Weimob 微盟

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 2020

*For identification purpose only 僅供識別

Contents

ABOUT THE REPORT

Weimob Inc. (stock code: 2013, the "Company") hereby issues the third 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 2020 to 31 December 2020 (the "Reporting Period"). The key performance indicators ("KPIs") in environmental area disclosed in the Report are applied to our main offices in Shanghai, Hefei and Beijing. Apart from this, this Report made no significant adjustment to the reporting scope compared with the 2019 ESG Report released on 8 July 2020. Being consistent with the 2019 ESG Report in scope, the 2020 ESG Report does not cover Shanghai Heading Information Engineering Co., Ltd. (the Group acquired 51% equity interest in the company on 6 November 2020).

REFERENCE

The Report is prepared in accordance with the Environmental, Social and Governance Reporting Guide (the "ESG Guide") in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange"). The Report is presented in compliance with the disclosure requirement of "comply or explain" in ESG Guide and explains the inapplicable disclosure provisions.

The Report is presented according to the following reporting principles:

➢ **Materiality**: The Group identified key ESG issues through stakeholder engagement and materiality assessment, which have been disclosed in this Report;

➢ **Quantitative**: Information on the standards, methodologies and source of conversion factors used for the reporting of emission and energy consumption has been disclosed in this Report;

➢ **Consistency**: The statistical methodologies and KPIs are consistent with those in 2019.

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).

NEW ACHIEVEMENTS IN 2020

In 2020, we received numbers of awards granted by the industry in recognition of our constant exploration and innovation in smart commerce, including:

• "2020 Gold Award of Innovative Marketing" by TopDigital

• "Top 50 Online New Economy Enterprises in Shanghai" by Jiemian.com

• "Top 50 New Consumption Growth Enterprises in China" by CYZONE

• "Leading SaaS Enterprise of China in 2020" by Soft6.com

• "Enterprise Services – the Most Influential Enterprise in Intelligent Commerce" by 36Kr

• "The Most Valuable Investment Company of New Economy in 2020" by Cailianshe

• "The Best Company of New Economy" by Zhitongcaijing

1 IMPLEMENTATION OF RESPONSIBILITY GOVERNANCE

1.1 COMPANY PROFILE

Weimob Inc. was founded in April 2013, and successfully listed on the main board of Hong Kong Stock Exchange in 2019. Currently Weimob has over 5,700 employees, 1,600 channel partners, and 3 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.

The Group offers integrated digital commerce services to merchants including SaaS products offering, customised software development, operation and marketing support services etc. Subscription Solutions mainly comprise our commerce and marketing SaaS products and ERP solutions including WeiMall (微商城), Smart Retail (智慧零售), Smart Catering (智慧餐飲), Smart Hotel (智慧酒店), Heading ERP (海鼎ERP) and others. Based on our Weimob Cloud and PaaS, we also provide key accounts customization services, and offer applications developed by third-party vendors on the Weimob Cloud Service Market. Merchant Solutions mainly comprise value-added services offered to merchants as part of the integral solutions to meet merchants' online Digital Commerce and marketing needs, including mainly targeted marketing services that enable merchants to acquire online customer traffic in various top online advertising platforms.
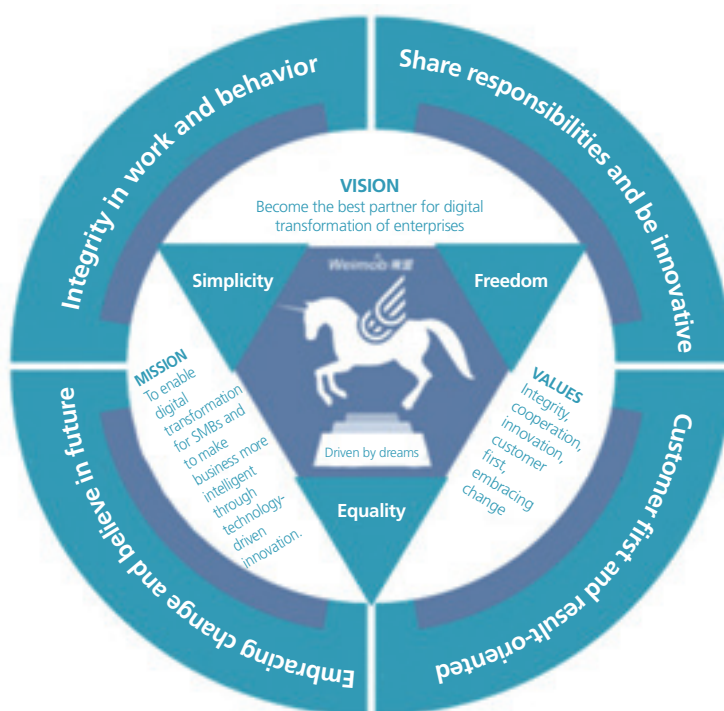
Weimob Corporate Culture Model

1 IMPLEMENTATION OF RESPONSIBILITY GOVERNANCE

In 2020, in terms of Weimob Cloud Platform, we upgraded the developer platform and provided developers with a series of infrastructures and tools including container, database storage, cache storage, message queue, micro-service governance, and web-IDE, so as to further empower ecological developers, improve the work efficiency of developers and ensure the stability of third-party applications. Meanwhile, we make the internal middle platform with cloud capacity available to ecosystem developers, in fields including but not limited to inventory, transaction, order, member, marketing, advertising, logistics, payment, data BI and decoration, which is expected to contribute to reducing the development workload of developers by over 80%. Meanwhile, Weimob Cloud Platform provides merchants with customization and integration services based on standard SaaS products of Weimob. With such services, eco-developers can conveniently carry out expansion based on standard SaaS products of Weimob through Weimob Cloud Platform, and provide customization development, system integration and other services for merchants. At present, we have provided over 100 large merchants such services.

In 2020, amid the global economic shock of the COVID-19 epidemic, we implemented the Group's strategy of moving up-market, ecosystem build-up and globalization. By comprehensively upgrading the Group's business, we empowered our merchants through Digital Commerce and Digital Media, which fully supported them in achieving digital transformation through digital system, digital marketing and digital operation, and these two businesses have achieved rapid growth. Meanwhile, we invested in and expanded our business footprint in such fields as smart retail, smart catering, live-streaming and short video to realize the full-chain, omni-channel and all-traffic-domain ecological arrangements in intelligent business, which will be of great benefit to the long-term development and sustainable growth of the Group.

