GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms used in this document in connection with us and our business. These terminologies and their given meanings may not correspond to those standard meanings and usage adopted in the industry.

"AI"	artificial intelligence, refers to a branch of computer science dealing with the simulation of intelligent behavior in computers and the capability of a machine to imitate intelligent human behavior
"AI engine"	a packet inspection engine with capabilities of learning without any human intervention
"API"	application programming interface, a set of routines, protocols, and tools for building software applications
"App"	application, a program designed to run on a mobile device
"automobile aftermarket"	secondary market of the automobile industry, including the manufacturing, distribution, sale of vehicle parts and equipment, and automobile services, after the primary sale of the automobile by automakers or autodealers
"big data"	diverse sets of information growing at ever-increasing rates that is the complex for processing by traditional database management tools
"CAGR"	compound annual growth rate, calculated by subtracting one from the result of dividing the ending value by its beginning value raised to the power of one divided by the period length
"car parc"	all registered vehicles within a defined geographic region
"DUV"	daily unique visitors, representing the number of unique visitors that access the websites for a single day
"iOS"	a mobile operating system developed and maintained by Apple Inc. used exclusively in Apple touchscreen technology including iPhones, iPods and iPads
"IT"	information technology
"KOL"	key opinion leader
"KPI(s)"	key performance indicator(s)
"MUV"	monthly unique visitors, representing the number of unique visitors that access the website for a single month
"Official Accounts"	the official accounts on we-media platforms in China, which provide diversified content to readers

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"OEM"   an original equipment manufacturer, whereby our customer provides the product designs and specifications

"OGC"   occupationally-generated content

"PC"   personal computer

"passenger vehicle"   a road motor vehicle, other than a motor cycle, intended for the carriage of passengers and designed to seat no more than nine persons (including the driver)

"penetration rate"   in the context of the overall automobile finance market, refers to the percentage of the number of automobiles purchased through automobile loans divided by the total number of transactions of automobiles

"PGC"   professionally-generated content

"Picker"   the intelligent Internet platform that serves content distribution

"PV"   a metric defined as the total number of pages viewed on websites

"TV"   television

"UGC"   user-generated content

"vertical media"   an innovative form of media that is based on the digital information technology and characterized by interactive communication

"vertical platform"   the Internet platform that provides all relevant information and services with focus on specific field, such as automobile

"we-media"   the type of media that opens to individuals and encourages them to create content and spread to the public independently