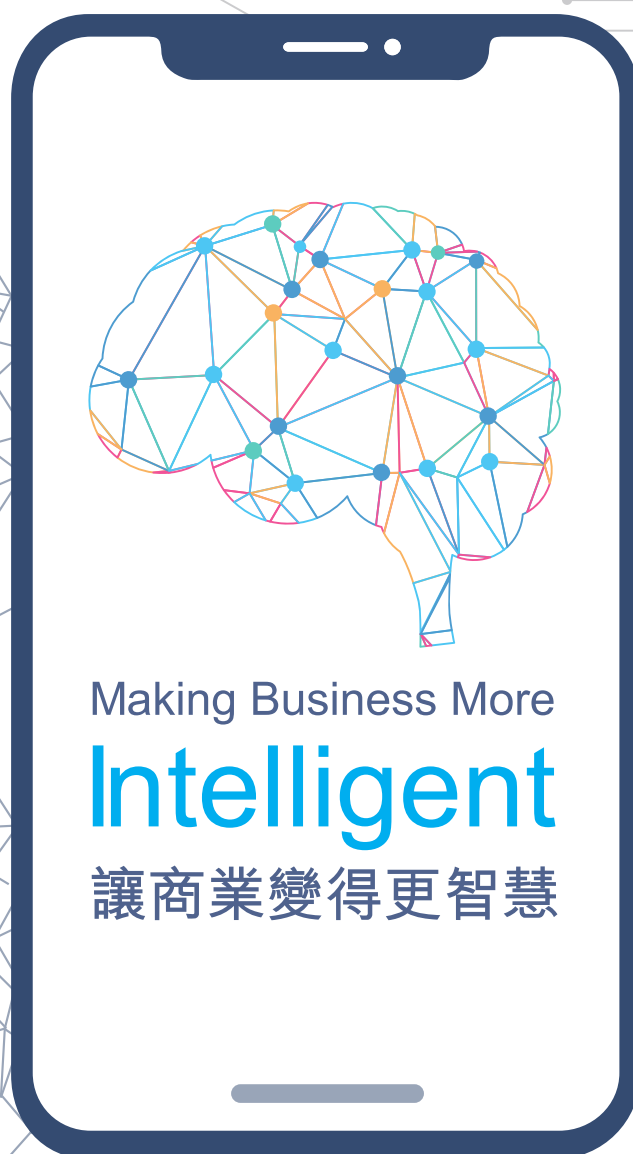
(於開曼群島註冊成立之有限公司)

Stock Code 股份代號 : 2013

Environmental, Social and Governance Report

環境、社會及管治報告

2018



*For identification purpose only 僅供識別



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ABOUT THE REPORT

Weimob Inc. (stock code: 2013, the “Company”) hereby issues the first Environmental, Social and Governance Report (the “Report”) of the Company and its subsidiaries (collectively the “Group”, “Weimob” or “we”) to demonstrate our practices and performances regarding environmental, social and governance (“ESG”) areas to all stakeholders.

REPORTING SCOPE

The Report covers the Company and its subsidiaries. The reporting period is from 1 January 2018 to 31 December 2018 (the “Reporting Period”). The key performance indicators (“KPIs”) in environmental area disclosed in the Report are applied to our main offices in Shanghai and Hefei.

REFERENCE

The Report is prepared in accordance with the Environmental, Social and Governance Reporting Guide (the “ESG Reporting Guide”) in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“HKEX”). The Report is presented according to the reporting principles of ESG Reporting Guide:

- “Materiality”: ESG aspects are determined by stakeholders engagement and materiality assessment;
- “Quantitative”: the Group’s environmental KPIs are reported on a quantitative basis;
- “Balance”: the Report provides an unbiased picture of the Group’s environmental and social performance;
- “Consistency”: the Report is the Group’s first ESG report. The methodology for preparing ESG report is confirmed and will be consistent in subsequent years.

REPORT AVAILABILITY

The Report is available in electronic version, which can be viewed or downloaded on the Company’s official website (<https://www.weimob.com>) and the HKEXnews website (<http://www.hkexnews.hk>).

CONTACT INFORMATION

If you have any questions or feedback on the Report and its contents, please feel free to contact us by:

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BUILD A DREAM TOGETHER, CREATE A FUTURE



2018 Silu Retail Digitalisation Service Conference Luming Award “Top 50 Retail Digitalisation Enabling Service Provider”



CLPA “Top 100 Innovative Enterprises with Most Investment Values in 2017-2018”



EO “China Smart Enterprise Services Annual List of Innovative Enterprises in 2018”



2018 Most Valuable Investment Company in China Mobile Internet Industry, Top 30 Potential Unicorn Enterprises in China



The best service provider in regional and tail for medium to long channels of Tencent advertising in 2018



13th iResearch Awards – Marketing Award – “Best Mini Program Special Award” in 2018



13th iResearch Awards – “Enterprise Service Innovation Award” in 2018

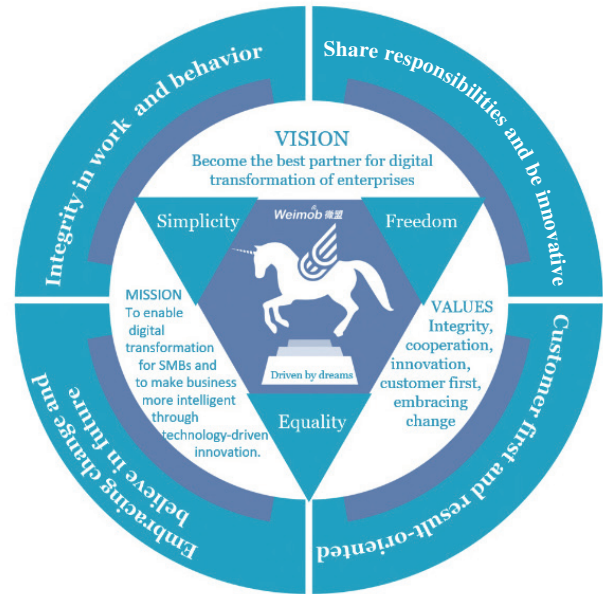
1 ESG MANAGEMENT

1.1 COMPANY PROFILE

Weimob Inc. was founded in April 2013 and currently has over 2,800 employees, 1,600 channel partners, and 2.8 million registered merchants. Weimob is the leading provider of cloud-based commerce and marketing solutions and targeted marketing services on Tencent's social networking service platforms for SMBs in China.

