GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain technical terms used in this prospectus. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

"ad creative"	the specific rendering of the ad content
"ad inventory"	traffic available on online media for advertising
"ad network"	an online marketing service provider that connects advertisers to content distribution platforms, aggregating and matching advertisers' demands for marketing with available ad inventories from content distribution platforms
"ad performance"	advertising performance, the outcome of advertisements, such as downloads, installs, clicks or conversion rate of target consumers
"advertiser"	any persons, companies, organizations which advertise their brands, products and services through placing advertisements
"advertising agency"	an intermediary service provider in the online marketing industry acting as an agent to engage online publishers on behalf of advertisers to market their products and/or brands
"advertising campaign"	a set of advertisements that revolve around a single message and are intended to achieve a particular goal
"advertising space"	the space on websites or mobile apps available for advertisements, the price of which varies due to the specific location
"AI"	artificial intelligence
"API"	application programing interface, a set of routines, protocols and tools for building software applications
"app"	application software designed to run on smartphones and other mobile devices
"AR"	augmented reality
"BGP"	border gateway protocol, a standardized exterior gateway protocol designed to exchange routing and reachability information among autonomous systems on the internet
"big data analytics"	the use of advanced analytic techniques against very large, diverse data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences, and other useful information that can help organizations make more informed business decisions

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"CDN"	content delivery network, a system of distributed servers (network) that deliver pages and other web content to a user, based on the geographic locations of the user, the origin of the webpage and the content delivery server
"click-through"	the action that mobile device users click on the advertisements
"click-through rate"	the ratio of mobile device users who click on the advertisement to the number of total mobile device users who view the advertisement
"Client-cache"	a local cache synchronized with a remote clustered cache
"cloud-based"	applications, services or resources made available to users on demand via the internet from a cloud computing provider's server with access to shared pools of configurable resources
"CPA"	cost per action, a performance-based pricing model where advertising is paid on the basis of each action of the mobile device user such as download, installation or registration.
"CPC"	cost per click, a performance-based pricing model where advertising is paid on the basis of each click of the advertisement
"CPM"	cost per mille, a non-performance-based pricing model where advertising is paid on the basis of thousand impressions
"CPT"	cost per time, a time-based pricing model where advertising is paid on a fixed price for a given period
"DAU"	daily active user, refers to the aggregate number of unique devices that accessed a website or mobile app on a given day. Multiple accesses from the same device are only counted as one DAU
"device ID"	a unique device-specific identifier used to accurately measure actions taken by a specific device
"DMP"	data management platform, a technology platform used for collecting and managing data, mainly for digital marketing purposes
"DPV"	daily page view, refers to the total number of visits to our *Huabian* website or its mobile terminal during a given day
"DSP"	demand side platform, a system that allows buyers of ad inventory to manage multiple advertising exchange accounts through one interface
"GB"	gigabytes, a unit of information used to quantify computer memory or storage capacity

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"GPU"	graphic processing unit
"gross billing"	the total monetary value we charge advertising customers for our services
"industry vertical"	a specific industry in which vendors offer goods and services to group of customers with specialized needs
"IP address"	Internet Protocol address
"KOL"	key opinion leaders
"KPI"	key performance indicator, the indicator that reflects the effectiveness and performance of the advertising campaign such as the number of new installations, downloads, registrations or sales
"MAU"	monthly active users, refers to the aggregate number of unique devices that accessed a website or mobile app in a given month. Multiple accesses from the same device are only counted as one MAU
"MCN"	multi-channel network, an organization that works with video platforms to offer assistance to a channel owner in areas such as product, programming, funding, cross-promotion, partner management, digital rights management, monetization/sales, and/or audience development, in exchange for a percentage of ad revenue from the channel
"media agent"	an intermediary service provider in the online marketing industry which does not own any content distribution platforms and acts as an agent to sell ad inventories on behalf of online publishers
"native advertisement"	a type of advertisement that matches the form and function of the platform upon which it appears
"oCPC"	optimized cost per click, a bid optimizing strategy which automatically adjusts advertisers' bid to achieve finer matching of bid and traffic quality of page view request granularity
"oCPM"	optimized cost per mille, an optimized bid setting that allows advertisers to set maximum bids for ad inventories to achieve their desired campaign outcomes by automatically adjusting campaign parameters, such as advertising space, frequency and reach
"pan-entertainment"	the broader scope of entertainment including but not limited to literature, music, film, video and other new forms of online and offline entertainment

"performance-based advertisement"	performance-based advertisement is categorized from the perspective of the evaluation of advertising effect. In the context of performance-based advertisements, advertisers pay for advertising fees only when there are measurable results, such as downloads, installs, link clicks, purchases per landing page, etc. When performance-based pricing models, such as CPC and CPA, are applicable to our online marketing solutions and advertising spaces on our *Huabian* Platform, our results of operations will be affected by the advertising effect of such performance-based advertisements. The better advertising effect these performance-based advertisements achieve, the more advertising fees we will charge these advertisers
"PGC"	professionally generated content, any form of content created by experts in the relevant fields and made available on online publishers
"product placement"	a modern marketing strategy for brands to reach their target audiences to promote their products or services by embedding the goods or services in another form of media, usually a video production
"programmatic advertising"	the automatic buying and selling of ad inventories and automatic ad delivery through SDK or API
"PUGC"	professional user-generated content, produced by professional users, as complement to PGC and UGC
"PV"	page view, which refers to, with respect to our *Huabian* website and its mobile terminal, the aggregate number of pages visited by unique visitors to our *Huabian* website and its mobile terminal, counted once every time a web page is opened
"SaaS"	software as a service, a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted
"SDK"	software development kit, a set of software development tools that allows the creation of applications for a certain software package
"short video platform"	a platform focusing on facilitating creation and sharing of short-form videos, which range from seconds to minutes in duration and easily shared and accessed across the mobile internet
"splash screen"	the opening screen of a mobile app when the app is launching
"tag"	a keyword describing the characteristic assigned such as to audience or app

"traffic"	the flow of internet users
"traffic of private media channel"	the volume of users that can be reached directly through private media, such as Weixin and user group, without payment, which is the circle that KOC (key opinion consumers) can radiate. The traffic can be reused without additional cost
"traffic of public media channel"	the volume of users that can be reached by way of content exposures on public platforms, most of which is one-time traffic
"UGC"	User-generated content, created by users of online publishers and made available on such online publishers
"UI"	user interface
"unique device"	a device with a unique device-specific identifier, a term used to avoid repeated counting when conducting operating data analytics
"user traffic consumption"	advertising expenses incurred based on the performance of advertisements
"visitor"	a person who visits a site or mobile app or web page at least once within the certain period
"4A advertising companies"	comprehensive multinational advertising agencies that are members of the American Association of Advertising Agencies