KUAISHOU

Kuaishou Technology

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

Stock code : 1024

2021

Environmental, Social and Governance Report

CONTENTS

About the Report 01

Chairman's Statement 03

Statement from the Board of Directors 05

About Us 06

Laying good governance foundation for long-term sustainability and viability 01

ESG Governance 15

Risk Control and Management 16

Business Ethics 18

Stakeholders Engagement 22

Materiality Assessment 23

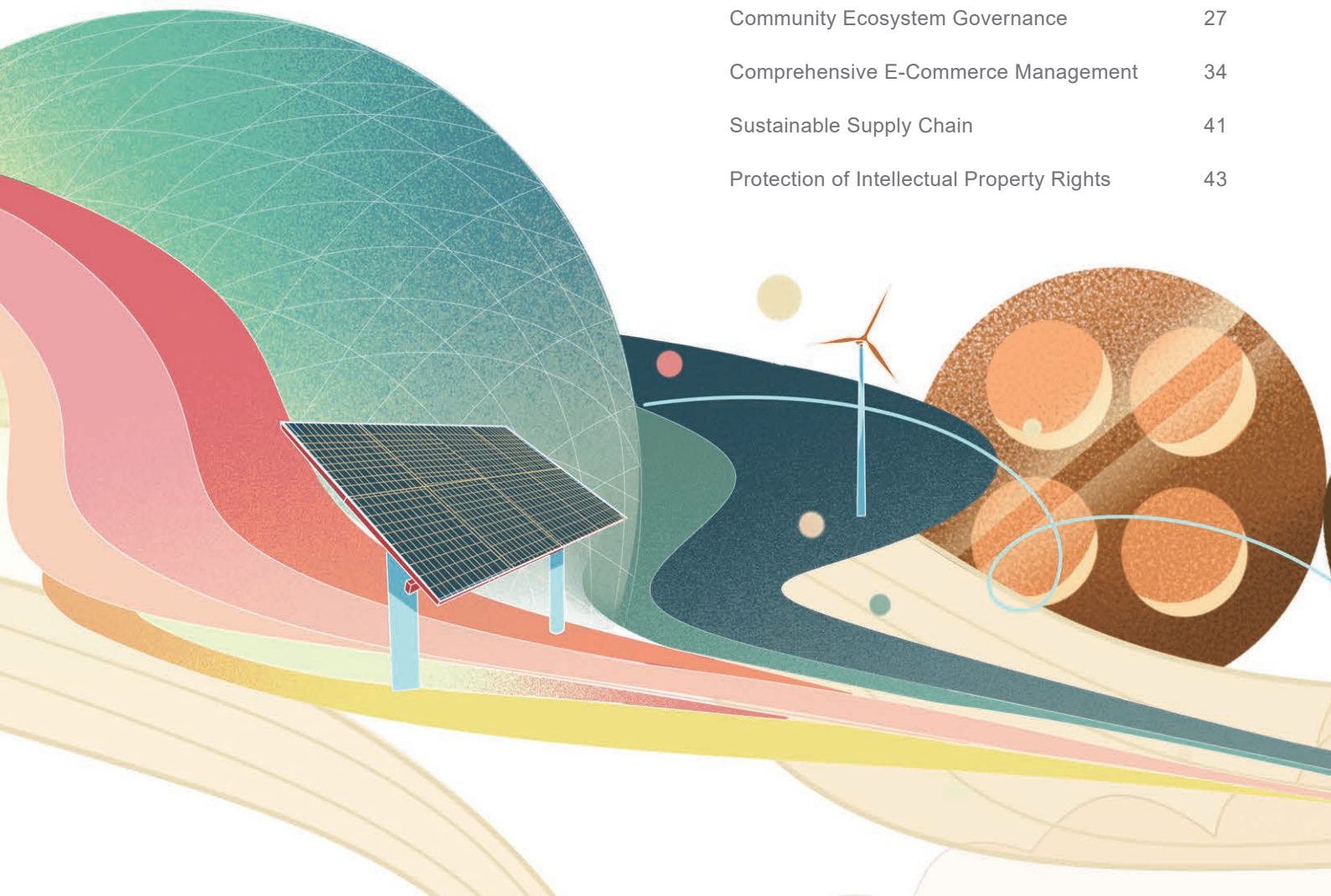
Focusing on win-win cooperation for a healthy ecosystem 02

Community Ecosystem Governance 27

Comprehensive E-Commerce Management 34

Sustainable Supply Chain 41

Protection of Intellectual Property Rights 43



Prioritizing user experience to enhance service excellence 03

Improving User Experience 49

Network Security and Privacy Protection 58

Adopting green policies for a harmonious society 04

Green Workplaces and Biodiversity Conservation 73

Emission Management 78

Green Data Center 79

Addressing Climate Change 81

Building an employee-centric workplace to promote talent development 05

Staff Employment 87

Training and Development 89

Occupational Health and Safety 95

Employee Care 97

Leveraging technology for social inclusion 06

Humanistic Care 103

Rural Revitalization 113

Public Welfare Volunteers 118

Looking Ahead 121

Index of ESG Indicators of the HKEX 122

Readers' Feedback 124

About the Report

This is the second environmental, social and governance ("ESG") report (the "Report") published by Kuaishou Technology (stock code: 1024) (the "Company") together with its subsidiaries and consolidated affiliated entities (the "Group" or "Kuaishou" or "we") to communicate with stakeholders on the Group's ESG philosophy, initiatives and performance, and to respond to stakeholders' needs.

Reporting Period

Unless otherwise specified, the Report covers the Group's performance on ESG matters from January 1, 2021 to December 31, 2021 (the "Reporting Period").

Reporting Boundary

Unless otherwise specified, the Report covers all subsidiaries and consolidated affiliated entities within the Group.

Sources of Data

Unless otherwise specified, the information disclosed in the Report is derived from the Group's internal official documents and filing reports, internal statistics and relevant official, publicly available information and records.

Basis of Preparation

The Report has been prepared with reference to Appendix 27 *Environmental, Social and Governance Reporting Guide* to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "HKEX") (the "Listing Rules").

Reporting Principles

Materiality: For the purpose of preparing the Report, the Company conducted a materiality assessment process to determine the scope of disclosure and the degree of detail to which information is to be disclosed for each topic. The results of the materiality assessment for 2021 are presented in the section “Materiality Assessment”.

Quantitative: The Report discloses quantitative environmental and social data to present the Group’s performance on key ESG indicators.

Balance: The Report discloses both achievements and areas where further improvements are needed in an objective way to provide an unbiased picture of the Group’s ESG performance.

Consistency: This is the second ESG report of the Company. Unless otherwise specified, the data disclosed herein were for 2021, and we will use consistent statistical methods to prepare future versions based on actual management conditions and disclose comparative data over consecutive years wherever possible, to provide readers with a better understanding of the trends of our performance on relevant indicators. Unless otherwise specified, the data disclosed in the Report are compiled in accordance with the uniform information collection process and working mechanism established by the Company to ensure that the data are comparable from year to year.

Monetary Unit

Unless otherwise specified, the unit for all monetary amounts in the Report is in Renminbi.

Access to the Report

The English and Chinese versions of the Report are available on the website of the HKEX (https://www.hkexnews.hk) and the Company’s IR website (https://ir.kuaishou.com). If readers have any queries or comments on the Report, please contact us at ir@kuaishou.com. The Report is available in both Chinese and English for readers’ reference. In case of discrepancies, please refer to the Chinese version.

Chairman's Statement

This is Kuaishou's second environmental, social, and governance (ESG) report following our listing in 2021. The Report summarizes our efforts and achievements in social responsibility, environment, and corporate governance in 2021 for users, employees, governments, investors, and all other stakeholders and caring friends of Kuaishou.

In 2011, Kuaishou heralded a new era of short videos. Through 10 years of relentless efforts, we have made short videos well-received and beloved by more and more people. We have hundreds of millions of daily active users every day, and we maintain this vibrant and trustworthy community through continuous extending of ecosystem building. We also continue to improve user experience, enhance the service capabilities of advertisers and empower e-commerce merchants, while striving to create value for our stakeholders. Kuaishou is committed to building the most heartwarming and trustworthy community, improving people's well-being with technology, and helping more people live and thrive in the digital age.

