

GLOSSARY OF TECHNICAL TERMS

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

“ACG”	a subculture of Greater China particularly referring to Japanese anime, comics and games, or the fictional world or characters created in such work
“ACT Games”	action games, a genre of games which emphasizes physical challenges and normally requires real-time hand-eye coordination
“active users”	in any given period, (i) active users of a particular game refers to all registered players of such game that entered the game at least once in such given period while the game was in operation; and (ii) active users of all of our games refers to the aggregate of the active users of all of our games in such given period while the games were in operation; in line with the industry practice, a user is not required to play a game for a specific period of time to be counted as an active user. Instead, a registered player that entered the game at least once in a given period is counted as an active user in such period, and a registered player that entered two or more games in such period is counted as two or more active users in such period
“Alipay”	a third-party mobile and online payment platform
“Android”	a mobile operating system developed and maintained by Google LLC. used in smartphones and tablets
“AR technology”	augmented reality technology
“ARPPU”	average revenue per month per paying user, which is calculated by (i) dividing our revenue from a game for a specified period by the total MPUs of such game for that period, or (ii) dividing our total game revenue for a specified period by the aggregate of the total MPUs of all of our games for that period, as applicable. Our calculations of ARPPU did not consider each game’s MPU data before its official launch. However, the revenues we used to calculate ARPPU for each game and for all of our games included revenues generated from the pre-launch testing stage of the games (where applicable) during the Track Record Period, which were immaterial
“average MAUs”	calculated by dividing (i) the total MAUs of a game, or (ii) the aggregate of the total MAUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of average MAUs did not consider each game’s data before its official launch
“average MPUs”	calculated by dividing (i) the MPUs of a game, or (ii) the aggregate of the total MPUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of average MPUs did not consider each game’s data before its official launch
“average weekly player retention rate”	calculated by dividing the sum of the weekly player retention rate for a specified period by the number of weeks accounted for during that period

GLOSSARY OF TECHNICAL TERMS

“CAGR”	compound annual growth rate
“casual games”	a genre of games that is typically designed with relatively simple but attractive gameplay in minimalistic style such as cartoon, played by users for recreational purposes, and generally has shorter gaming time per play compared to other mobile game genres
“cumulative registered players”	the cumulative number of accounts, which is calculated with reference to the number of accounts registered with our games as of a specified date. Only games that were still in operation as of the Latest Practicable Date are considered in the calculations. It may not represent the exact number of our cumulative registered players as a player may have registered multiple player accounts with any of our games
“Diablo-like adventure”	a genre of games with scenarios which usually consist of dark and evil elements, and have genesis and magic characteristics
“free-to-play”	a business model used in the online game industry, under which users can play games for free, but may need to watch in-game advertisements and pay for virtual items sold in games to enhance their gameplay experience
“Google Play”	a digital distribution platform operated and developed by Google LLC. It serves as both the official app store for the Android operating system, and a digital media store offering music, books, movies, and television programs
“gross billings”	total amount paid by players for in-game purchases during a specified period
“idle games”	a type of casual games, primarily featured by game players being able to play the games for any interval of time to experience the core part of the games, while the games automatically continuing until the players’ next login and progressing the players’ profiles in the games
“iOS”	a mobile operating system developed and maintained by Apple Inc. used exclusively in Apple devices, such as iPhones, iPods and iPads
“iOS App Store”	a digital distribution platform operated and developed by Apple Inc., which is the official app store for the iOS operating system
“IP(s)”	intellectual property(ies)
“KOL”	key opinion leader, a person whose opinions in a certain field are respected and influential to the public
“lifecycle”	the market life of a game, starting from the initial launch and ending on the irreversible and drastic decline of active users and revenue generated
“MAU(s)”	monthly active users, which represents the number of active users during a specified calendar month

GLOSSARY OF TECHNICAL TERMS

“mobile game companies”	companies engaged in mobile game development, publishing or both
“mobile games”	games that are played on mobile devices
“Mobile Hardcore Alliance”	a mobile internet value-added service organization composed of manufacturers of smartphone, which are OPPO, vivo, Coolpad, Gionee, Lenovo, Huawei, Meizu and Nubia
“MPU(s)”	monthly paying users, which represents the number of paying players during a specified calendar month
“official launch date”	the launch date that we announced on our official website
“pan-entertainment”	the development of games, literature, animations and motion pictures, amongst others, based on IPs
“Parkour games”	a type of casual games, which focuses on moving through a player-created room with first-person perspective and usually requires running, climbing, jumping or other movements to traverse environmental obstacles in the games
“paying player(s)”	a player who pays money for, at least once, in-game purchases in any given period; a player who makes more than one purchase in such period is counted once only
“QingCi Enthusiast(s)”	accumulated players who are connected with us on our official accounts and/or groups on social media platforms; a player that (a) is connected with us on two or more of our official accounts on several social media platforms or (b) follows the official accounts of two or more of our games on the same social media platform is counted as two or more QingCi Enthusiasts
“QR code”	a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone
“registered player(s)”	as of a particular time point, registered players of a particular game refer to the number of registered accounts of players who played such game for the first time as of such time point; registered players of all of our games refer to the aggregate of the registered players of all of our games as of a specified date; a player account that has been used to enter two or more games is counted as two or more registered players
“rogue-like RPG”	a type of RPG, which allows players to explore and unlock new content by levels in various adventures that embed randomness and surprises through treasure hunt, map discovery and other unpredictable events. Players acquire a sense of excitement during such adventures and a sense of self-achievement as their game avatars grow through their efforts
“RPG”	role-playing games, a genre of games in which a player who assumes the role of a character interacts with each other in an evolving fantasy or fictional world and takes control over character’s actions

GLOSSARY OF TECHNICAL TERMS

“SDKs”	software development kits, typically a set of software development tools that allows the creation of applications for a certain software package, software framework, hardware platform, computer system, video game console, operating system, or similar development platform
“server”	a computer system that provides services to other computing systems over a computer network
“SLG”	simulation games, a genre of games that allows players to control characters and attempt to emulate various activities from real life in the game format
“STG”	shooter games, a genre of games in which game players are engaged in combat with opponents by shooting, and progress through the game by carrying out quests. STGs often test players’ spatial awareness, reflexes, and speed in both single player mode and online multiplayer mode
“Unity3D”	a cross-platform 3D game engine developed by Unity Technologies
“virtual item”	an item, avatar, skill, privilege or other in-game consumable, feature or functionality that game players use to extend their gameplay, enhance or personalize their game environments and accelerate their progress in games
“VR technology”	virtual reality technology
“WeChat Pay”	a third-party mobile payment platform
“weekly player retention rate”	represents the percentage of player accounts that entered a game in the second week after the accounts were registered with the game in a specified week