Weimob empowers digital transformation for SMBs through decentralized, intelligent business solutions. Through our Commerce Cloud, Marketing Cloud and Sales Cloud offerings, Weimob has established a cloud-based ecosystem to provide comprehensive intelligent business services. Currently, Weimob's SaaS products include: Wei Mall, Smart Retail, Smart Restaurant, Ke Lai Dian, Smart Hotel, Smart Leisure, Smart Beauty, Sales Pusher, Wei Station, and Marketing Assistant. Weimob is helping its merchants improve operational efficiency and profitability in the new retail era through these solutions. In the targeted marketing segment, Weimob provides one-stop marketing solutions combining technologies such as big data, intelligent algorithms, and marketing automation with premium media resources. Meanwhile, Weimob Cloud Platform has attracted third-party developers and established a cloud ecosystem to provide more application choices and better services to merchants by sharing the technical capabilities of Weimob's core products.

Adhering to the corporate culture of "Simple, free and equal" and the values of "Integrity, cooperation and innovation, customer first, embrace change", Weimob will continue to drive digital transformation for enterprises by continuously improving our products and services, making business more intelligent through technology-driven innovation.



Weimob Corporate Culture Model

1.2 ESG MANAGEMENT

We established an ESG management system with clarified management functions and responsibilities at all levels. We carry out specific work through the ESG working group and help the Board of Directors (the “Board”) understand our ESG risks and performance in a timely manner, so as to better incorporate ESG factors into company planning and daily operations.

- The Board is responsible for:
 - assessing and determining the Group’s ESG risks ;
 - ensuring the establishment of appropriate and effective ESG risk management and internal control systems ;
 - developing ESG strategies, action plans and objectives ;
 - monitoring the progress and performance of ESG work ;
 - reviewing and approving annual ESG reports.
- The management is responsible for:
 - reporting ESG-related risks and opportunities to the Board ;
 - implementing ESG risk management and internal control systems ;
 - informing the Board of the effectiveness of ESG risk management and internal control systems ;
 - arranging work in accordance with the ESG strategies, action plans and objectives developed by the Board ;
 - reporting to the Board on the progress and performance of ESG work ;
 - providing annual ESG report to the Board.
- The ESG working group, composed of relevant responsible persons from each functional department, is responsible for:
 - carrying out specific ESG work ;
 - reporting to the management on the progress of the work ;
 - collecting information and data ;
 - preparing annual ESG reports and reporting to the management.

1 ESG MANAGEMENT

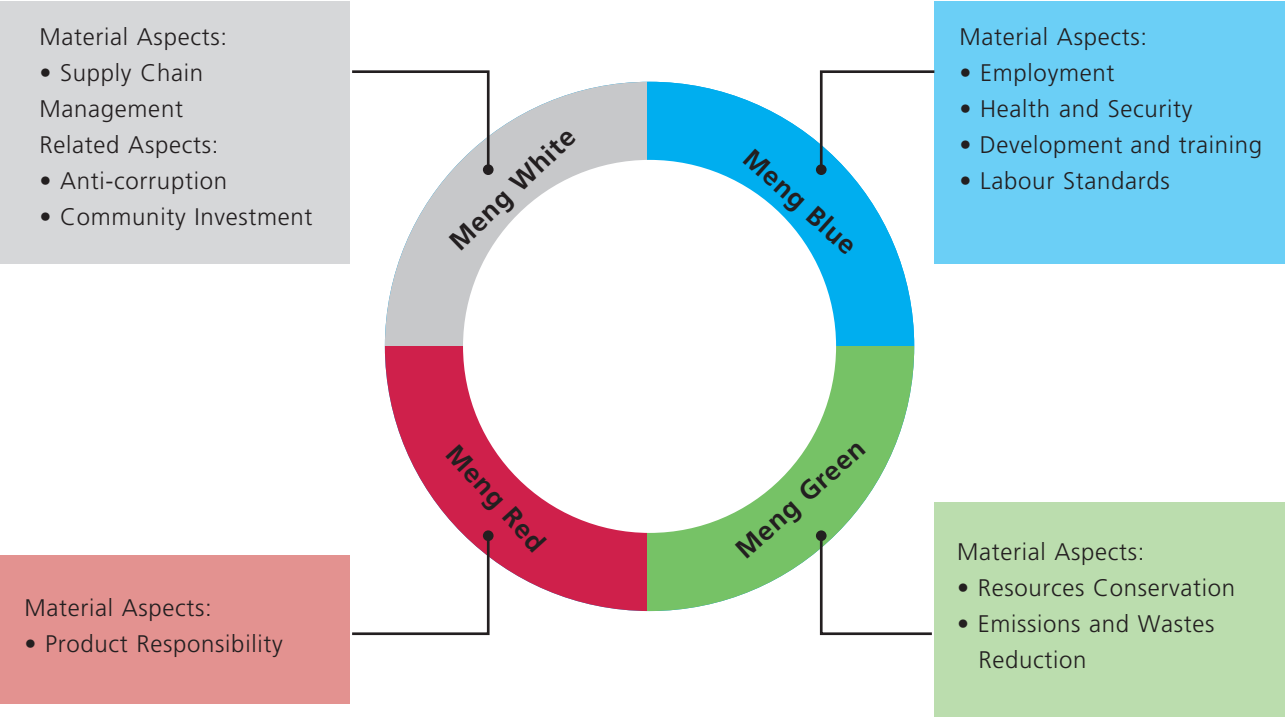
1.3 STAKEHOLDER ENGAGEMENT

Through different communication mechanisms, we established close relationship with key stakeholders including government, shareholders, employees, consumers, business partners, environment and community, actively responding to their expectations and requirements for Weimob.