In 2021, leveraging the advantages of our business nature, Kuaishou continued to promote sustainable development to fulfill our social responsibilities to our stakeholders. We continued to fortify our ESG governance ability and established a three-tier structure of governance, management, and execution. The Corporate Governance Committee under the Board of Directors has been designated as the highest decision-making body of our ESG affairs, and are fully in charge for the management and supervision of ESG affairs.

Kuaishou is committed to building a healthy platform ecosystem. We continued to improve the content review mechanism, strengthened content risk identification and management, helped users reduce security risks, and created a pleasant community environment through the promotion of security awareness. In the past year, we have achieved more than RMB680 billion of GMV (Gross Merchandise Volume). Browsing with joy, selecting at ease, and shopping with trust have become essential parts of the diversified ecosystem in our community. In addition, we continued to reinforce e-commerce management and imposed strict e-commerce entry, assessment, and exit mechanisms, to ensure the operation compliance of the business ecosystem and provide users with compliant and high-quality products and services. In 2021, we optimized the sustainable management of the supply chain and embedded the ESG awareness into the whole management process of suppliers. We encouraged and enlarged our green procurement. We regularly evaluated the ESG risks of the suppliers to strengthen the integrity governance and to promote the win-win and lasting development of the value chain.

Kuaishou insists on providing users with high-quality services. We enhanced the user service system and improved user communication channels and feedback mechanisms. We upheld the principle of "Equality and Inclusiveness" and provided users with "Equal and Inclusive" care and protection. We also strengthened the protection of users' privacy. A Privacy Protection Working Group has been set up to widely promote the personal privacy and data security protection related to our business in the aspects of governance, management, technology, and industry collaboration. In 2021, the satisfaction rate of the manual service channel of Kuaishou's call center was over 95%.

Kuaishou actively responds to the national goals of "carbon peaking and carbon neutrality". The Group intends to align its environment, social and governance (ESG) plans and actions with the dual-carbon target with our best efforts and shoulders our responsibility as a corporate citizen. In 2021, the Company set up a series of new environmental targets, including the targets for clean energy utilization, energy conservation, water resource conservation, waste emission reduction as well as greenhouse gas (GHG) emission reduction to provide a more holistic approach to protect our environment. The Group has also ensured that it has put in place comprehensive systems and practices that safeguard the compliance with all applicable environmental laws and regulations at respective jurisdictions. Based on the framework and suggestions from the Task Force on Climate-Related Financial Disclosure (TCFD), Kuaishou identified and analyzed the physical risks and transitional risks related to climate change and formulated climate risk management measures and solutions to reduce climate change risks to ensure business continuity and stability.

What Kuaishou cares most are always the people. Kuaishou regards our employees as the most valuable asset. We facilitated talent growth and development with our equal and diversified employment policies, comprehensive assessment and promotion channels, and extensive and in-depth training projects. At the same time, we carried out various actions and activities to ensure employees' occupational health and safety, make them feel our care and love, and motivate our employees.

Kuaishou is devoted to sharing its achievements with society and carrying on the mission of “connecting good faith with technology and realizing shared value of the platform”. We fully leverage the advantages of our products, technology, and community to initiate public welfare projects of our own character. We have increased our care and attention to special groups by actively assisting rural revitalization and conducting social public welfare activities to give back to society. In 2021, Kuaishou donated RMB75.70 million to public welfare projects. Moreover, due to our outstanding social contributions, we were awarded the 11th “China Charity Award” by the Ministry of Civil Affairs of the People’s Republic of China.

Creating long-term value for users and society has always been Kuaishou’s vision and goal. We hope to leverage our technological capability to unlock the power of endeavor and innovation. Thus in return, value creators will be awarded with higher returns. We will continue to forge ahead, to promote and make the society to become a better one and to make people become happier, meanwhile, for the Company to achieve sustainable growth.

Achieved more than RMB

680 billion of GMV

In 2021, Kuaishou donated RMB

75.70 million through public welfare projects

The satisfaction rate of the manual service channel of Kuaishou’s call center was over

95%

Statement from the Board of Directors

Kuaishou is well aware of the importance of sustainable development. The Company has established effective sustainable development governance mechanisms and management systems to promote the integration of sustainable development requirements into our operation and management and to create long-term and stable environmental, social, and corporate value.

The Board highly emphasizes the importance of Kuaishou's sustainable development performance. The Corporate Governance Committee of the Board has been designated to assist the Board in formulating our Company's ESG related strategies and overseeing the implementation of ESG policies. An ESG working group has been set up under the Corporate Governance Committee to coordinate and facilitate various functional departments to formulate ESG projects and to ensure the resource allocation and implementation of ESG.

We are mindful of the expectations and needs of all stakeholders. We closely communicate with them through regular internal and external activities to help us identify and evaluate the important ESG issues and discuss and review the issues during the meetings of the Corporate Governance Committee. Based on the external macro-environment and Kuaishou's growth strategy, the Corporate Governance Committee discusses and identifies the Company's risks and opportunities in environmental, social, and corporate governance and concludes on the annual important ESG management matters and projects. In 2021, with reference to the internationally recognized climate-change related disclosure framework, we identified the risks and opportunities that climate change will bring to our future operations, evaluated their relevance and impact, and formulated specific response measures. Meanwhile, we have established environmental goals for energy consumption, resource utilization, waste management, and carbon emissions, including the goal of using 100% clean energy in our self-built data center by 2030 and by the end of 2026, per employee electricity consumption and per employee running water consumption in the offices of Beijing area will both be reduced by 8% compared with 2021. We also actively carried out various green and low-carbon actions to respond to the national strategy of building green data centers and the "carbon peaking and carbon neutrality" targets. We will continue to monitor and review the progress of achieving our goals in future and constantly refine and expand investment in sustainable development according to the development trends in China and abroad.

This report details the progress and achievements of Kuaishou's ESG management in 2021. According to the Corporate Governance Committee's terms of reference, the Board of Directors authorized the Corporate Governance Committee as the specialized committee to supervise ESG management. The Corporate Governance Committee reviewed and approved this report on May 23, 2022.

