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## GLOSSARY OF TECHNICAL TERMS

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This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions, and may not be comparable to similarly terms adopted by other companies.

“bare-metal server technology”	a technology enabling a physical computer server to be used by one consumer only
“container technology”	a method to package an application for such application and its dependencies to run isolated from other processes
“daily video viewers”	users who viewed videos on Weibo on a daily basis
“direct content cost payout”	a method to subsidize content creators through direct payment in order to incentivize their content generation
“DAUs”	daily active users, which are Weibo users who logged on with a unique Weibo ID and accessed Weibo through our website, mobile website, desktop or mobile applications, SMS or connections via our platform partners’ websites or applications that are integrated with Weibo, on a given day, and “average DAUs” for a month refers to the average of the DAUs for each day during the month. The numbers of our DAUs are calculated using internal company data that has not been independently verified and we treat each account as a separate user for purposes of calculating DAUs, although it is possible that certain individuals or organizations may have set up on more than one account and certain accounts are used by multiple individuals within an organization
“feeds”	include both posts and reposts
“hybrid cloud platform”	our proprietary, in-house designed platform which has hyperscale data distributed computing and analyzing capabilities to handle hot topics on the Weibo platform in real-time
“MAUs”	monthly active users, which are Weibo users who logged on with a unique Weibo ID and accessed Weibo through our website, mobile website, desktop or mobile applications, SMS or connections via our platform partners’ websites or applications that are integrated with Weibo, during a given calendar month. The numbers of our MAUs are calculated using internal company data that has not been independently verified, and we treat each account as a separate user for purposes of calculating MAUs, although it is possible that certain individuals or organizations may have set up on more than one account and certain accounts are used by multiple individuals within an organization

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“monthly active content creators”	users who have posted at least one original post on Weibo in a given month
“top content creators”	content creators with more than 10,000 followers as of the end of a given month or 10,000 monthly views on Weibo in a given month, excluding duplicates
“verified accounts”	accounts whose identities have been verified by us from various angles based on different types of verified accounts, such as celebrities, KOLs, enterprises and media outlets