Stakeholders	Expectations and Requirements	Communication Mechanism
Government	<ul style="list-style-type: none">• Law and discipline observation• Tax payment in accordance with laws• Support for local development	<ul style="list-style-type: none">• Daily management• Conferences• Supervision and inspection
Shareholders	<ul style="list-style-type: none">• Return to shareholders• Information disclosure• Investor relations• Corporate governance• Risk control	<ul style="list-style-type: none">• General meeting of shareholders• Information disclosure• Activities promoting investor relations
Employees	<ul style="list-style-type: none">• Salaries and welfare protection• Good working environment and development platform• Fair opportunity for promotion and development	<ul style="list-style-type: none">• Two-channel career development system• Performance appraisal management measures• Employee activities• Democratic communication Weimob-Chat• Weimob University• Healthy and safe working environment
Consumers	<ul style="list-style-type: none">• High quality products• Quality services• Protection of consumer rights and interests	<ul style="list-style-type: none">• Contract performance• Customer service centre specifications• Customer satisfaction survey
Business partners	<ul style="list-style-type: none">• Fulfilment of promises• Procurement in an equal, open and fair manner• Win-win development	<ul style="list-style-type: none">• Compliant procurement• Contract fulfilment
Environment	<ul style="list-style-type: none">• Environmental protection• Protect ecological balance	<ul style="list-style-type: none">• Reduction in emissions and wastes• Energy conservation and waste reduction
Community	<ul style="list-style-type: none">• Improvement of community environment• Support for community welfare	<ul style="list-style-type: none">• "Internet + Philanthropy" public welfare platform

1.4 MATERIALITY ASSESSMENT

In accordance with the ESG Reporting Guide, we constructed an ESG materiality assessment model and conducted a materiality assessment through questionnaire to identify material aspects that are suitable for the Group. We disclose and respond to these material aspects in the Report.



2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

We care about the growth of our people and provide a good working environment and incentive mechanisms for them. We constantly improve the training system and career development channels to enable employees to grow together with the Company. We fully respect and trust our staff, and provide continuous guide and encourage for them, making them feel the joy of success.

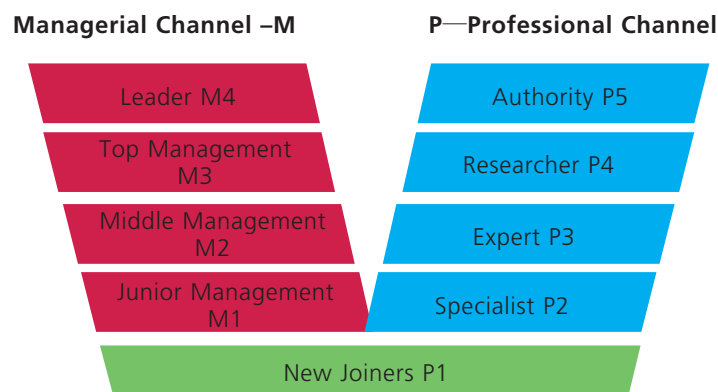
2.1 PROTECTION OF RIGHTS AND INTERESTS

In compliance with relevant laws and regulations, including but not limited to the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China* and the *Provision on the Prohibition of Using Child Labour*, we effectively protect the legitimate rights and interests of our employees.

- Recruitment and promotion**

We keep on looking for like-minded talents pursuing common development and expect them to grow into core and key employees of each department of Weimob. We formulated the *Recruitment Management Policy* to hire qualified employees following the principle of "Open recruitment, equal competition, merit-based recruitment, and giving priority to internal candidates over external ones".

We built a two-channel career development system where employees can choose management career path or professional one depending on their individual conditions. In the case of job vacancies, we give priority to internal candidates in selection to fully explore outstanding internal staff.



We formulated the *Weimob Performance Appraisal Management Policy* and took the results of performance appraisal as an important basis for employees' personal growth and development, such as promotion, encouragement, training, etc.

We established promotion review committees both at the department level and company level to evaluate employees based on the work requirements, employees' performance, working competence, relevant job knowledge and experience, and promote or transfer employees to new positions according to the evaluation results. In March 2018, a total of 270 employees were promoted after being nominated by each business unit, evaluated by the department-level/company-level promotion review committee, and reviewed and approved by the human resource department and the president's office.

2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

- **Remuneration and dismissal**

We formulated the *Remuneration Management Policy* and signed *Labour Contracts* with formal employees providing them with a well-established compensation system. The remuneration of employees consists of basic salary, performance salary, annual bonus and welfare subsidies. We set multiple pay grades in line with different job responsibilities and comprehensively determine the annual bonus amount according to various factors, including the operation condition, the employees' work nature, work quality, performance and contributions to the Company, etc.

In the *Labour Contract* and *Employee Handbook*, we set out the specific conditions and procedures to be met and followed when terminating the labour contract with employees. Arbitrary dismissal is not allowed.

- **Working hours, rest period, other benefits and welfare**

Adopting a 40-hour-a-week working system, we work 5 days every week (Monday to Friday). We encourage our people to finish their work with required quality and quantity during normal working hours and discourage them from working overtime. If employees need to work overtime on national holidays or weekends, they should fill out the *Overtime Application Form* and get approval. In such cases, they are entitled to paid leave or overtime compensation in accordance with relevant regulations. Employees enjoy a variety of holidays such as national holidays, paid annual leave, marriage leave, pregnancy leave, maternity leave, sick leave and funeral leave, etc.