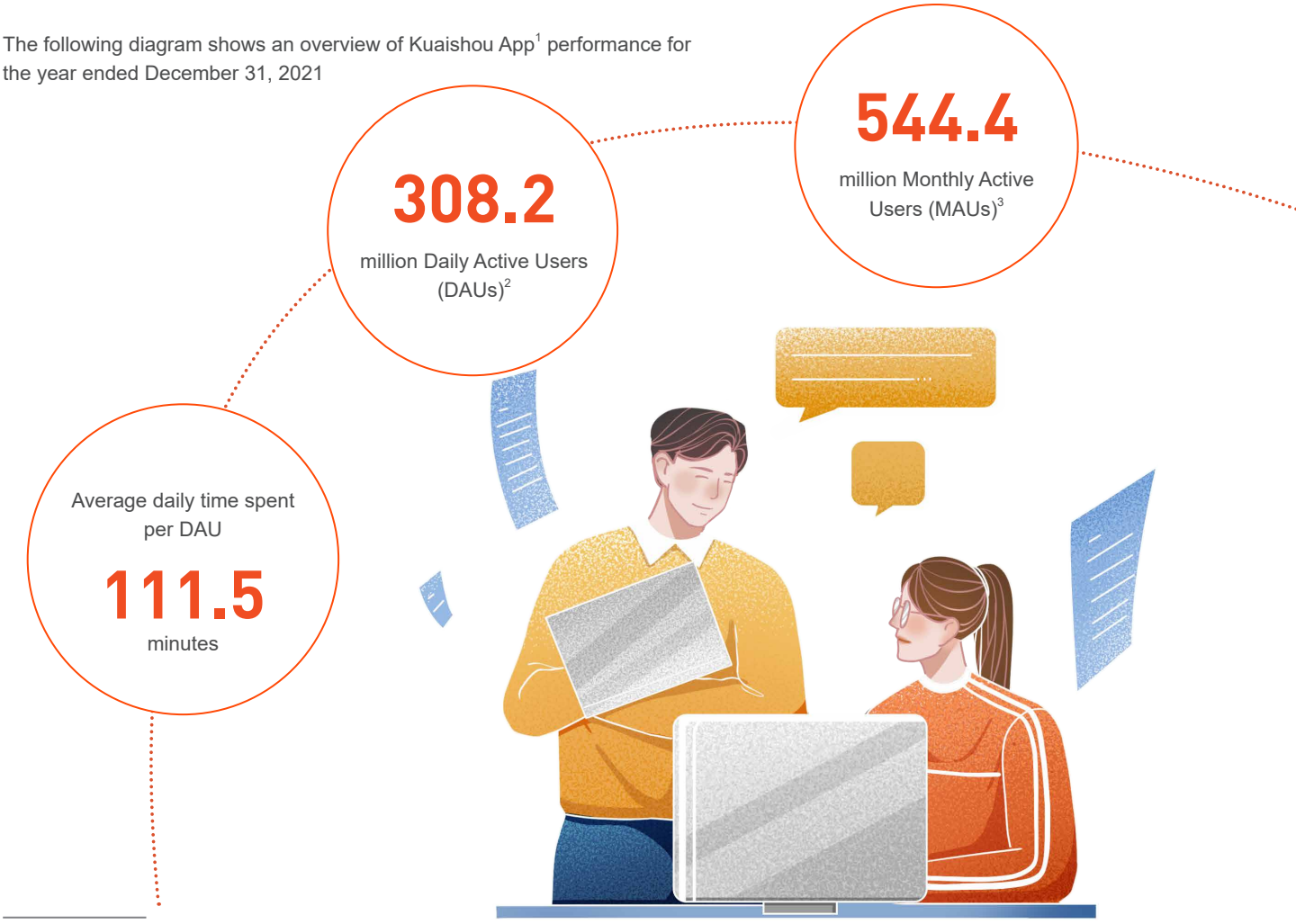
About Us

Company Profile

Kuaishou is a leading content community and social platform with its mission to be the most customer-obsessed company in the world. Kuaishou has relentlessly been focusing on serving its customers and creating value for them through the continual innovation and optimization of its products and services. At Kuaishou, any user can chronicle and share their life experiences through short videos and live streams and showcase their talents. Working closely with content creators and businesses together, Kuaishou provides products and services offerings that address users' various needs that arise naturally, including entertainment, online marketing services, e-commerce, online games, online knowledge-sharing, and more. Kuaishou was successfully listed on the Main Board of HKEX on February 5, 2021.

Business Performance

The following diagram shows an overview of Kuaishou App[1] performance for the year ended December 31, 2021



[1] Kuaishou App includes Kuaishou Flagship, Kuaishou Express and Kuaishou Concept mobile apps.

[2] Daily Active Users (DAUs) refers unique users accounts that access an app at least once during the day, excluding spam accounts.

[3] Monthly Active Users (MAUs) refers to unique users accounts that access an app at least once during the calendar month, excluding spam accounts.

ESG Key Performance

Laying good governance foundation for long-term sustainability and viability

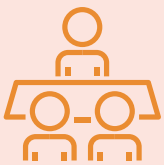
In 2021, we conducted anti-corruption and related trainings for directors and all employees, covering **39,207** participants.

In 2021, we substantiated 21 integrity-related cases, recovering economic losses of about RMB**2,155,869**.

Focusing on win-win cooperation for a healthy ecosystem

In 2021, we conducted **27,396** content review training sessions, covering over **6,000** people.

In 2021, we surveyed **483,703** merchants' satisfaction with the Company's protocols, which showed a significant increase in satisfaction.



In 2021, our e-commerce learning base conducted over **450** live stream sessions, covering over **76** million participants and over **1.3** million merchants with a learning satisfaction rate of **95.88%**.

Prioritizing user experience to enhance service excellence

In 2021, our annual overall satisfaction rate was **82.86%**, and the satisfaction rate of the manual service channel of the call center was over **95%**.

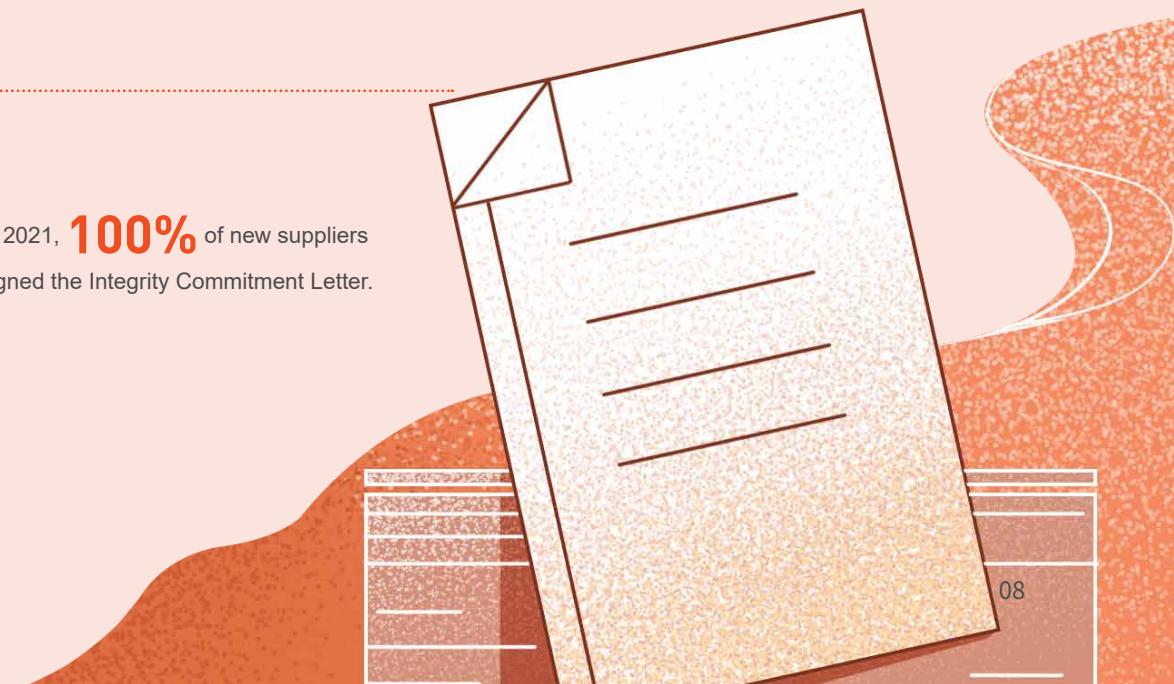
In 2021, we conducted various kinds of information security and data security trainings, covering over **50,000** participants.

In 2021, there were **0** legal cases of violating customer privacy.

In 2021, the Magnetic Academy hosted over **479** online courses, with over **390,000** registrations.

As of December 31, 2021, our supplier list included **3,421** suppliers worldwide.

In 2021, **100%** of new suppliers signed the Integrity Commitment Letter.



Adopting green policies for a harmonious society

By 2030, Kuaishou's own data center will use **100%** clean energy.

By the end of 2026, per employee electricity consumption and per employee running water consumption in the offices of Beijing area will both be reduced by **8%** compared with 2021.

Rainwater and air conditioning condensation will be recovered and **100%** recycled in the newly built data center park.

100% of the waste lead-acid batteries, as well as the waste hard disks in the Company's self-built data center shall be treated for harmless disposal.

Electronic wastes generated will be **100%** treated for harmless disposal.

Building an employee-centric workplace to promote talent development

As of December 31, 2021, we had recruited full-time employees from 28 countries and 33 ethnic groups; nearly **10%** were from ethnic minority backgrounds.

There were no cases of child labor or forced labor at Kuaishou, and the employee social insurance coverage rate was **100%**.

As of December 2021, the annual highest score of eNPS[4] (employee Net Promoter Score) in each critical juncture of the employee life cycle was **95.74%**, and the average annual comprehensive score was **74%**.

[4] eNPS, Employee Net Promoter Score, which helps to measure employee satisfaction and loyalty.

In 2021, based on the framework and suggestions from the Task Force on Climate-Related Financial Disclosure (TCFD), we identified and analyzed the physical risks and transition risks relating to climate change and formulated climate risk management measures and solutions.

In 2021, we implemented our construction plan for the Ulanqab data center and adopted various energy-saving and water-saving technologies with leading international standards.