Looking forward to 2021, we will never forget why we started, and accomplish our mission with persistence. In the coming year, facing new opportunities and challenges of global economic recovery, we will focus on five major directions, including enhancing industry penetration and increasing the proportion of key accounts, upgrading fullchain operation capabilities, building an open ecosystem, expanding more cloud service categories, and accelerating globalization layout. Under the background of comprehensive digitalization and enterprise cloudification, we will continue to take the digital transformation of enterprises as our mission, and make active contributions and efforts by providing businesses with a new digital business operating system as the best partner for digital transformation, to provide customers with better services and achieve greater returns for shareholders, employees and society.

1 IMPLEMENTATION OF RESPONSIBILITY GOVERNANCE

1.2 ORGANIZATION STRUCTURE

Knowing well the importance of improving our environmental and social benefits for sustainable operations, we have incorporated ESG risk and opportunity factors into our business strategies and established an ESG management organisation structure with clear responsibilities to guide daily operations. We will regularly review ESG policies and strategies to ensure they are appropriate for our own business.

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 composed of relevant leaders of each functional department and help the Board of Directors (the "Board") understand our ESG risks and performance in a timely manner, to better incorporate ESG factors into company planning and daily operations.

Board of Directors	• The highest decision-making body； • Supervising the Group's ESG issues and taking full responsibility for ESG strategies and reporting; • Formulating ESG management approach and strategy, including evaluating, prioritizing, and managing material ESG-related issues and their risks to the Company's business; • Reviewing the Group's ESG performance and implementation progress in a regular manner; • Regularly supervising the Group's ESG performance and approving annual ESG report.
Management	• Assigning specific work to ESG Working Group based on the approach and strategy formulated by the Board; • Reporting ESG-related risks and opportunities; • Submitting the Group's annual ESG performance and ESG report to the Board.
ESG Working Group	• Designating specific person to perform daily ESG work and prepare annual ESG report; • Reporting daily ESG performance to the management; • Collecting information and data to complete and submit annual ESG report to the management.

1 IMPLEMENTATION OF RESPONSIBILITY GOVERNANCE

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	• Law and discipline observation • Tax payment in accordance with laws • Support for local development	• Daily management • Conferences • Supervision and inspection
Shareholders	• Return to shareholders • Information disclosure • Investor relations • Corporate governance • Risk control	• General meeting of shareholders • Information disclosure • Activities promoting investor relations
Employees	• Salaries and welfare protection • Good working environment and development platform • Fair opportunity for promotion and development	• Two-channel career development system • Performance appraisal management measures • Employee activities • Weimob College • Healthy and safe working environment
Consumers	• High quality products • Quality services • Protection of consumer rights and interests	• Contract performance • Customer service center specifications • Customer satisfaction survey
Business partners	• Fulfilment of promises • Procurement in an equal, open and fair manner • Win-win development	• Compliant procurement • Contract fulfilment
Environment	• Environmental protection • Protect ecological balance • Response to climate change	• Reduction in emissions and wastes • Energy conservation and waste reduction • Risk identification
Community	• Improvement of community environment • Support for community welfare	• "Internet + Philanthropy" public welfare platform

1 IMPLEMENTATION OF RESPONSIBILITY GOVERNANCE

1.4 MATERIALITY ASSESSMENT

In 2020, we conducted research and communication with internal and external stakeholders in the form of questionnaire survey to learn about and respond to stakeholders' expectations on the ESG work of the Group. The specific steps of materiality assessment are as follows:

➢ **Identification of ESG issues**: Identifying several ESG issues related to the Group according to the requirements of the ESG Guide and combining our business development strategy, industry trends and concerns of internal and external stakeholders;

➢ **Questionnaire survey**: Inviting major internal and external stakeholders of the Group to fill in the survey questionnaires to evaluate the significance of the Group's ESG issues and learn about their opinions and suggestions. A total of 159 valid questionnaires were collected;

➢ **Analysis and assessment**: Performing analysis on the issues from the dimensions of "impact on the Company's business" and "impact on stakeholders" based on the questionnaire results and preparing materiality assessment matrix; then determining major ESG issues of the Group with the suggestions from management and experts of the Group, and highlighting them in the report.

Materiality Assessment Result
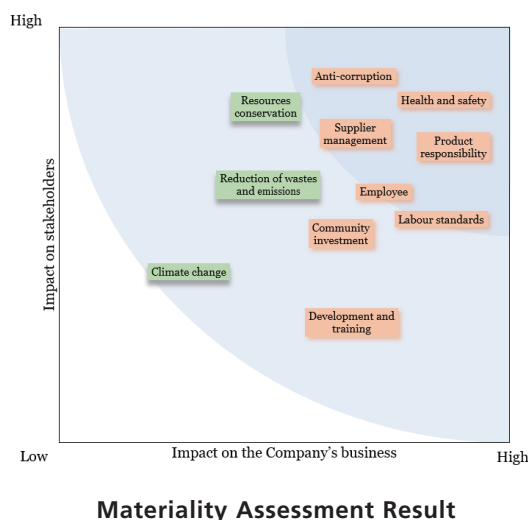
2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

2.1 INNOVATIVE PRODUCTS

We have taken the development opportunities brought by smart business and maintained our leading position in the market of SME cloud business and targeted marketing. We have made continuous efforts to cater to changing user needs and markets, for which, we strengthened product R&D input to further diversify and improve efficiency of both products and services with strong R&D strength and outstanding technical R&D teams, in an effort to deepen the connection with merchants, advertisers and partners.

99.9%
System available

62,000 deals
Deals processed per second

<200 ms
Average response time

> ➤ **Subscription Solutions**

In terms of Digital Commerce, we comprehensively support enterprises in digital transformation through digital systems, digital marketing and digital operation. We provide SaaS and other software in our Subscription Solutions for e-commerce, retail, catering, hotel, local life and other industries, enabling merchants to carry out private traffic management:

- **Social e-commerce**：we met the increasing demand of merchants for private domain e-commerce through traffic acquisition and customer management. In terms of traffic acquisition, we continued to strengthen our product deployment within the WeChat ecosystem, took the lead in connecting to WeChat Mini Programs for the functions of sharing on Moments and live streaming through WeChat video account, and launch the functions including providing short links that connect to the Mini Programs, thus supporting merchants in comprehensive multi-channel traffic acquisition and private domain management in the WeChat ecosystem. We also actively expanded WeChat external traffic channels, with the Wei Mall solutions connected to QQ browser, QQ mini programs, Douyin Store(抖音小店) and other platforms, so as to assist merchants in the upgrade of omni-channel and all-traffic-domain operation. Moreover, we have launched the "Weimob Live Streaming", a Mini Program-based live-streaming platform, to explore the interaction between public and private domains, cross-industry cooperation, and other live streaming methods.