GYM

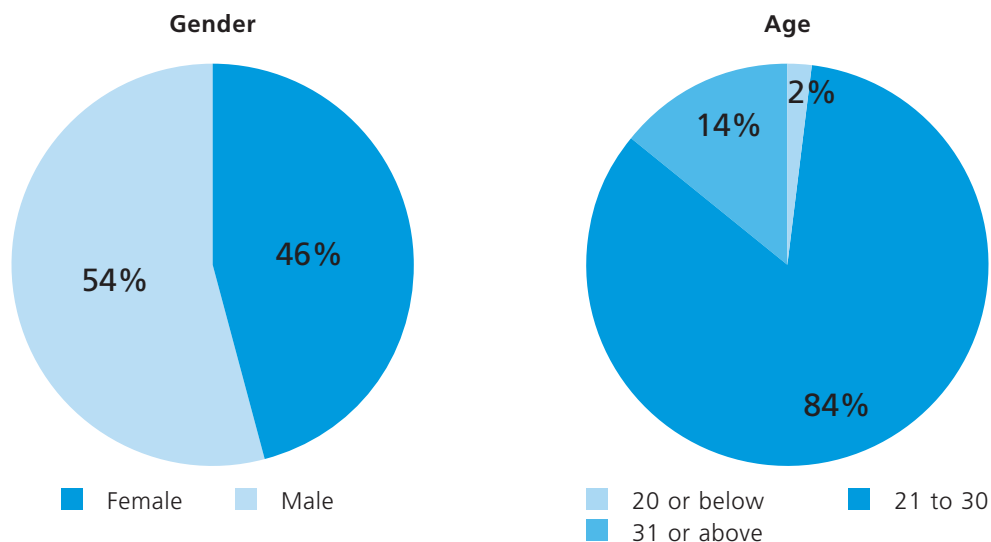
We pay social insurance premiums for our staff in accordance with national and local policies and regulations, and provide lots of benefits for employees comprising meal subsidies, communication subsidies, transportation subsidies, etc. In our daily work, we not only provide 24-hour gym, mother-and-baby room, billiard room, self-service café, leisure bar, reading room and other spaces for our people in the office, but also provide them with a rich variety of fruits, afternoon tea and other treats.

2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

- **Equal opportunity, diversity and anti-discrimination**

We strictly comply with national and local laws and regulations and avoid discrimination against any employee based on personal characteristics such as race, gender, colour, age, family background, ethnic tradition, religion, physical fitness and original nationality, etc. We ensure that all employees are equally treated in compensation and dismissal, recruitment and promotion, working hours, rest periods, other benefits and welfare.

By the end of 2018, we had a total of 2,843 employees, the proportion of which is listed by gender and age as follows:



- **Labour Standards**

In compliance with relevant laws and regulations, we stipulate in our *Employee Handbook* that people under the age of 18 are not allowed to be employed, and there's no child labour in the Group. In addition, we adopt statutory working hours where employees need to apply and get approval for overtime, and there's no forced labour.

2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

2.2 COMMUNICATION AND CARE

- **Democratic Communication**

We attribute communication and exchanges with employees as a critical factor to our continuous development, and strengthen communication channels via meetings, group activities, bulletin boards and internal electronic networks.

As one of the multi-dimensional communication projects of Weimob, Weimob-Chat aims to help new joiners who have been on board for no more than 90 days to solve their problems and help them better integrate into the working life in Weimob. Through interactive activities like “New Joiner Voice” and “Meetings with Senior Executives”, we build a communication platform for new employees, senior staff and management, which enhances communication between new joiners and senior staff, and creates a relaxing and pleasant working atmosphere.

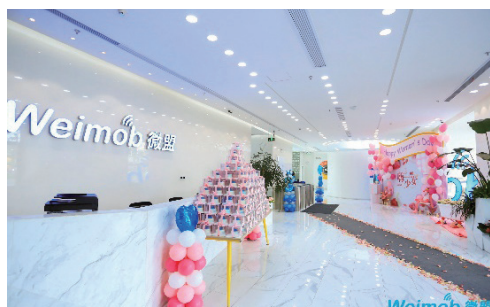


- **Diversified Activities**

In order to relax employees in non-working time after busy work and strengthen the relationship between employees and different departments, we established various staff clubs including football clubs, dance clubs, basketball clubs, yoga clubs, photography clubs, badminton clubs, swimming clubs, roller skating clubs and so on, and organised a wide range of employee activities, such as WeimobFun, team building, festival-themed activities, etc.



Lantern Riddle Activities for Chinese Lantern Festival on 2 March 2018



“Hi Girl!” Themed Activities on 8 March 2018



Weimob “Children Care Alliance” Special Event on 1 June 2018



R&D Centre Winter Fun Sports Meeting in January 2018

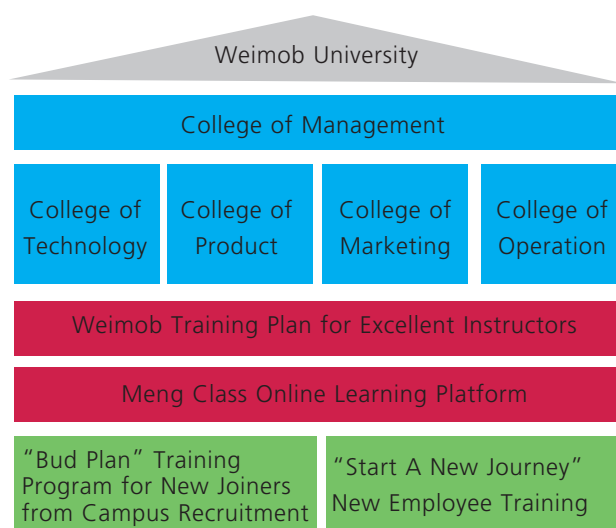
2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

2.3 TALENT CULTIVATION

At Weimob, employees have opportunities for horizontal and vertical development. We established Weimob University and a two-channel career development system. We provide employees with a long-term career development system, helping them grow from new joiners to key employees and embark on different development channels. Weimob University has launched “Weimob Class”, a mobile online learning platform exclusively for Weimob staff. Employees can log in via computer, mobile phone or tablet computer to learn quality courses anytime and anywhere.

We developed the *Employee Training Policy* and provide customised training for employees based on their specific conditions. We launch diversified training, such as “Training Camp for Excellent Instructors” and “Star Plan” under vertical and horizontal training modes to meet their claims for special knowledge and development.

To motivate employees’ development, we constructed a Meng Coin System where employees can gain Meng Coins through participation in learning and development (development courses, lectures, face-to-face learning class or sharing, etc.), contributions in recruitment and operations (internal recommendation, recruitment slogan collection, etc.) as well as organisation and culture involvement (participating in large-scale corporate activities and employee volunteering activities, submitting articles to internal journals, acting as an internal journal correspondent, etc.), and redeem corresponding prizes with the Meng Coins.