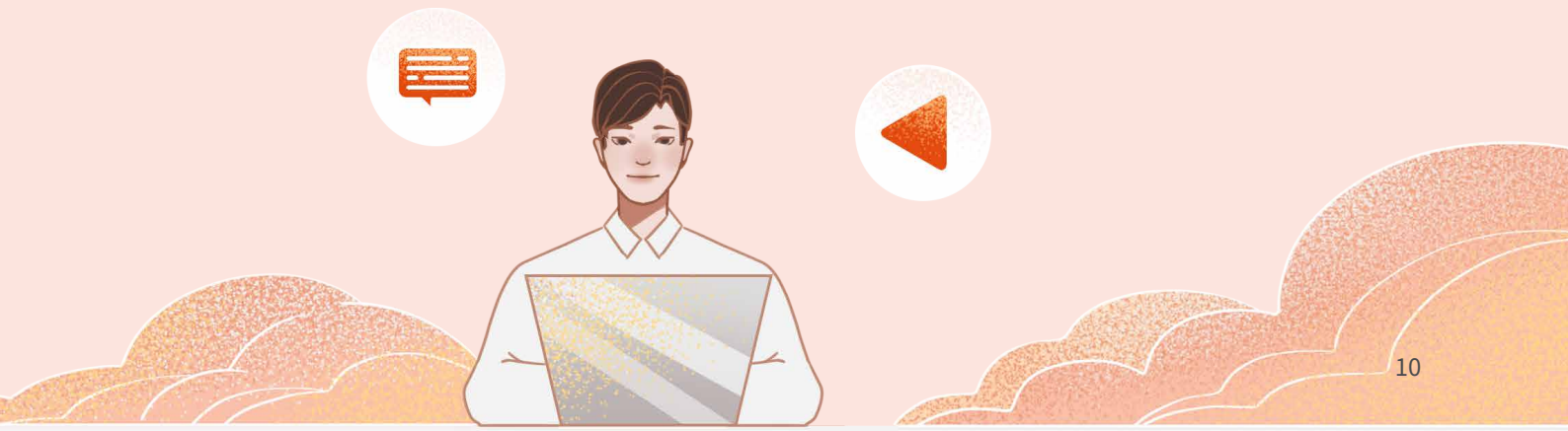
Leveraging technology for social inclusion

In 2021, we donated RMB **75.7** million through our public welfare projects.

In 2021, we spent **21,663** hours on public welfare projects.

We took immediate action and donated RMB **50** million to Henan Province during the torrential storm in July 2021, mainly used in the financial support for the flood relief and rescue teams and the post-disaster relief and reassurance measures for the youth, the elderly, and people with difficulties.

In October 2021, the abnormal large-scale persistent rainfall in Shanxi Province resulted in severe floods. We donated RMB **10** million to the affected area for emergency rescue and post-disaster reconstruction.



Awards and Honors

February 2021

On February 1, 2021, the 2020 Internet Public Charity Network Poverty Alleviation and Pandemic Prevention Case Contest was held. This activity was hosted by the Social Network Working Bureau of China Central Network Information Office and organized by the China Internet News Center. “Kuaishou 100 County Mayors on Agro E-Commerce Live Streaming” was selected as the “Outstanding Case of Internet Poverty Alleviation Charity Project”.

December 2021

The annual release of China’s top 500 enterprises in philanthropy and the Fifth China Enterprise Charity Forum were jointly organized by the Organizing Committee of the China Enterprise Charity Forum, the Government of Fuling District in Chongqing, and *Entrepreneur* magazine of China Enterprise Confederation on December 18, 2021. Kuaishou won the “2021 China’s Top 500 Enterprises in Philanthropy” and “2021 China’s Top 500 Corporate Donors for Flood Relief” awards.

December 2021

Kuaishou’s “Big Data Platform Privacy Data Security Solution” was awarded with the “2021 Annual Excellent Innovation Case for Internet Industry - Security” in the IT New Governance Leadership Forum sponsored by the China Academy of Information and Communications Technology.

April 2021

Kuaishou won the Sixth Beijing Invention Patent Award.

May 2021

On May 19, 2021, the China Association of Performing Arts held the 2021 China Online Performance (Live Streaming and Short Video) Industry Annual Awards Ceremony. Kuaishou's Rural Revitalization Officers Support Project won the 2020 Industry Innovation Case Award. 3 well-known Kuaishou account holders won the annual Sunshine Hosts Award.

September 2021

On September 5, 2021, the Ministry of Civil Affairs of the People's Republic of China granted the Eleventh "China Charity Awards" to the caring individuals and groups, corporate donors, charity projects, and charitable trusts in philanthropy from 2017 to 2019, and those who made outstanding contributions in philanthropy and the fight against the COVID-19 pandemic in 2020. Kuaishou was commended for its outstanding contributions to charity and fight against the pandemic.

Laying good governance foundation for long-term sustainability and viability

Compliance in operations is the foundation for the long-standing development of a company. Kuaishou continues to improve corporate governance, promotes the ESG management, regulates the internal control systems, and enhances the Company's ability to resist risks. Abiding by business ethics, the Company is committed to strengthening integrity and compliance in operations and adhering to antitrust and anti-unfair competition to ensure the Company's sustainable development.

- **ESG Governance**
- **Risk Control and Management**
- **Business Ethics**
- **Stakeholders Engagement**
- **Materiality Assessment**

ESG

ESG Governance

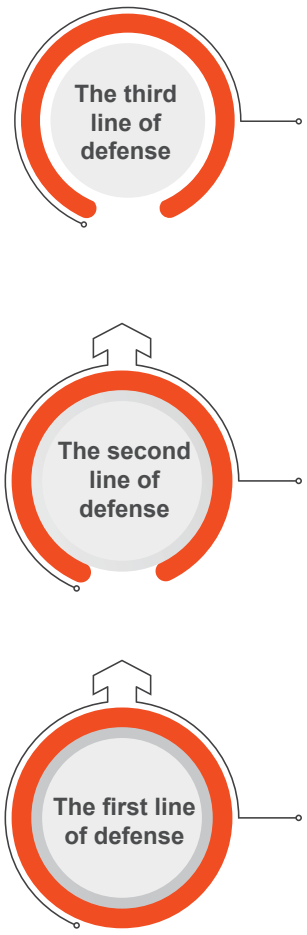
Kuaishou is constantly enhancing its own capability in ESG governance. We have incorporated the concept of social responsibilities and sustainable development into our corporate strategies for implementation. We have established a comprehensive ESG governance structure. The Corporate Governance Committee authorized by the Board of Directors is responsible for the ESG management and decision-making, determining the material ESG matters, reviewing the Company's outlook, strategy, framework, principles, and policies regarding ESG matters, and reviewing and monitoring ESG practices, overseeing the attainment of the Company's ESG targets, and reporting to the Board on ESG matters. The ESG Working Group under the Committee, as the executive department of the Company's ESG matters, coordinates the tasks of relevant departments and assures resources.

For further information about the Company's corporate governance practices in 2021, please refer to the section "Corporate Governance Report" of the Company's 2021 Annual Report.

Risk Control and Management

The Board is responsible for establishing and maintaining effective risk management and internal control systems and reviewing their effectiveness. To ensure the effectiveness of the risk management and internal control systems, in view of the practical needs, the Company adopts the "Three Lines of Defense" model as an official organizational structure for risk management and internal control under the supervision and guidance of the Board.

Kuaishou's "Three Lines of Defense" model



The third line of defense

Mainly implemented by the Internal Audit and the Compliance Department, which hold a high degree of independence. The Internal Audit Department provides an evaluation on the effectiveness of the Company's risk management and internal control systems, and keeps track of management's continuous improvement over these areas. The Compliance Department is responsible for receiving whistle-blowing reports and investigating alleged fraudulent incidents.