  In terms of customer management, we upgraded our products in various aspects, including optimizing the visual interaction of decoration and system pages; increasing the promotion and marketing functionalities to improve the conversion rate and the average price per customer transaction; improving the breadth and depth of data analysis, and guiding the operation of merchants. We also launched the "Individual Live-streaming Store"("個人直播小店") solutions connected to the Weimob distribution market, so as to provide merchants with high-quality sources of goods, and lower the threshold for an individual to open a store for live streaming; we have created the "Super Alliance"("超級聯盟"), a platform for cross-industry private domain cooperation, to jointly construct a super private traffic ecosystem by integrating the high-quality brand resources of Weimob, and using marketing, promotion, cross-industry cooperation and other methods.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

- **Smart retail**：despite the adverse impact of COVID-19 epidemic on offline retail operations, our Smart Retail products have played an important role in helping retail enterprises to move operation on our cloud platform and in full-chain digital upgrades. Regarding apparel, sports, home textiles, beauty makeup and skin care, 3C (computer, communication and consumer electronics) and other industries, based on the business models, membership characteristics and marketing focus in different segments, we have launched a digital program that conforms to the corresponding business characteristics in terms of traffic subsidy, mall decoration, product layout, personnel incentives, and shop guide training, and has acquired benchmark customers in each segment.

- **Smart catering**：In the smart catering segment, we devised our strategic layout based on two engines of internal growth and external mergers and acquisitions. In terms of product upgrades, Smart Catering has been connected to WeChat Mini Program Live-streaming, WeCom and other functions. In addition, Weimob Smart Catering has connected with Alipay Mini Program. The full-scene technology empower the digital upgrade of catering brands. In 2020, we completed the acquisition of Yazuo(雅座), a comprehensive solution provider in the catering sector, and invested in SYOO(商有), a full-scene digital catering operation service provider. In May 2020, we established a smart catering company. At present, we have completed the integration with Yazuo in products, teams, and organization management. Our three-store integrated solution of "Dining + Takeaway + Mall", which we mainly promote, has been successfully implemented in chain catering brands. We believe that, in term of helping catering merchants achieve decentralized private domain growth, our smart catering product is the forerunner in the industry, and the digital upgrade trend of the catering industry will drive the continued growth of our smart catering business.

- **Smart hotel and local life**：In terms of smart hotel and tourism segments, we provided hotel merchants with "Mini Program + Official WeChat Account" integrated smart hotel solutions, to assist hotels with targeted direct sales and increased management efficiency. We provided tourism clients with smart travel solutions, realizing online booking, SCRM customer management and other functions.

➢ **Merchant Solutions**

Our Merchant Solutions mainly provide merchants with a series of value-added services including targeted marketing and merchandise distribution. Our Merchant Solutions serve the existing and potential merchants of our Subscription Solutions, and provide merchants with integrated service solutions that combining traffics, tools and operation, as well as one-stop operation closed-loop covering user targeting, demand matching, creativity and shooting, targeted placement, data analysis and post SaaS link conversion. So far, we have established branches in numbers of cities across China. Meanwhile, we carry out deepened cooperation with various traffic parties such as Tencent, TouTiao and Baidu to meet the diversified traffic promotion needs of merchants. We also continue to strengthen the ecological synergy with subscription solutions and seek for integrated solution of "advertisement + applet" to help merchants to make achievements both in quality and efficiency through marketing upgrading in all chains.

The COVID-19 epidemic has caused extreme challenges facing retail enterprises, the crisis will accelerate the online and offline integration of the retail industry, which is also a test over Weimob smart retail service brand. At present, physical retail enterprises are in a key period for transformation, Weimob works together with retail enterprises to take advantages of supporting policies on digitalisation and unique operation to empower stores and shopping guide and promote the integration of online and offline business, overcoming the hard time together with the enterprises. In spite of the hardship it brings, the crisis also provides enterprises with opportunities for upgrading and transformation. Weimob will stay with enterprises and work together with them to fight against the epidemic and dedicate every effort to protect the growth.

Tongzhou Plan

The retail enterprises have been awfully impacted ever since COVID-19 epidemic spread across the world in 2020. As a leading smart commerce service provider in China, Weimob declared to launch the "Tongzhou Plan", releasing series of products and support policies concerning operation, etc. for retail enterprises in China to help them overcome the crisis and improve their online operation capabilities, utilising mobile Internet technologies and working together with the retail enterprises to overcome the hardship brought by the epidemic. We stayed together with the retail enterprises and helped them mitigate the pressure of performance decline posed by the epidemic with a series of discounts and policy supports.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

Opening Takeaway Applets for Free to Help Catering Enterprises to Cope with the Impacts of the COVID-19 Epidemic

At the critical moment for COVID-19 epidemic prevention and control, catering enterprises are seeking for a breakthrough. In order to help catering enterprises to turn to online takeaway model, Weimob opened the takeaway applet to catering enterprises across China for free and built up exclusive takeaway platform for the enterprises, so that the consumers can place orders online while the merchants can deliver the products offline. In such ways, Weimob looked forward to overcoming the hardship together with the catering enterprises. By connecting each step of ordering, payment, invoicing and delivery, integrated marketing management is realised. After consumers placed orders with the applet, merchants can check the orders at the backstage and map the orders to qualified third party logistics platforms such as Meituan, Dada and Lin Qu, so as to improve the delivery efficiency of logistics. Weimob not only helped catering merchants to realise the business demands of transformation to takeaway model among the epidemic, but also made contribution to the recovery of the catering industry in post-epidemic period. Weimob takeaway applet also provided merchants with powerful membership system to help the catering merchants to deepen their membership operation to attract more repurchases from the members. Meanwhile, Weimob takeaway also launched the function of "deposited value privilege", with which the merchants can stimulate members to consume, effectively retain members and enhance user loyalty. As crisis means opportunity, we made reasonable arrangement for business model in the post-epidemic period and worked together with catering enterprises to get through the hard times.