Meng Coin Redemption

You can redeem prizes, with the coins earned from internal journal submission, recommendation, curriculum development and through other means, on the last workday of each quarter. Please pay attention to our quarterly email for prize redemption, we have various customized Weimob prizes for you!

No.	Points	Prize	No.	Points	Prize
1	200	USB Night Lamp	9	5500	Weimob Backpack
2	500	Phone Ring	10	6500	Weimob Charge Pal
3	1000	A Set of Storage Boxes/Bags (Six)	11	7500	Weimob Sterro (BOSE)
4	1500	Weimob Doll/Neck Pillow	12	8500	Weimob Stereo (MIUI)
5	2500	USB Flash Disk/Heaven Branded Umbrella	13	9500	Weimob Stereo (BOSE) + 2500-Point Redemption
6	2500	Lamp with Gravity Sensor	14	12000	Annual Leave of 0.5 day
7	3500	Body Fat Calculator/Weimob Mouse	15	15000	Suitcase
8	4500	Body Fat Calculator + A Set of Storage Boxes/Bags	16	20000	Annual Leave of 1 day

2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

Training Camp for Excellent Instructors

In March 2018, Weimob University launched the fourth Training Camp for Excellent Instructors. Students were guided to change their thinking mode and urged to turn their business experience into high-quality courses through “Photosynthesis” principle model, techniques relating to curriculum design and development, so as to cultivate qualified training instructors.



Star Plan

In April 2018, the “Star Plan” Front-line Manager Training Camp was officially launched. It is aimed at cultivating management talents with Weimob management genes and helping trainees to apply what they have learned in class to management practices, which will effectively support and promote the achievement of the Company’s business goals.



2 MENG BLUE – SHARE RESPONSIBILITIES AND BENEFITS, GROW HAPPILY

2.4 HEALTH AND SAFETY

In accordance with relevant laws and regulations, including but not limited to the *Fire Control Law of the People's Republic of China*, we check the firefighting equipment in the office building monthly to ensure fire safety in the workplace. We organise employees to participate in fire drills initiated by the fire detachment in the park, so as to improve employees' response and self-rescue abilities.

Due to our business characteristics, employees mainly work in the office building and are not exposed to dust, radioactive substances or other toxic and harmful factors, so they are rarely inflicted by occupational diseases.

We attach great importance to the health of our staff and provide them with free medical examinations once a year. For the renovated office buildings, we arrange professional organisations to conduct formaldehyde detection and treatment, and issue relevant test reports, so as to provide employees with a healthy working environment.



Participate in Fire Drill in the Park

3 MENG RED – PUT CUSTOMER FIRST, EMBRACE CHANGES

Based on the core values of mobile social network, we have realised a strategic integration of software development, advertising and marketing, e-commerce, finance, investment and big data in cross-functional field to create an intelligent business service ecosystem. We have formed a sales network all over the country and possessed a huge and rapidly growing customer base. It owes to our corporate values of “Customer First, Embrace Changes” and the spirit of continuous innovation.

3.1 WEIMOB ECOSYSTEM

We provide cloud-based business and marketing solutions for small and medium-size enterprise (“SMEs”) and render targeted marketing services for SMEs on social networking service platforms.

- **Cloud Products**

Connecting merchants, consumers and social media platform ecosystem, our cloud business and marketing service platform have disrupted the way merchants do business and gained a trustworthy reputation among participants in the Weimob ecosystem.

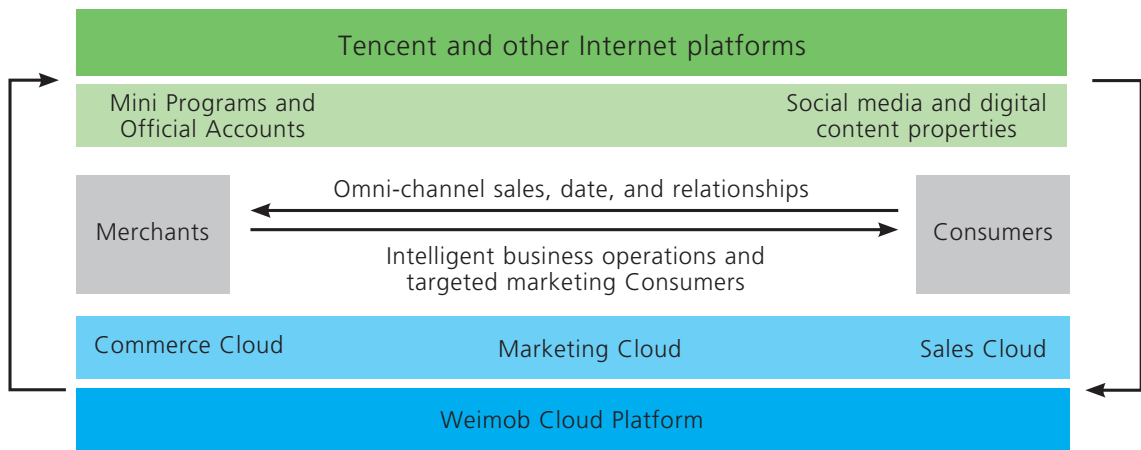
Our cloud offerings include SaaS products (i.e., Commerce Cloud, Marketing Cloud and Sales Cloud) and PaaS products (comprising the Weimob Cloud platform).

Merchants use our SaaS products to build personalized storefronts on social media platforms and manage their mission-critical digital commerce operations including product display, order intake and payment processing, customer relationship management, and social media marketing.

- ✓ Commence Cloud, consisting of Wei Mall, Smart Retail, Ke Lai Dian, Smart Restaurant, Mengyou Food Delivery, Smart Hotel, Smart Beauty and Smart Leisure, helps merchants to integrate and digitalise online and offline operations to enhance the involvement, conversion rate, return and loyalty of the customers;
- ✓ Marketing Cloud is an array of marketing solutions that provide merchants with a series of digital tools, including advertisement production and budget allocation, to target customers and optimise online marketing activities;
- ✓ Sales Cloud assists merchants in improving their customer acquisition capability and scaling new heights in sales with higher efficiency.