The second line of defense

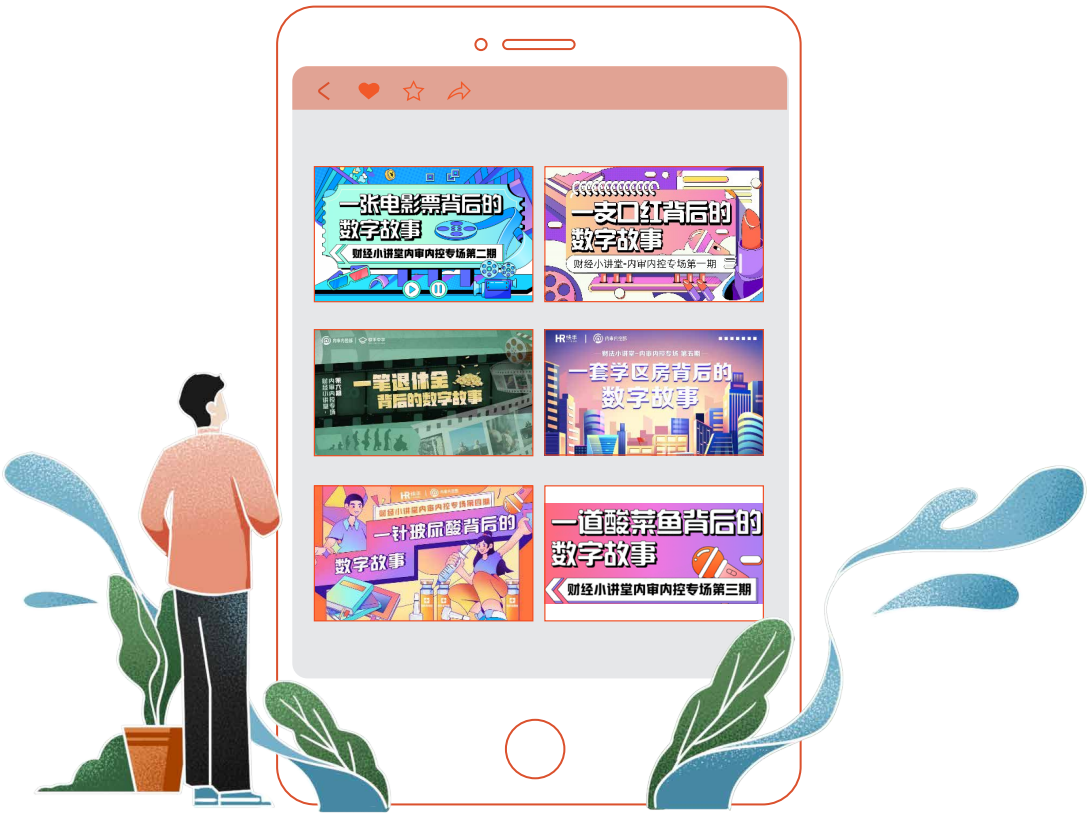
Mainly implemented by the Internal Control Department, Finance Department, Legal Affairs Department, IT Infrastructure Department, Efficiency Engineering Department and other departments with similar functions. This line of defense is responsible for formulating policies related to the management of operations, finance, compliance and litigation, information security and internal controls of the Company, and for planning and establishing an integrated risk control system. To ensure effective implementation of such systems, this line of defense also assists and supervises the first line of defense in the establishment and improvement of risk management and internal control systems.

The first line of defense

Mainly implemented by the business departments of the Company, which design and implement control measures to deal with risks in daily operations.

In 2021, Kuaishou leveraged a risk matrix for 61 risk events covering 5 major risk areas to maintain the appropriate and effective risk management and internal monitoring systems. This included strategic risk, market risk, operational risk, legal compliance risk, and financial risk. Senior management was invited to assess the possibility and impact of each of the risk events, leading to the 2021 annual Company-level risk assessment results. The Internal Audit and Internal Control Department formulated an annual internal audit plan for the identified major risks at the company level, conducted special audits on major risk events, and urged rectification of the problems found.

Kuaishou emphasizes the high importance of cultivating risk management awareness among employees and implements risk management and control behaviors in daily work. The Internal Audit and Internal Control Department held 6 training sessions in 2021, aiming to improve risk management awareness of all employees through the interpretation of numbers from financial perspectives and the digital logic of everyday objects.



While constantly improving the capabilities in internal audit and internal control, Kuaishou also actively conducts exchanges with peers to jointly discuss internal audit practices.

Case

Kuaishou held the "Insight, Foresight - Internal Audit and Internal Control Forum of Internet Industry"

On September 10, 2021, Kuaishou, together with a number of internet companies, jointly held the "Insight, Foresight - Internal Audit and Internal Control Forum of Internet Industry" to exchange ideas with internet peers on the management of internal audit and internal control, with the aim to improve the Company's risk management capabilities.

The theme of the forum was to explore how the work of internal audit and internal control, as an important part of the internal risk management system, can effectively promote the establishment of an internal control system, improve the internal audit system, evaluate the effectiveness of the internal control system, enhance data security and facilitate the integration of business data and the digitalization of cost-optimization measures in the internet era.

Photos of the "Insight, Foresight - Internal Audit and Internal Control Forum of Internet Industry"

Business Ethics

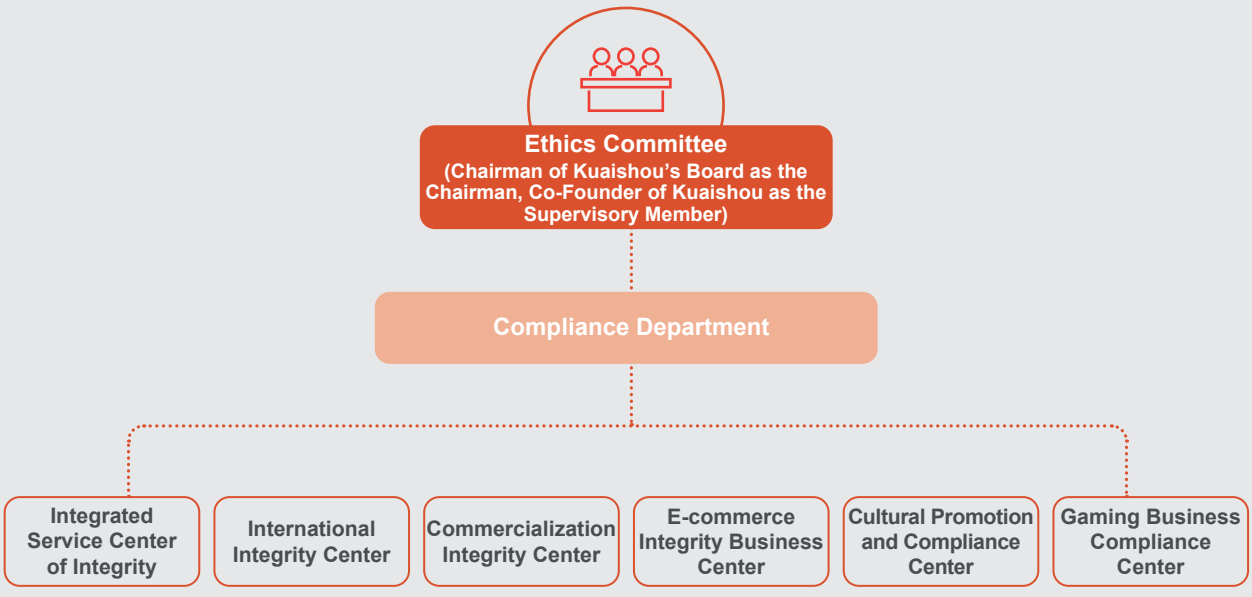
Kuaishou adheres to the business ethics of integrity, credibility, honesty and self-discipline, and has zero tolerance for corruption, bribery, fraud, and other immoral acts. We constantly strengthen the development of our integrity and compliance and adhere to business operating standards and antitrust to create a healthy business atmosphere.

Integrity and Compliance

Kuaishou not only strictly complies with the requirements of anti-corruption and anti-bribery laws and regulations in China and other regions where it operates, including the *Criminal Law of the People's Republic of China,* the *Anti-Unfair Competition Law of the People's Republic of China,* the *Anti-Money Laundering Law of the People's Republic of China*, the *U.S. Foreign Corrupt Practices Act*, the *Bribery Act 2010 of UK*, but also has formulated a series of internal documents including the *Employee Handbook* and the *Kuaishou Employee Code of Conduct: Checklist of Red Lines.* To keep up with compliance requirements, in 2021, we updated the *Kuaishou Interim Rules on Avoidance of Conflict of Interest* and added the *Anti-Corruption Policy for Kuaishou International Business Department (Trial)* to ensure integrity and compliance in operations. In 2021, 3 employees of the Company were criminally sentenced for accepting bribes as non-governmental staff.