Open Courses on "Fighting against the COVID-19 Epidemic"

In the face of the COVID-19 epidemic, Weimob considered the fact that the traditional enterprises were lack of experience for online operation and had no idea about online operation. In February 2020, we successively launched open courses on fighting against the epidemic under the theme of "working together to fight against the epidemic and protect the growth", which provided free online operation courses concerning carrying out online marketing, building high-quality community and activating shopping guide for online sales, offering responding instructions and practical guidelines for the enterprises to transform to online operation in the epidemic and helping them to quickly respond to the demands for online operation.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

Opening Livestreaming Applet for Free

The spread of COVID-19 epidemic has cast huge impact on the offline physical industry, many enterprises suffer difficulties in operation. In order to help merchants to achieve growth and expand online sales opportunities, Weimob opened the livestreaming applet for free during the epidemic. With a series of support policies involving product and operation, Weimob helped merchants to build the scenario of "livestreaming + social media + e-commerce" by ways of online interaction and social activities via its livestreaming applets, so to help merchants to sell products via livestreaming in a more efficient way. Weimob also introduced a series of measures such as exemption of charges for traffic, space occupation and commission to work together with the merchants to fight against the epidemic.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

2.2 CUSTOMER SERVICE

Customers are the foundation of our business. Only by continuously creating value for customers can we achieve a win-win outcome with them. We will strengthen the monetization of existing customers. Our large customer base provides a solid foundation for us to benefit continuously. We will strengthen the monetization of Subscription Solutions and Merchant Solutions through cross-marketing and cross-selling between different products and services. We will always continue to empower customers in a decentralized manner, provide a series of intelligent business solutions, continuously create value for customers, and support enterprises in digital transformation, thus making business more intelligent.

We, based on the core values of mobile social network, 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, forming a sales network all over the country and possessing a huge and rapidly growing customer base. We continuously build our service capabilities to become the ideal partner of our clients. We took the following measures to enhance the customer service:

✓ In 2020, we formulated the *Service Policies of Weimob Customer Service Centre*, which requires every employee at the Customer Service Centre to serve the customers with enthusiasm and business skills;

✓ *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;

✓ Monthly surveys on customer satisfaction for after-sales services in accordance with the *Weimob Standards for After-Sales Satisfaction Survey* was conducted, and corresponding measures to improve customer satisfaction based on the survey results were taken.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

Our goal is to improve customer satisfaction, and there is special customer service personnel of the official website responsible for verifying customer complaint information and recording customer demands. After receiving any complaint, the Demand Management Department determines the responsible department for the complaint as well as the treatment plans, and urges the responsible department to contact the customer to solve the problem within one workday, so as to make sure the complaint can be solved properly and constantly improve the quality and level of customer service. During the Reporting Period, the Group received 2,102 complaints from customers, and the complaint resolution rate was 100%. Our customer satisfaction rate was 98% in 2020.

Weimob products and services have been undergoing rapid updates and iterations. To help new customer service staff better understand products and services, we provide regular trainings on product and service knowledge, to improve their business capabilities of providing customers with the latest and most complete product and service information. In 2020, the Customer Service Centre provided the customer service staff with 233 trainings, which involved 900 participants.
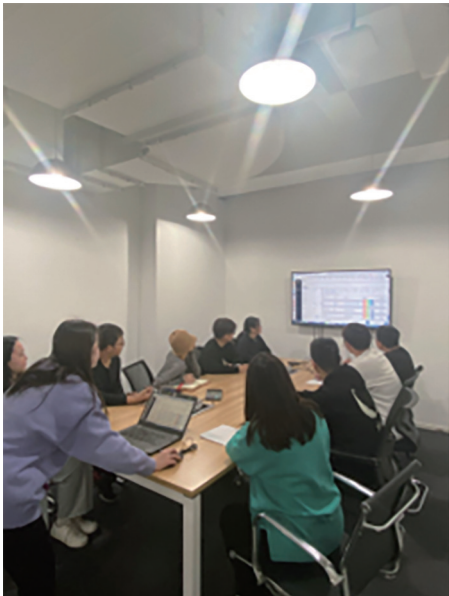

Application and Practical Operation of "Smart Canteen" for New Employees

On 23 October 2020, the Customer Service Centre conducted training on application and practical operation of "smart canteen" to new employees to help them quickly get familiar with smart canteen business.

Introduction of Daily Call Business to In-Service Employees

On 21 December 2020, the Customer Service Centre introduced the daily call business, including Wei Mall and Smart Retail, to in-service employees to help them understand the business and avoid mistakes.
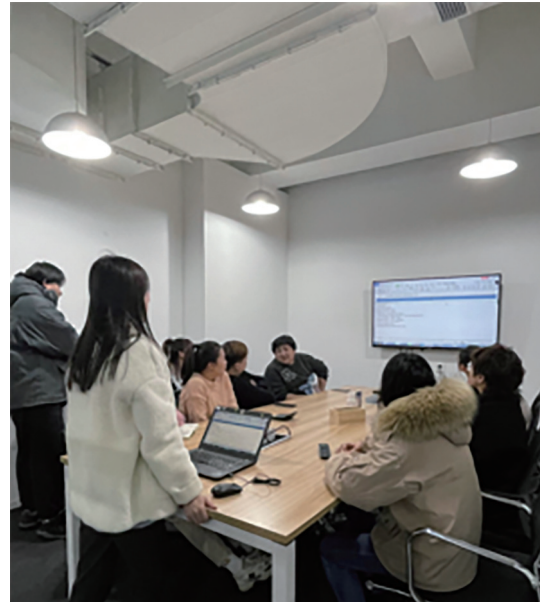
We regard the data privacy of merchants and their consumers as confidential information of the Company. In terms of management, we established an independent information security department to manage user data; we sign the user data authorization agreements with our merchants in compliance with applicable 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.

In addition, we also organise law trainings for relevant personnel to teach the latest cybersecurity management regulations to improve their cybersecurity awareness.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

2.3 SUPPLIER MANAGEMENT

Our major suppliers are media publishers and suppliers of cloud computing servers, bandwidth, advertising, logistics and payment services. We continue to strengthen cooperation with Tencent and other platforms, and at the same time, we are also constructing our own service provider and partner ecosystem to jointly provide better services to merchants. While achieving win-win cooperation, we also pay close attention to the environmental and social risks of the supply chain, for which, we have established a standardised supplier management mechanism that gives priorities to partners with social responsibility and sustainable development. We also work with suppliers to improve environmental and social performance to achieve co-existence and sustainable development in the era of industrial Internet.

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.

2.4 COMPLIANCE OPERATION

➢ **Responsible marketing**

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, subsidiaries 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. We also formulated the *Standards for Risk Control Review*, which includes various Internet banned words, and organised relevant trainings to strengthen the identification ability of risk control reviewers.

➢ **Intellectual property protection**

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. As at the end of 2020, Weimob owned 94 trademarks and 80 software copyrights.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS
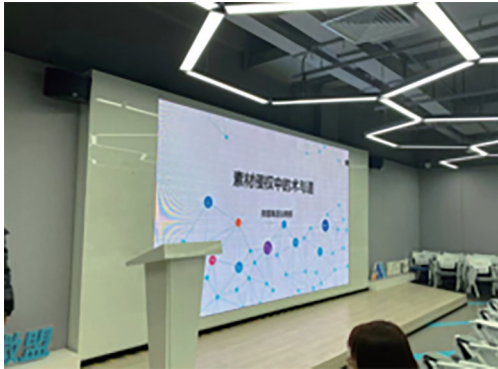
Training on Copyright-Related Laws in the Internet Advertising Industry

In April 2020, we conducted the training on copyright-related laws in the Internet advertising industry to raise awareness of copyright protection among employees.