3 MENG RED – PUT CUSTOMER FIRST, EMBRACE CHANGES

PaaS (Platform as a Service) is designed for third-party developers to design, build and implement enterprise-grade custom applications. Third-party developers are able to integrate the storefronts, products, transactions, payment, marketing, membership and logistics modules into their applications and add more features to their applications by linking to hundreds of plug-ins available in Weimob Service Market (APP store).




- **Targeted Marketing**

Targeted marketing is a one-stop solution for convenient, economical and efficient social media marketing. It enables advertisers to optimise their marketing activities for the sake of brand promotion and targeted marketing. Our proprietary data management platform (DMP) integrated with analytics and optimization technology supports precise marketing for advertisers to more accurately identify audiences who are likely to have an interest in their brands or become paying customers. It also enables advertisers to conveniently choose media resources, create social promotion plans, and utilize other powerful tools for marketing and promotion.

In addition, advertisers are able to reach mass audience with the backing of our cooperation with premium media, which mainly consist of major social media platforms and other high-traffic channels, for instance, WeChat Moments, WeChat Official Account, QQ, QZone, Baidu and Zhihu.

3.2 R&D STRENGTH

Since the establishment of Weimob, we have insisted on innovation and R&D and created unlimited possibilities through constant changes. Weimob started as a WeChat service developer and has developed into a diversified internet group enterprise specialised in mobile social media marketing after 5 years' rapid development.

 **99.9%**
System available

 **30,000 deals**
Deals processed per second

 **<200 milliseconds**
Average response time

3 MENG RED – PUT CUSTOMER FIRST, EMBRACE CHANGES

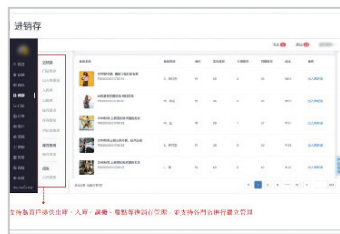
In 2018, we continued to upgrade the smart business service ecosystem. With the new cloud platform rolled out in 2017, we sped up the renewal of Weimob products and launched a series of products, such as “Go-to-store”, from Ke Lai Dian to Smart Restaurant, Smart Food Delivery, Smart Beauty and Smart Leisure. In the future, we aspire to become the “Best Partner of Enterprises in Their Digitisation Journey” by upgrading strategy, organisation, management and business.

Smart Sales

In September 2018, we launched the Smart Sales and helped off-line retailers to integrate on-line and off-line operation and become smart business through a range of functions to manage products, orders, stocks, payment, customers, marketing and data.



On-line store management



Purchase-sell-stock management



Shopping guide system



Reservation



Socializing customer resources management

Hurricane Operation

We are constantly upgrading our mini program products and leading the way with the various functions, strong operation and stable performance. In March 2018, we carried out the “Hurricane Operation” simultaneously in 50 cities across the country, including Beijing, Shanghai, Shenzhen, Hangzhou, Nanjing and Suzhou, etc. In this operation, we closely communicated with enterprise merchants and helped them gain a comprehensive understanding of mini program, seize the opportunities and highland of mini programs.



3 MENG RED – PUT CUSTOMER FIRST, EMBRACE CHANGES

3.3 CUSTOMER SERVICE

We continuously build our service capabilities to become the ideal partner of our clients. We took the following measures to enhance the customer service:

- ✓ *Specifications on Weimob Customer Service Centre* is in place to manage service attitude, language courtesy, customer waiting, expression ability, understanding and listening, etc.;
- ✓ *Specifications on Weimob Customer Success Department* was put into effect. It requires that employees should record customers' product requirements, service complaints, and BUG feedbacks within stipulated time, submit relevant work orders, follow up and feedback to customers the progress of the work orders, and notify them of the updated content and whatever they should pay attention to;
- ✓ *Customer Satisfaction Sampling Policy* was instituted, which demands that employees should track customers' requirements in real time, throughout the closed cycle from pre-sales to after-sales, to ensure timely response to customers' feedbacks;
- ✓ Special teams are designated to deal with customer complaints in accordance with the standard procedure for customer complaint handling;
- ✓ After-sales service satisfaction survey is conducted on a monthly basis so that we can take proper measures accordingly to increase the customer satisfaction.

We regard the data privacy of merchants and their consumers as confidential information of the Company. In terms of management, we established an independent information security department to manage user data; we sign the user data authorization agreements with our merchants in compliance with applicable laws and regulations in the People's Republic of China, and inform them about the purpose, scope and methods of information collection and use, with which we always conform; we have not sold or illegally provided such personal information we have accumulated to any third parties. In terms of technology, we have adopted a range of security measures, including but not limited to enforcing encrypted data transmission and storage, conducting data classification management, applying strict management policies on user data access and usage, to safeguard the data we have accumulated and stored. Accredited Grade Three of the Graded Protection of National Network Security, we boast reliable information and infrastructure security capabilities and strive to protect user privacy to the full extent.

4 MENG WHITE – COMPLIANCE AND WIN-WIN, SMART PUBLIC WELFARE

4.1 COOPERATION AND COMPLIANCE

- **Supply Chain Management**

Our major suppliers are media publishers and suppliers of cloud computing servers, bandwidth, advertising, logistics and payment services. In line with our standardised supplier management system, we prefer partners who uphold social responsibilities and sustainable development. We improve the performance in environment and society together with suppliers, and effectively manage the environmental and social risks of supply chain.

We strictly comply with and require suppliers to comply with relevant laws and regulations, including but not limited to the *Bidding Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China* and the *Interim Provisions on Banning Commercial Bribery*. Conventional terms of anti-commercial bribery are attached in our contracts with suppliers. We sign the *Commitment Letter of Anti-commercial Bribery* with suppliers, banning commercial bribery of any kind and safeguarding the legitimate rights of both parties.

- **Anti-corruption**

In compliance with relevant laws and regulations, including but not limited to the *Company Law of the People's Republic of China* and the *Anti-Money Laundering Law of the People's Republic of China*, etc. we formulated the *Weimob Integrity Management Policy* to prevent bribery, extortion, fraud and money laundering. In the *Employee Handbook*, Weimob insists that employees should be strict and honest with themselves and never ask for kickbacks or receive gifts from clients or external parties by any means.