Kuaishou designated the Kuaishou Ethics Committee as the highest responsible body for the Company's business ethics in order to improve the governance capabilities in business ethics. After the prosecution of its three employees, the Company has shifted its focus from actively cracking down on fraud cases to proactively preventing fraud with the efforts in strengthening the promotion of integrity culture, through advancement in multiple areas including the operational procedures and personnel settings.

Kuaishou's Business Ethics Management Structure



Kuaishou continues to optimize its internal and external integrity mechanisms. Internally, we continue to put in place the declaration mechanism for gifts received by employees from external parties, the declaration mechanism of conflicts of interest, the disciplinary procedures against individuals found in violations, and the circulation of notice of penalty across the Company. Projects to enhance the integrity at Kuaishou, including the survey of Kuaishou integrity scores, have been conducted across the Company. Externally, we have our external partners duly signed the specific integrity commitment letters. We also put forward the anti-corruption obligations and liability mechanisms across our commercial partners, to jointly build an open, transparent, fair, equal, and clean network.

Kuaishou actively conducts integrity training for employees and merchants to ensure effective implementation of anti-corruption and anti-bribery management in business operations. Kuaishou has set up a professional team of compliance trainers and formed a fully covered business ethics training system within the Company through compliance training with the help of four modules: general training for rules introduction to new employees, special training for business departments, integrity and compliance training for the management, and the special training on the theme of integrity and compliance. In 2021, we conducted anti-corruption training for directors and all employees, and provided integrity training through online integrity courses and emails with integrity articles and learning materials. In addition, with our e-commerce learning base, we have launched an open class containing Kuaishou's anti-corruption content to all merchants to create a fair, equal, honest, and clean ecosystem.

In 2021,

Kuaishou conducted anti-corruption and related trainings for directors and all employees, covering **39,207** participants.

Training results of Kuaishou's internal compliance system in 2021

General training for rules introduction to new employees

- In 2021, 15,616 new employees counts participated in training through both online and offline channels. The training coverage of new employees was 100%.

Special training for business departments

- Conducted special training for the International Business Department, the Commercialization Department, E-Commerce Department, Entertainment Business Department, Data Analysis Department, Community Science Department, and other departments.
- Conducted 51 special offline business training sessions, covering 8,169 participants.

Integrity and compliance training for management

- Conducted integrity and compliance training for newly-onboard or newly-promoted management personnel, achieving 100% coverage.
- Launched new training for managers and held 10 offline integrity training sessions, covering 440 participants.
- Launched manager training courses on the Kuaishou Middle School online platform, covering 865 participants.

Case

Kuaishou provided an open class for merchants on integrity

On August 30, 2021, Kuaishou launched an open class of *Achieving mutual benefits with partners* for all merchants at Kuaishou e-commerce learning base. The course includes Kuaishou's attitude and basic requirements on anti-corruption. By the end of the reporting period, 1,054 users had completed the open class online.

The class of *Achieving mutual benefits with partners* of the e-commerce learning base

By the end of the reporting period,

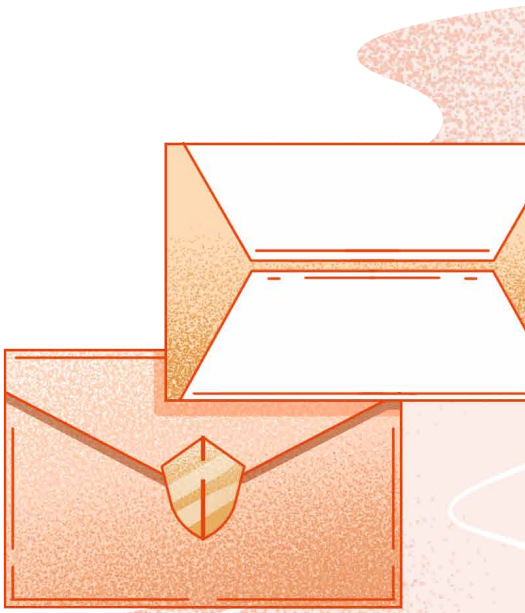
1,054 users had completed the open class online.

Complaint and Whistleblowers Protection

To fully safeguard the Company's integrity development and to strengthen the effectiveness of our internal and external supervision, Kuaishou formulated the *Integrity and Whistle-blowing Management Standards* to establish a comprehensive internal and external whistleblowing and complaint mechanism. In 2021, Kuaishou substantiated 21 integrity-related cases, recovering RMB2,155,869 of economic losses.

Kuaishou provides clear reporting channels and emphasizes the high importance of the personal security of whistleblowers. We made public integrity reporting email address (lianzheng@kuaishou.com) to receive fraud reports about the Company and its employees. We also set up the Compliance Department to be responsible for reporting management, with designated personnel in charge of accepting, recording, distributing, following up, replying, and archiving the reported information. We strictly abide by confidentiality and whistleblowers' protection to ensure their safety.

In 2021, we built an independent integrity reporting platform connecting to the management platforms of suppliers, agents, institutions, and merchants, as we continuously optimize the integrity operations of Kuaishou's business ecosystem.



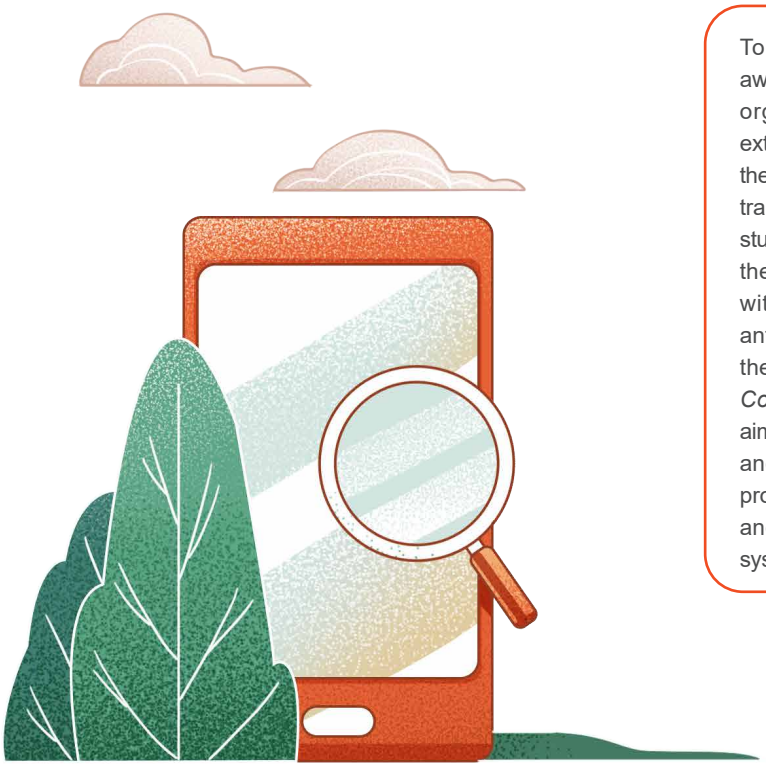
In 2021,

Kuaishou substantiated **21** integrity-related cases, recovering RMB **2,155,869** of economic losses.

Antitrust

Kuaishou strictly abides by the *Anti-Monopoly Law of the People's Republic of China*, the *Antitrust Guidelines of the Antitrust Commission of the State Council on Platform Economy*, the *Interim Provisions on the Concentration Review of Business Operators,* and other laws and regulations, and actively responds to the *Antitrust Compliance Guidelines for Business Operators* issued by the Antitrust Commission of the State Council. We implement several measures in various dimensions such as staffing, structure formation, special projects, training on compliance awareness and procedure standardization to strengthen the establishment of the Company's antitrust compliance system.