➢ **Operating with Honesty and Integrity**

In strict compliance with the *Company Law of the People's Republic of China* and the *Anti-Money Laundering Law of the People's Republic of China* and relevant laws and regulations, we formulated the Weimob Integrity Management Policy. Given the actual conditions of Weimob, we implement a commitment system to prevent commercial bribery, strictly adhere to fair competition rules, guide employees and stakeholders of Weimob to follow laws, act with honesty and integrity, and consciously resist negative and corrupt behaviours, such as disregarding moral principles in pursuit of profit, benefiting oneself at the expense of public interest, and cheating. 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 illegal activities, for which, we set up unimpeded reporting channels and strictly keep confidential the personal information of the informer:

• 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. In 2020, we held the anti-corruption training, in which employees were required to adhere to the cultural values of "integrity, cooperation and innovation, customer first, and embracing changes", as well as the operational concept honouring rule of law and integrity with high-quality services, so as to push forward the Company's anti-corruption work. During the Reporting Period, neither the Group nor any of our employees was involved in any corruption case that's already filed and concluded.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

2.5   INFORMATION SECURITY

Data is a core asset of an enterprise. In order to reinforce the management of the Group's information systems and ensure the security and stability of the information systems, internal policies were formulated, such as the *Security Management Policy*, *Personal Information Protection Management*, and *Guidelines on Disposal of Security Hazards in Weimob's Information Systems*, in accordance with the *Cybersecurity Law of the People's Republic of China*, Information Technology Infrastructure Library, GB/T 22239-2019 *Information Security Technology – Baseline for Classified Protection of Cybersecurity*, ISO/IEC 27001:2013 Information Technology – Security Techniques – Information Security Management Systems – Requirements, and other relevant laws and regulations. These policies stipulated the service scope and commitments to be provided by information security department within the Company, as well as corresponding work responsibilities, and aim to strengthen information security, especially personal information, of the information systems. In addition to improving internal security management system, we fully migrated the data to the Tencent Cloud, and built the remote three-location and multi-cloud disaster backup system. We also implemented the same-city dual-active architecture project, providing technical support for business continuity.

Departments of the Group established sound network security operation systems, and network administrators are designated to monitor and inspect network security operations on a daily basis. In case of security issues, the departments will make reports without delay, proactively communicate with the security department, and ensure that security issues are identified, responded to, resolved, and summed up in a timely manner. In emergency, the department may "disconnect from the Internet first and dispose of the issues later" upon approval of the head of the corresponding department, to ensure the safety of the Company's network and resume normal operation in a timely manner.

As confidential data in the Group's information systems is related to the security and interests of the Company, an accountability system is in place to protect and manage such data. The Company set up the Information Security Management Committee to take overall responsibility for the management of confidential data in information systems, while heads of departments are the primary responsible person for the management of confidential data in information systems in their respective department, and for relevant education and training of personnel exposed to information systems. Employees identifying a breach of confidentiality rules or leakage of confidential data are obliged to stop the violator and report the case to the Company's security department to help eliminate significant security risks. Rewards will be granted if the case reported is verified. Employees violating information security related policies are subject to internal notification of criticism, economic and disciplinary punishments, etc.

System and data backup constitute a vital mechanism to safeguard security of the Group's business data and to reduce security risks arising from emergency situations. In this regard, we formulated the *Management Measures for System Database Backup and Recovery*, and adopted advanced data backup technology to ensure the security of business data and system software. The security department is responsible for the unified planning, implementation and management of disaster backup of critical information systems under the principle of "overall arrangement and resources sharing". Each department prepared sound disaster recovery plans and conducted regular disaster recovery training to reduce the impact of disasters on the Company.

2 DEVELOPMENT OF HIGH-QUALITY PRODUCTS

In daily work, we are also constantly raising employees' awareness of information security. The Group's Human Resources and Administration Department and Information Security Department jointly manage IT training needs and training plans for the Company's employees and conduct follow-up evaluation by virtue of periodic information security training. We aim to promote security awareness among employees and develop high quality products through multi-dimensional trainings. In the future, we will continue to enhance data security governance to provide customers with more secure and stable system services.

On 30 September 2020, the Group arranged all employees in the R&D centre to take an information security awareness training for more than two months. The training included two modules, safety awareness and security skills. Combining static education and dynamic promotion, as well as on-site demonstration and evaluation, the training comprehensively enhanced the information security awareness of employees in the R&D centre and enabled them to understand how information security incidents could jeopardise enterprises, forming a "personnel defence" for information security to support the efficient and stable business operations.

On 7 December 2020, to further improve cybersecurity awareness, intensify work on cybersecurity, and facilitate cybersecurity knowledge dissemination in the context of regular epidemic prevention and control, in compliance with the *Circular on Conducting Cybersecurity Online Training* issued by the Ministry of Industry and Information Technology and the *Notice of Shanghai Communications Administration of Conducting Cybersecurity Inspection on Telecommunications and Internet Industries in 2020*, the Group organised employees to take network knowledge courses and complete online tests for practitioners in telecommunications and internet industries, comprehensively enhancing employees' cybersecurity awareness and protective capabilities.

3 PUTTING PEOPLE FIRST

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.

3.1 EMPLOYEE MANAGEMENT

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 dismissal**

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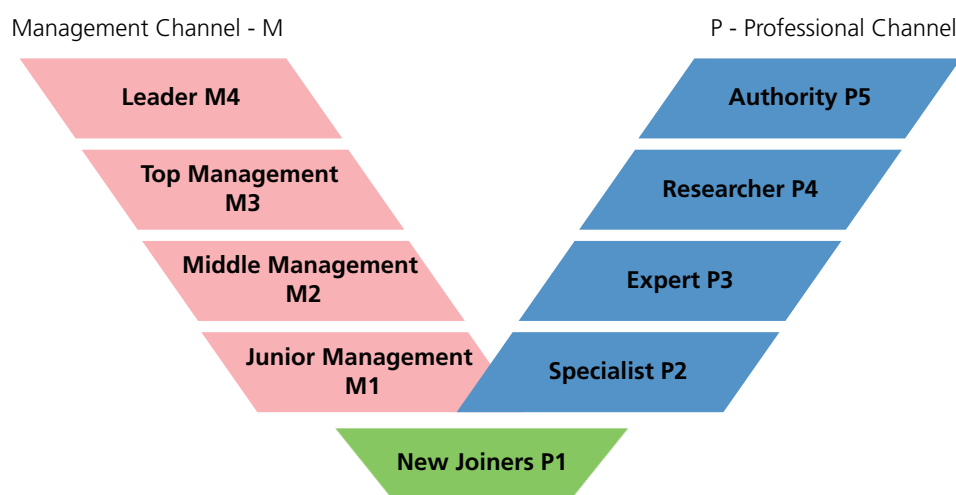
In the *Labour Contract* and *Employee Handbook*, we set out the specific conditions and procedures to be met and followed when terminating the labour contract with employees. Arbitrary dismissal is not allowed.