Internally and externally, we encourage reporting violations and breaches and set up unimpeded reporting channels accordingly:

- Internal employees are encouraged to report any illegal behaviours of suspicion through internal employee groups or direct contact with management;
- External partners are encouraged to report inappropriate behaviours of our employees to us via reporting hotline on the Group's official website and will be rewarded after verification.

Moreover, we give regular and irregular anti-corruption trainings to reinforce the integrity of employees and create a self-disciplined and honest business environment.

4 MENG WHITE – COMPLIANCE AND WIN-WIN, SMART PUBLIC WELFARE

- **Intellectual Property Rights**

As a knowledge-driven enterprise, we put intellectual property protection high on our agenda. In compliance with relevant laws and regulations, including but not limited to the *Trademark Law of the People's Republic of China*, the *Patent Law of the People's Republic of China*, *Copyright Law of the People's Republic of China* and the *Anti-Unfair Competition Law of the People's Republic of China*, we established the *Weimob Intellectual Property Management Policy*, including the *Patent Management Policy*, *Trademark Management Policy* and *Software Copyright Management Policy*, etc., to effectively manage intellectual property. We properly record work relating to intellectual property; identify the attribution of results of intellectual property creation activities; implement the confidentiality, protection and commitment systems of intellectual property, to safeguard our legitimate rights and interests in intangible assets.

- **Logo and Advertising Management**

We stipulate that logos, colours, combination of logos should be in line with the requirements in *Weimob Visual Identity System Handbook* to ensure the consistency of brand identity. While undertaking advertising business, companies of Weimob strictly comply with relevant laws and regulations, including but not limited to the *Advertising Law of the People's Republic of China*, *Regulations on Control of Advertisement and Provisions on the Administration of Advertisement Publishing*. They review their services on advertising consulting, advertising planning, advertising production and advertising management, etc. in accordance with the requirements on verification of advertisers' qualification, advertisement content and double-check mechanism stipulated in the *Weimob Advertising Compliance Guidelines*.

4 MENG WHITE – COMPLIANCE AND WIN-WIN, SMART PUBLIC WELFARE

4.2 SMART PUBLIC WELFARE

As a vibrant and innovative internet technology company, we show ingenuity in our community engagement. Following the trend of “Internet + Philanthropy” and taking the advantage of our own, we “contribute to public welfare in a smarter manner” by intelligent and internet means and the power of social networking.

- **“Philanthropy and Public Welfare + Mini Program”**

Mengdong Public Welfare Laboratory is an “Internet + Philanthropy” public welfare platform jointly established by the Shanghai Charity Foundation and Weimob in 2017. As a channel for information communication, it serves as a wishing platform for people in need of help who can post wishes of their own, their group or the larger society on the wishing wall, and as a philanthropic platform for those willing to show their universal love who can pick up and help realise the wishes of others.

In May 2018, Weimob helped Shanghai Charity Foundation to develop and launch the mini program “Realising Dream in the 2018 Special Olympics of Shanghai”. In this case, 1,000 wishes were collected from schools for mental retardation and sunshine houses in different districts of Shanghai. The public can help people with intellectual to realise their dreams thorough picking up wishes from the WeChat official account. In line with the idea of “Tech for Social Good”, we helped this dream action and promoted the innovation and upgrading of charity and public welfare, and made it more convenient for the public to participate in relevant activities.



5 MENG GREEN – ENERGY CONSERVATION AND ENVIRONMENT PROTECTION, GREEN AND LOW-CARBON

There is no material impact on the environment in our operation. In compliance with relevant laws and regulations, including but not limited to the *Environmental Protection Law of the People's Republic of China*, we formulated the *Weimob Environment Protection and Energy Conservation Management Policy*. Administration Department is designated to take charge of environment protection, energy and water conservation, and supervision and management of environment protection activities in Weimob. We contribute ourselves to save energy and reduce emissions.

5.1 EMISSIONS AND WASTES REDUCTION

Given that our principal activities comprise cloud-based commerce and marketing solutions, our waste gases are mainly sulphur dioxide ("SO₂"), nitrogen oxide ("NO_x"), and particulate matters produced by office vehicles. Our greenhouse gas ("GHG") emissions mainly come from consumption of electricity in offices and gasoline used by office vehicles. Our wastes are domestic garbage produced in offices.

We actively advocate the idea of Green Office to save energy and consequently reduce waste gas and GHG emissions. Also, we collect wastes regularly, classify the wastes for better management and recycle the wastes with recoverable value. We encourage paperless office and call on employees to decrease printing and copying, use double-sided printing, reclaim waste paper, by which we avoid unnecessary use of paper and produce less non-hazardous wastes.

Our main hazardous wastes are used toner cartridges, ink cartridges, etc., which are collected by qualified recyclers for reclamation. As we are not involved in hazardous waste discharge and have little impact on the environment, KPI A1.3 (Total hazardous waste produced) under the ESG Reporting Guide is not disclosed in the Report.

During the Reporting Period, the types of emissions and respective emissions data are shown as below:

Emissions

NO_x (kg)	35.02
SO₂ (kg)	0.07
Particulate matter (kg)	3.36
Direct GHG emission (Scope 1) (tCO₂e)	13.37
Energy indirect GHG emission (Scope 2) (tCO₂e)	979.80
Total GHG emission (tCO₂e)	993.17
Greenhouse gas emission intensity (tCO₂e per person)	0.50
Total non-hazardous waste (in tonnes)	119.16
Non-hazardous waste intensity (tonne per person)	0.06

5 MENG GREEN – ENERGY CONSERVATION AND ENVIRONMENT PROTECTION, GREEN AND LOW-CARBON

5.2 RESOURCES CONSERVATION

We introduced and promoted energy-saving and water-saving equipment and technologies in the office, encouraged employees to reinforce their awareness of electricity and water conservation and reduced energy consumption through green office measures:

- **Electrical Lights and Equipment**
 - Multiple controls are used in the lighting system, use LED and energy saving lamps for lighting;
 - Unnecessary lights are turned off during the lunch break and overtime work. Unused computers are shut down or switched to power saving mode. Lights, computers, printers, water dispensers and other appliances are shut down after work;
 - Lights in conference rooms are switched off in time. Signs are posted at the exit and entrance of conference rooms, reminding employees to turn off lights when leaving;
 - When purchasing new appliances, green products that are energy-efficient and environmentally friendly are selected while considering the prices.
- **Ventilator and Air Conditioner**
 - Cooling mode of the air conditioner starts operating on working days from June to September at the temperature of 26℃; heating mode is working on the working days from December to March at the temperature of 20℃; natural ventilation is on during the months when the air conditioner is off;
 - The central air conditioner in conference rooms is switched off in time. Signs are posted at the exit and entrance of the conference rooms, reminding employees to turn it off when leaving;
 - We conduct timely maintenance and repair on air conditioners in the offices and clear up separation nets of the air conditioners and ventilators to ensure their good operation;
 - When the air conditioner is on, we always keep windows, doors and curtains closed for heat preservation and energy saving.
- **Water Conservation**
 - We use equipment with high water efficiency;
 - We properly manage and maintain water equipment so as to find and eliminate failures in time, including water leakage, water dripping and sensor failure;
 - Turn off the tap after use so as to prevent long-flowing water;
 - Sprinkling or drip irrigation method is adopted for public green spaces to save water;
 - The water valve is closed during holidays.

5 MENG GREEN – ENERGY CONSERVATION AND ENVIRONMENT PROTECTION, GREEN AND LOW-CARBON

During the Reporting Period, the resource consumption data is set out as below:

Use Of Resources

Total direct energy consumption (MWh)	54.67
Total indirect energy consumption (MWh)	1,392.76
Total energy consumption (MWh)	1,447.43
Energy consumption intensity (MWh per person)	0.72
Total water consumption (in tonnes)	10,417.00
Water consumption intensity (tonne per person)	5.20

Our water is sourced from municipal water system. Therefore, there is no issue in sourcing water that is fit for purpose. Due to the characteristics of our businesses, we do not use any packing materials, thus KPI A2.5 total packaging material used for finished products under the ESG Reporting Guide is not applicable and is not disclosed in the Report.

We have disclosed the emissions and use of resources in 5.1 Emissions and Wastes Reduction and 5.2 Resources Conservation respectively. Due to the characteristics of our businesses, we are not related to other environment and natural resources during operation. A3 environmental and natural resources and KPI A3.1 description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them under the ESG Reporting Guide are not applicable, and are not disclosed in the Report.

INDEX FOR ESG REPORTING GUIDE

Aspects	Descriptions	Chapter
A1	<p>Emissions:</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.</p> <p>Note: Air emissions include NO_x, SO_x, and other pollutants regulated under national laws and regulations.</p> <p>Greenhouse gases include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride.</p> <p>Hazardous wastes are those defined by national regulations.</p>	5.1 Emissions and Wastes Reduction
A1.1	The types of emissions and respective emissions data.	5.1 Emissions and Wastes Reduction
A1.2	Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Emissions and Wastes Reduction
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Emissions and Wastes Reduction
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Emissions and Wastes Reduction
A1.5	Description of measures to mitigate emissions and results achieved.	5.1 Emissions and Wastes Reduction
A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	5.1 Emissions and Wastes Reduction

INDEX FOR ESG REPORTING GUIDE

Aspects	Descriptions	Chapter
A2	<p>Use of Resources:</p> <p>Policies on the efficient use of resources, including energy, water and other raw materials.</p> <p><i>Note: Resources may be used in production, in storage, transportation, in buildings, electronic equipment, etc.</i></p>	5.2 Resources Conservation
A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	5.2 Resources Conservation
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	5.2 Resources Conservation
A2.3	Description of energy use efficiency initiatives and results achieved.	5.2 Resources Conservation
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	5.2 Resources Conservation
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	NA
A3	<p>The Environment and Natural Resources:</p> <p>Policies on minimising the issuer's significant impact on the environment and natural resources.</p>	NA
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	NA

INDEX FOR ESG REPORTING GUIDE

Aspects	Descriptions	Chapter
B1	<p>Employment:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.</p>	<p>2.1 Protection of Rights and Interests</p> <p>2.2 Communication and Care</p>
B2	<p>Health and Safety:</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.</p>	2.4 Health and Safety
B3	<p>Development and Training:</p> <p>Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.</p> <p><i>Note: Training refers to vocational training. It may include internal and external courses paid by the employer.</i></p>	2.3 Talent Cultivation
B4	<p>Labour Standards:</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.</p>	2.1 Protection of Rights and Interests
B5	<p>Supply Chain Management:</p> <p>Policies on managing environmental and social risks of the supply chain.</p>	4.1 Cooperation and Compliance

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Aspects	Descriptions	Chapter
B6	Product Responsibility:	3.1 Weimob Ecosystem
	Information on:	3.2 R&D Strength
	(a) the policies; and	3.3 Customer Service
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	
B7	Anti-corruption:	4.1 Cooperation and Compliance
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	
B8	Community Investment:	4.2 Public Welfare
	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	

FEEDBACK FROM READERS

Thank you for reading the Weimob Inc. Environmental, Social and Governance Report 2018. For the purpose of rendering valuable information to stakeholders in a better way and of improving our capabilities and levels to fulfil ESG responsibilities, we are sincerely expecting your valuable comments and recommendations on the Report.

We cordially invite you to complete the table and return it to us in any of the following approaches:

Email address: IR@weimob.com

Address: Weimob Building, No. 258, Changjiang Road, Baoshan District, Shanghai, PRC

1. What do you think of the Report in general?

☐ Excellent ☐ Good ☐ Medium ☐ Low ☐ Poor

2. What do you think of Weimob's fulfilment in social and environmental responsibilities?

Social responsibility	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Environmental responsibility	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor

3. Do you think whether the Report can reflect the impact of practices in social responsibilities by Weimob on the society and the environment?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

4. What do you think of clarity, accuracy and completeness of the disclosed information, data and indicators in the Report?

Clarity	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Accuracy	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Completeness	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor

5. Do you think whether the content and design of the Report is convenient for reading?

☐ Yes ☐ Neutral ☐ No

6. Could you please provide other comments and recommendation on our work and the Report?