During the reporting period, Kuaishou established a special antitrust compliance team consisting of professional antitrust compliance personnel to be responsible for handling the Company's antitrust compliance matters, monitoring and preventing antitrust compliance risks, and promoting and implementing specific compliance work. In terms of system creation, the Company has so far formulated the *Kuaishou Antitrust Compliance Handbook, Kuaishou Guidelines on Concentration Compliance for Business Operators* and other documents which covered risk identification, operational mechanisms, focus areas of compliance and other things, to standardize the Company's antitrust compliance management and gradually build an antitrust compliance management system. The Company comprehensively sorted through, analyzed, and evaluated various business operating models and investment transactions to prevent various monopoly behaviors prohibited by the *Anti-Monopoly Law of the People's Republic of China,* and organized centralized declaration for business operators.



To improve the Company's antitrust compliance awareness and risk prevention capabilities, Kuaishou organized antitrust skill training through inviting external legal experts and economic experts to share their professional knowledge in details, and digitalized training videos and materials to enable employees to study at any time. In addition, under the leadership of the China Association for Standardization, together with the professional academic institutions in the antitrust field and domestic peers, Kuaishou drafted the community standards of the *Rules on Antitrust Compliance Management for Platform Operators*, aiming to advocate and promote an orderly, innovative and healthy development of the platform economy, protect fair competition in all markets, and establish and improve the antitrust compliance management system.

Stakeholders Engagement

Kuaishou attaches great importance to stakeholders' engagement and their expectations and requirements. Through different forms of online and offline communication, we have been proactive in expanding communication channels and maintaining communication with users, employees, shareholders, the government, the media, and other parties. We are listening to and responding to the feedback and requirements of different stakeholders, incorporating feedback into our daily operation and future planning, and fulfilling our social responsibilities while promoting our sustainable development.

Stakeholders	Expectations and Requirements	Communication and Responses
Users	• Providing good experience of using products for users • A healthy Internet environment • Continuous improvement of product and service quality • Emphasis on user communication and feedback	• Developing new technology and improving products to serve customer needs • Fostering a healthy community ecosystem • Protecting user privacy • Carrying out theme-based activities to interact with users
Employees	• Comprehensive protection of rights and interests • Compensation, welfare and employee care • Training and career development opportunities • Company culture diversity • Creating good working environment • Employee communication	• Establishing an employee protection system • Providing development training and coaching for employees • Carrying out employee care activities • Improving the working environment • Providing employee feedback channels
Shareholders and investors	• Stable operations and reasonable return on investment • Timely, accurate and transparent corporate information disclosure	• Announcing operating results and other business information in a fair, transparent and timely manner • Holding investor meetings regularly • Proactive communication with shareholders and investors
Suppliers/ partners	• Long-term and in-depth cooperation • Timely and sufficient communication • Mutual support and growth	• Compliant and valuable cooperation • Enhancing interviews and exchange of ideas
Government and regulatory bodies	• Compliance with laws and regulations • Paying taxes in accordance with law • Helping the government to improve social issues (unprivileged groups etc.)	• Boosting the local economy, promoting rural economic development and helping in rural revitalization • Assisting the operations of government social media accounts to spread positive impact • Collaborating on projects to help governments fix social issues
Media and NGOs	• Open and transparent information • Active cooperation • Innovative forms of charity activities • Facilitating charity promotions	• Active involvement in media communication • Cooperation in promoting charity projects • Establishing strategic partnerships with multiple charity organizations • Leveraging Internet technology to enable new modes of charity • Increasing media exposure for charity initiatives
Environment	• Addressing climate change risks • Enhancing resource use efficiency • Emissions management	• Improving energy use efficiency • Improving resource recycling • Establishing green data centers • Green office
Society	• Rural revitalization • Inclusive digital technology • Contributions to social public welfare	• Carrying out education, cultural tourism, intangible cultural heritage promotion and other activities • Launching caring activities such as child and teenager protection, disability assistance, emergency rescue, donation and post-disaster reconstruction • Implementing primary-level governance empowerment initiatives

Materiality Assessment

In 2021, with reference to the *Environmental, Social, and Governance Reporting Guide* of the HKEX and the consultation papers on relevant provisions of the Listing Rules, and integrating with the industry best practices, ESG issues highlighted by the capital market, the demands of various stakeholders and the latest development of the Company, a total of 25 material ESG issues were identified.

Materiality identification process

Kuaishou's material ESG issues in 2021

High importance

- Information security and privacy protection
- Product and service safety assurance
- Compliance in operations
- Information compliance and content rating
- Employee rights and benefits
- Anti-corruption
- Risk management
- Customer complaint management and user experience enhancement
- Intellectual property rights protection
- Antitrust and anti-unfair competition

Medium importance

- Corporate ESG management
- Lawful employment
- Employee training and development
- Win-win cooperation with partners
- Response to climate change
- E-commerce management
- Board diversity
- Empowering rural revitalization

Low importance

- Supply chain management
- Diversity and equal opportunities
- Charity engagement
- Promoting environmental practices in the industry
- Occupational health and safety
- Enhancing resource allocation efficiency
- Emissions and waste management

Focusing on win-win cooperation for a healthy ecosystem

Kuaishou attaches great importance to platform ecosystem governance and is committed to continuously improving its content review systems and operational procedures, strengthening content risk identification, helping users reduce the occurrence of security risk events through the publicity of security awareness to create a healthy ecosystem. We continue to promote e-commerce management, ensure the operation compliance of the business ecosystem, provide users with compliant and high-quality products and services, optimize the sustainable management of the supply chain, protect our intellectual property rights, respect others' intellectual property rights, and promote win-win long-term development of the industry.

- **Community Ecosystem Governance**
- **Comprehensive E-Commerce Management**
- **Sustainable Supply Chain**
- **Protection of Intellectual Property Rights**

Community Ecosystem Governance

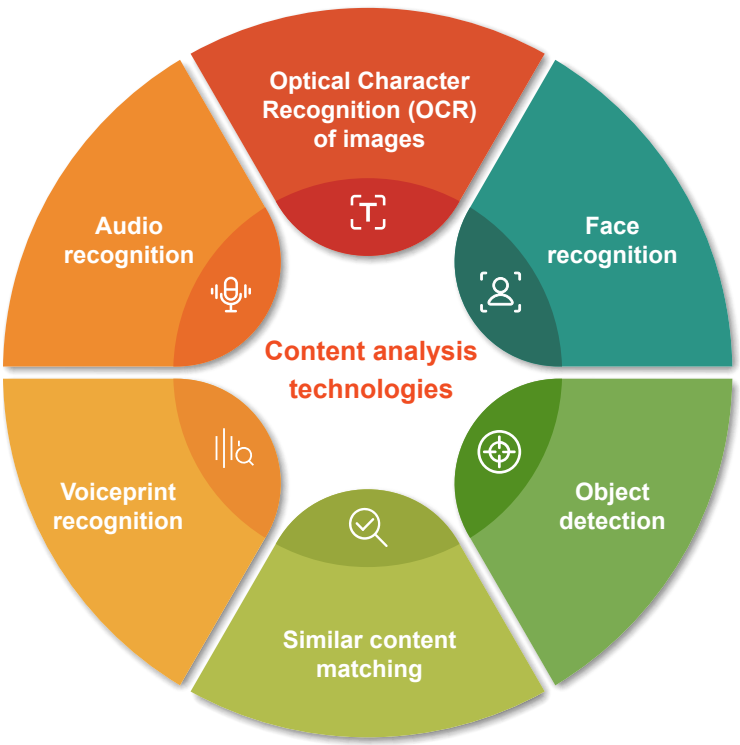
Kuaishou has been committed to proactively fulfilling its platform responsibility by continuously maintaining the governance of short video and live streams ecosystem and commercial platform. We continued to strengthen our content review and risk identification capabilities, optimize feedback mechanism of non-compliant content, and iterate the commercial operation norms, to create a high-quality community ecosystem for users and ensure the healthy development of the Company.