- **Promotion and remuneration**

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 2020, a total of 725 employees were promoted after the nomination of each business unit, the review of the Promotion Review Committee at business unit level/corporate level, and the evaluation of the Human Resource Department and CEO Office.

Management Channel - M   P - Professional Channel

Leader M4	Authority P5
Top Management M3	Researcher P4
Middle Management M2	Expert P3
Junior Management M1	Specialist P2

New Joiners P1

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. We offer employees competitive salaries, performance-based cash bonuses, and other incentives, so as to attract, retain and motivate eligible employees.

- **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.

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, nursing 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.

3 PUTTING PEOPLE FIRST

- **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, holidays, other benefits and welfare.

As at the end of 2020, we had a total of 5,796 employees. The number and turnover of employees by gender, age group, geographical region and employment type were as follows:

Types		Number of employees	Employee turnover rate*
By gender	Male	3,101	29.57%
	Female	2,695	27.27%
By age group	Below 30	3,538	34.41%
	30-39	2,159	20.13%
	40-49	91	10.22%
	50 and above	8	25.00%
By geographical region	Shanghai	3,377	38.98%
	Hefei	288	42.49%
	The rest regions	2,131	23.29%
By employment type	Full-time	5,631	/
	Part-time	165	/

*Note: Employee turnover rate = the number of employees resigned in the year by each type/(the year-end number of employees in service + the number of employees resigned + the number of new joiners in the year by each type) * 100%

- **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 is 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 is no forced labour.

3 PUTTING PEOPLE FIRST

3.2   EMPLOYEE CARE

We attach great importance to communication and exchange with employees, for which, we strengthen communication channels via meetings, group activities, bulletin boards and internal electronic networks, striving to foster a relaxing working environment. We have 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/Club, team building, festival-themed activities, in an effort to enrich their leisure time and enhance the enthusiasm and cohesion among employees.

**Christmas**   **"Weimob Cup" Sports League**   **Mid-Autumn Festival**

3.3   TALENT CULTIVATION

Weimob values employees' personal growth and development, and offers opportunities under vertical and horizontal modes in accordance with the *Training Management Measures*. We established Weimob College 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.

As a matter of policy, we provide a robust training program for new employees that we hire. We also provide regular and specialized trainings both online and offline, tailored to the needs of our employees in different departments. In addition, we provide training curriculums tailored to new employees, current employees and management members based on their roles and skill levels, through our training centre, Weimob University.
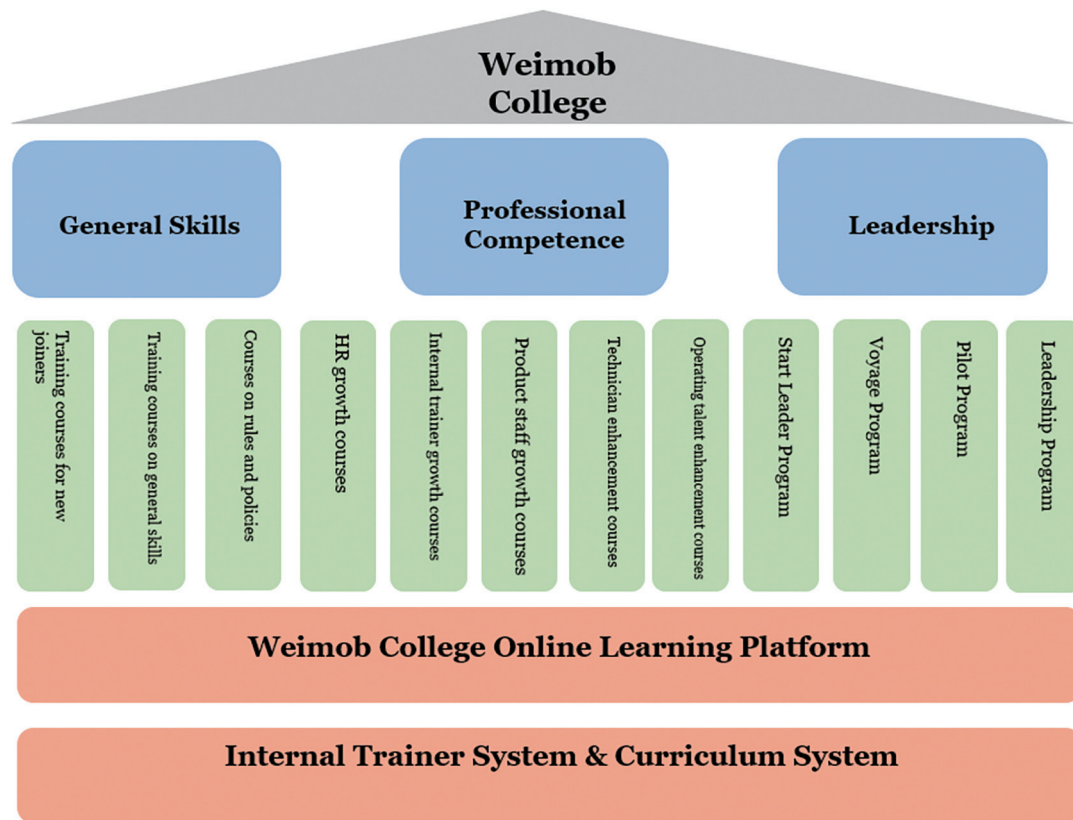
During the COVID-19 epidemic, in order to encourage more employees to work from home, we newly set up a series of online learning projects. For instance, we encouraged all employees to use the "Sign-in" applet to sign in after completing a learning program and earn rewards set up to bolster their learning enthusiasm. The SCG Business Management training team launched courses by way of livestreaming for the first time and uploaded management training curriculum on TikTok. Live classes were recorded and uploaded to Weimob Class for subsequent review by employees failed to participate the livestreaming courses.

During the Reporting Period, the percentage of employees trained, and average training hours completed per employee of the Group by gender and employee category are showed as below:

Types		Percentage of employees trained	Average training hours completed per employee
By gender	Male	57.93%	12.00
	Female	42.07%	4.00
By employee category	Senior management	0.53%	11.30
	Middle management	2.68%	10.07
	Employees	96.79%	8.26

In accordance with the *Employee Training Policy*, we have launched general skill, professional competence and leadership training curriculum, such as "Gold Lecturer Training Camp", "Start Leader Program" and "Pilot Program" under vertical and horizontal training modes to improve comprehensive competitiveness of employees, thereby creating more benefits for the Company.

Gold Lecturer Training Camp

In 2020, Weimob College continued to carry out the training program, "Gold Lecturer Training Camp". External lecturers were invited to give online lectures for core internal trainers and rehearsals were organised in the classroom to see that the internal trainers were able to produce high quality output and make excellent presentation in all training projects.

3 PUTTING PEOPLE FIRST

Start Leader Program

In 2020, Weimob organised a total of four sessions of "Start Leader Program" for on-the-job grassroots cadres, with 153 cadres participating, aiming to build strong management capabilities among grassroots cadres in Weimob and then boost their management efficiency, by virtue of online and offline standardised curriculum, instruction of superiors, and management practices.

Internal Trainer Online Learning Marathon

From 3 to 8 September 2020, Weimob held the Internal Trainer Online Learning Marathon. This program consisted of 12 quality courses and 6 modules covering the growth of internal trainers, demand analysis, curriculum system, curriculum development, project design and training evaluation, and was designed to lift personal abilities of internal trainers and propel common growth of employees and the Company.

Pilot Program

In 2020, Weimob continued to carry on with the leadership training project for middle-level cadres, "Pilot Program". This program aims to comprehensively lift the leadership of middle-level cadres by building capabilities in managing affairs, managing people and self-improvement. Along with standardised online and offline training, online talent assessment is added to give guidance for continuous learning.

3.4 HEALTH CARE

We strictly abide by relevant laws and regulations such as the *Fire Control Law of the People's Republic of China*, and we have adopted a set of measures to safeguard the health and safety of employees, including:

➢ Check the firefighting equipment in the office building monthly to ensure fire safety in the workplace;

➢ Put up fire prevention signs in conspicuous places of the office buildings;

➢ 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.

Fire safety poster

3 PUTTING PEOPLE FIRST

On 6 January 2020, we carried out a fire drill involving all security personnel of the Company in the mini-sized fire station, so as to raise fire safety awareness of all employees in the station, lift their response and self-rescue abilities, enable them to understand certain fire prevention knowledge and eliminate fire hazards.

On 11 September 2020, our safety management personnel participated in the joint fire drill held by the park and Wusong Fire Brigade of Baoshan District, to learn fire suppression skills and usage of fire extinguishers. In doing so, we enhanced their fire safety awareness and reduced the risk of fire accidents.

In 2020, the Group not only provided all employees with free annual medical examinations, but also organised two offline sessions to explain medical examination reports. We specially invited several general medical practitioners to the site on a regular basis to provide targeted analysis services, where they would explain the medical image results to help employees to better understand their examination reports and then gradually improve health with targeted measures, comprehensively protecting employees' health. For newly renovated office buildings or exhibition halls, we arranged professional organisations to conduct formaldehyde detection and treatment, and issue relevant test reports, so as to provide employees with a healthy working environment.

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. There were not work-related fatalities occurred in each of the past three years in the Group.

4 TECHNOLOGY-EMPOWERED PUBLIC WELFARE

As a vibrant and innovative internet technology company, we draw on our edges when fulfilling social responsibility and 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.

• POVERTY ALLEVIATION DONATION

In 2020, we were again engaged in the development of the charitable donation applet for three consecutive years in the poverty alleviation project of "Gather the Forces of Youth for Dreams" initiated by the Office for Cooperation and Exchange Affairs of Shanghai Municipal People's Government, Chinese Communist Youth League Shanghai Committee, and Shanghai Charity Foundation, to help poor students to realise their "micro wishes" and contribute to poverty alleviation in digital ways.

• VOLUNTARY BLOOD DONATION

On 5 August 2020, in an active response to the call of Blood Donation Office in Songnan County, Baoshan District, Shanghai, we held a voluntary activity to "donate blood and show our love", where 109 employees successfully donated blood, playing their part in saving others' lives.

• ACTING UPON COVID-19 CONTROL AND PREVENTION

Love Needs No Words with Millions Donated in COVID-19 Epidemic Support

In the face of COVID-19 epidemic, we lived up to our responsibilities and proactively fought against the epidemic, together with the whole nation. We provided both financial and technical support to help the society and enterprises tide over the difficulties. From the start of the outbreak in January 2020, Weimob immediately donated RMB10 million to Hubei Province and other places hit most by the epidemic, through Shanghai Charity Foundation. The money was given priority to key cities, such as Wuhan and Huanggang, for purchase of medical masks, goggles, protective suits and other medical materials, to secure the safety of medical workers fighting at the frontline. Also, Weimob called on all employees, agents, partners and the public to take active part in fund-raising and make due contribution to prevail over the epidemic. We stayed true to the mission with concrete actions as a non-public party organisation and were given the titles of "Shanghai Advanced Group in Fighting the COVID-19 Epidemic" and "Shanghai Advanced Grassroots Party Organisation in Fighting the COVID-19 Epidemic", in recognition of our active efforts in support of the epidemic prevention and control, and resumption of work and production.

4 TECHNOLOGY-EMPOWERED PUBLIC WELFARE

Technology-empowered COVID-19 Epidemic Prevention and Control

As a technology company, Weimob leveraged its strengths and established a special page to track COVID-19 epidemic in a real time manner, enabling the public to keep abreast of the epidemic development. We lost no time in developing the online charitable donation applet for the "Special Action to Combat COVID-19 Epidemic" jointly sponsored by the Shanghai Charity Foundation and The Paper, and opened free COVID-19 epidemic consulting and donation channels, sparing no efforts in supporting the national fight against the epidemic with the power of the Internet. In addition, Weimob Form was available to the public free of charge, with which users were able to create form applets, quickly make appointments to purchase masks, and collect and register information about where people returning to the city have gone, etc.

5 PROTECTING THE EARTH

We were intensifying our efforts in environmental protection, acting upon the national call for energy conservation and emission reduction, complying with relevant laws and regulations, such as the *Environmental Protection Law of the People's Republic of China*, and formulated the *Weimob Environment Protection and Energy Conservation Management Policy*, to effectively manage and upgrade energy conservation and emission reduction of the Group, enhancing our environmental performance. The Group's Administration Department is designated to take charge of environment protection, energy and water conservation, supervision and management of environment protection activities, and organise regular trainings to raise environmental protection awareness of employees and save energy and reduce emission in our power. There is no material impact on the environment in our operation. During the Reporting Period, the Company did not find any environmental-related violations.

5.1 GREEN OFFICE

Due to the characteristics of our business, our waste gases are mainly sulphur dioxide ("SO_2"), nitrogen oxide ("NOx"), and particulate matters produced by office vehicles. Our greenhouse gas ("GHG") emissions mainly come from consumption of gasoline used by office vehicles and electricity in offices. Our wastes are domestic garbage produced in offices.

We actively advocate the idea of Green Office to save energy, thus reducing waste gas and GHG emissions. In 2020, the Group took a series of measures in active response to the call for "energy conservation and emission reduction":

✓ Collect wastes regularly, classify the wastes for better management and recycle and reuse the wastes with recoverable value;

✓ 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;

✓ Air-conditioner controllers in office buildings were locked up and temperature in workplace was maintained at 26 degrees Celsius by security officers;

✓ In active response to the Shanghai Municipal Household Waste Management Regulations, we enhanced publicity, accelerated the promotion of waste sorting knowledge, and put on banners and posters in offices and canteens;

✓ We promoted green meetings by encouraging teleconferences and online meetings; and

✓ LED lamps were used for all Company's lighting system.

5 PROTECTING THE EARTH

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) is not disclosed in the Report.

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

Emissions	2020	2019
NO_x (kg)	48.40	78.50
SO_2 (kg)	0.12	0.25
Particulate matter (kg)	4.64	7.52
Direct GHG emission (Scope 1) (tCO_2e)	17.40	35.82
Energy indirect GHG emission (Scope 2) (tCO_2e)	1,501.98	1,427.16
Total GHG emission (tCO_2e)	1,519.38	1,462.98
Greenhouse gas emission intensity (tCO_2e per person)	0.37	0.50
Total non-hazardous waste (in tonnes)	197.36	205
Non-hazardous waste intensity (tonne per person)	0.05	0.07

Note: Greenhouse gas emissions are presented as CO_2 equivalent. The calculation method and conversion factors come from the Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators issued by the National Development and Reform Commission.

5.2 ENERGY MANAGEMENT

We set up the Weimob Environmental Education System to disseminate environmental protection knowledge while introducing and promoting energy-saving and water-saving equipment and technologies in the office, encourage employees to reinforce their awareness of electricity and water conservation, and promote green and sustainable development.

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 PROTECTING THE EARTH

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

Use of Resources	2020	2019
Total direct energy consumption (MWh)	71.19	146.50
Total indirect energy consumption (MWh)	2,113.22	2,006.26
Total energy consumption (MWh)	2,184.40	2,152.76
Energy consumption intensity (MWh per person)	0.53	0.74
Total water consumption (in tonnes)	21,669.30	24,464.80
Water consumption intensity (tonne per person)	5.26	8.41

Note: The energy consumption is presented in MWh (kWh in 000's). The conversion factors come from the default values of relevant parameters of fossil fuels in China in Table 1 and the default values of fuel density in Table 2 in the appendix of Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators issued by the National Development and Reform Commission.

Our water is sourced from municipal water system. Due to the characteristics of our businesses, we do not use any packaging materials, thus KPI A2.5 total packaging material used for finished products is not applicable and is not disclosed in the Report.

We have disclosed the emissions and use of resources in 5.1 Green Office and 5.2 Energy Management respectively. Due to the characteristics of our businesses, we are not related to other environment and natural resources during operation, nor do we face significant climate change risks. A3 environment 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 were not applicable, thus are not disclosed in the Report.

Aspect	Requirements	Chapter
A1 Emissions	General Disclosure Information on: (a) the policies; and (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. *Note: Air emissions include NOx, SOx, and other pollutants regulated under national laws and regulations.* *Greenhouse gases include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride.* *Hazardous wastes are those defined by national regulations.*	5.1 Green Office
KPI A1.1	The types of emissions and respective emissions data.	5.1 Green Office
KPI A1.2	Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Green Office
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Green Office
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	5.1 Green Office
KPI A1.5	Description of measures to mitigate emissions and results achieved.	5.1 Green Office
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	5.1 Green Office

ESG GUIDE INDEX

Aspect	Requirements	Chapter
A2 **Use of** **Resources**	General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials. *Note: Resources may be used in production, in storage, transportation, in buildings, electronic equipment, etc.*	5.2 Energy Management
KPI 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 Energy Management
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	5.2 Energy Management
KPI A2.3	Description of energy use efficiency initiatives and results achieved.	5.2 Energy Management
KPI 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 Energy Management
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	NA

Aspect	Requirements	Chapter
A3 **The** **Environment** **and Natural** **Resources**	General Disclosure Policies on minimising the issuer's significant impact on the environment and natural resources.	NA
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	
B1 **Employment**	General Disclosure Information on: (a) the policies; and (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.	3.1 Employee Management 3.2 Employee Care
B2 **Health and** **Safety**	General Disclosure Information on: (a) the policies; and (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.	3.4 Health Care
B3 **Development** **and Training**	General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. *Note: Training refers to vocational training. It may include internal and external courses paid by the employer.*	3.3 Talent Cultivation

ESG GUIDE INDEX

Aspect	Requirements	Chapter
B4 Labour Standards	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	3.1 Employee Management
B5 Supply Chain Management	General Disclosure Policies on managing environmental and social risks of the supply chain.	2.3 Supplier Management
B6 Product Responsibility	General Disclosure Information on: (a) the policies; and (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.	2.1 Innovative Products 2.2 Customer Service 2.4 Compliance Operation 2.5 Information Security
B7 Anti-corruption	General Disclosure 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.	2.4 Compliance Operation
B8 Community Investment	General Disclosure 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.	4 Technology-empowered Public Welfare

READERS FEEDBACK FORM

Thank you for reading the Weimob Inc. 2020 Environmental, Social and Governance Report. 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:

E-mail 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	☐ Excellent	☐ Good	☐ Average	☐ Low	☐ Poor
Environmental responsibility	☐ Excellent	☐ Good	☐ Average	☐ Low	☐ 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	☐ Excellent	☐ Good	☐ Average	☐ Low	☐ Poor
Accuracy	☐ Excellent	☐ Good	☐ Average	☐ Low	☐ Poor
Completeness	☐ Excellent	☐ Good	☐ Average	☐ Low	☐ 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?

_____

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