Governance of the Short Video and Live Streaming Content Ecosystem

Policies and Management Mechanisms

Kuaishou attaches great importance to the maintenance and orderly operation of the short video and live streaming ecosystem, and strives to protect users' legitimate rights and interests and ensure the sound operation of a harmonious community. Strictly abiding by relevant laws and regulations such as the *Measures on the Administration of Internet Information Services, the Provisions on the Administration of Internet Live-Streaming Services, the Provisions on the Ecological Governance of Network Information content, the Detailed Implementation Rules for Online Short Video Content Review Standards*, and *the Provisions on Managing Release of Information about Dangerous Items on the Internet*, Kuaishou has formulated internal policies such as the *Kuaishou Community Management Code*, the *Kuaishou Technology System of Security Assurance Roles on Duty*, and the *Kuaishou Technology Accountability and Penalty System*, to clarify the responsibilities and workflows of content review personnel. The Company continued to improve its content and risk management review mechanisms and conducted risk reviews on content creation, content understanding, and risk identification of short video and live streams through a double-review mechanism. We also aimed to reduce content risks and strengthen the governance of short video and live stream content ecosystem.

Taking our Internet technology advantages, Kuaishou analyzes new content submitted by content creators from multiple information dimensions to identify low-quality and non-original content, builds a violation bank and improves the intellectualization of content review.



We conduct multidimensional risk identification based on our structured understanding and analysis to strictly prohibit content that violates national laws and regulations or contains rumors, false and profane information, to ensure the content complies with our platform's rules.

Kuaishou's risk identification dimensions

Content creators' risk level	Determine the risk level based on the approval rate of the content creator's previous works.
Violation bank	Match the content newly submitted by the creator with similar content in the violation bank. If the matching degree is high, the new content will be considered as high-risk.
Image risk identification	Use machine learning technology to recognize the possibility of risk content in images.
Text risk identification	Use text classification technology to identify whether the text contains pornographic, violent, reactionary, advertisement and other risk content.
Audio risk identification	Identify whether the content of speech contains pornographic, violent, reactionary, advertisement and other risk content based on the mode of text risk identification.
Comprehensive risk identification	Combine the information of the above 5 dimensions and use machine learning technology to comprehensively identify the risks of the new content submitted by creators.

In addition, we also review creators' new content a number of times manually after the content was created, reported, or recommended based on the results of machine review and risk identification, to avoid risk diffusion. The reviewed content will be published and promoted on the Kuaishou platform. The content that failed to pass the review will be marked with corresponding risk labels with different degrees of processing measures. Kuaishou will continue to reduce the impact of content risk through "multiple reviews, improving risk identification capability and reducing the possibility of accidentally released risk content".

Safety Awareness Campaign

As a widely popular short video community with a massive user base, content security is important for our sustainable operation and user experience. To enhance our content recognition capability and the security awareness of users and internal employees, we constantly promote and conduct security awareness publicity and training to ensure content security.

For the safety awareness campaign for users, Kuaishou's safety management team has successfully familiarized users with our rules, imposed punishment for violations, and rectified the non-compliant content. The all-round process consists of 3 links: prior education, in-process warning, and subsequent notification.

Kuaishou's safety awareness publicity measures for users

Prior education

The "rules poster" tool helps users understand the content review rules.

In-process warning

During a live stream, non-compliant users will be notified and warned in various forms, such as through a pop-up reminder, scrolling reminding, screen mask reminder, etc.

Subsequent notification

Private message notification: Users will be informed of the violation reasons and improvement suggestions by the official account of the Kuaishou Administrator.

Account diagnostic tool: Users can check the violation records of their accounts, videos and live streaming content for the most recent 30 days through the "account diagnostic tool".

Rules poster

Reminder page

Account diagnosis

To better operate our platform and provide users with high-quality content, we released various training courses on content review for internal employees in multiple forms and ways. At the same time, we carried out specific training for reviewers, quality inspectors, and managers to continuously improve their ability to identify content and make judgments.

In 2021,

Covering over

6,000 people

in content review trainings.

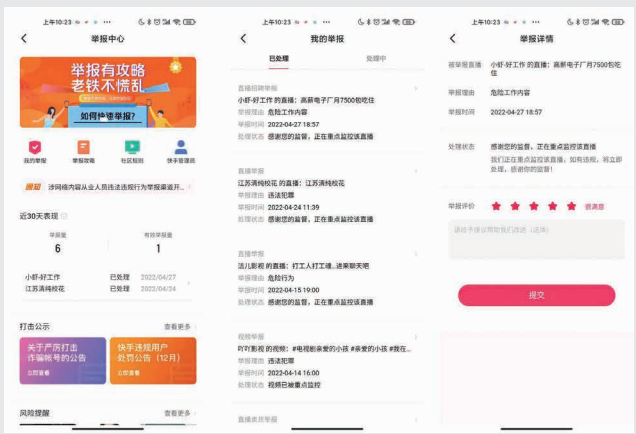
Kuaishou conducted

27,396 content

review training sessions.

Content Violation Complaint Mechanism

Kuaishou actively protects its healthy community and constantly updates and improves the complaint mechanism for content violations. In 2021, we made efforts to reduce content violations by combining online and offline complaint channels and reviewing content through our “complaint center”. We offered the Complaint Entry function for all forms of content scenarios such as video, live stream, account, comments, and group chat. We set up online channels such as customer service, email feedback, and community reporting to maintain a smooth complaint mechanism. We also encourage users to report violation content by community operation, monthly award-winning activities, and annual reports for tip-offs to build a healthy community together with users. Kuaishou has set up a “complaint center” with both functions of handling tip-offs and guiding users. The center is responsible for recording and reviewing the complaint content, informing users of the handling results, and publicizing the platform’s rules.



The complaint center

Annual report for tip-offs

Governance of the Commercialization Platform Ecosystem

As one of the online commercialization platforms, Kuaishou not only actively ensures smooth commercialization channels for users, yet also strictly controls the management of the commercialization platform to safeguard the legitimate rights and interests of users. Kuaishou strictly abides by the *Advertising Law of the People's Republic of China,* the *Food Safety Law of the People's Republic of China,* the *Trademark Law of the People's Republic of China,* the *Copyright Law of the People's Republic of China,* the *Electronic Commerce Law of the People's Republic of China,* the *Anti-Unfair Competition Law of the People's Republic of China*, and the *Personal Information Protection Law of the People's Republic of China* and other relevant laws and regulations, and has formulated internal system documents such as the *Kuaishou Commercial Marketing Content Management Policy*, to create a seamless business operation model for users.

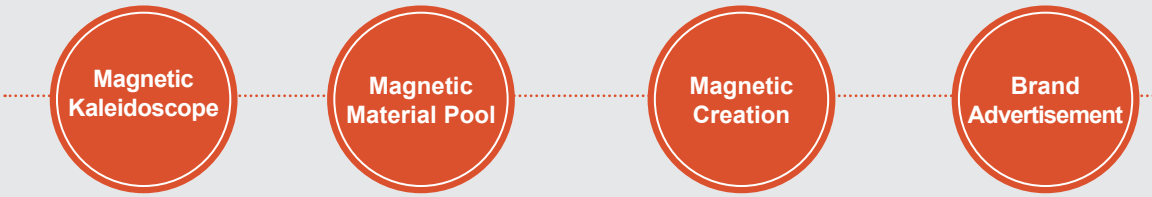
Kuaishou's current business layout of the commercialization platform focuses on strengthening the capacity-building in customer ecosystem fostering, content quality management, and data security control, and improving governance on the platform. As a supporting project for Kuaishou creators, our product "Magnetic Celebrity-Gathering" can improve the overall income of creators, bring benefits to creators and ensure the positive upgrading system of live streamers. In addition, to meet the advertising demand of small- and medium-sized businesses in more specific scenarios, we simplify the advertising channels and operation procedures and improve our content quality to create high-quality services.

Moreover, to meet the needs of the commercialization platform's integrity and users' requirements, we also introduced 3 other products: "Magnetic Creation", "Magnetic Material Pool", and "Magnetic Kaleidoscope". In 2021, we launched a Magnetic Cash Cow Marketing Platform product in both PC and mobile versions to provide platform account opening, promotion plan formulating, and promotion data viewing services for individual stores, enterprise stores, and e-commerce celebrity live-streamers in the e-commerce industry.

Products of Kuaishou commercialization platform

Based on Kuaishou's advertising platform, it provides customers with massive labels and enables them to conduct refined marketing.

A service platform created by Kuaishou for advertising materials creators of advertising platforms, which provides functional modules such as inspiration materials and creative toolbox to support creation activities.



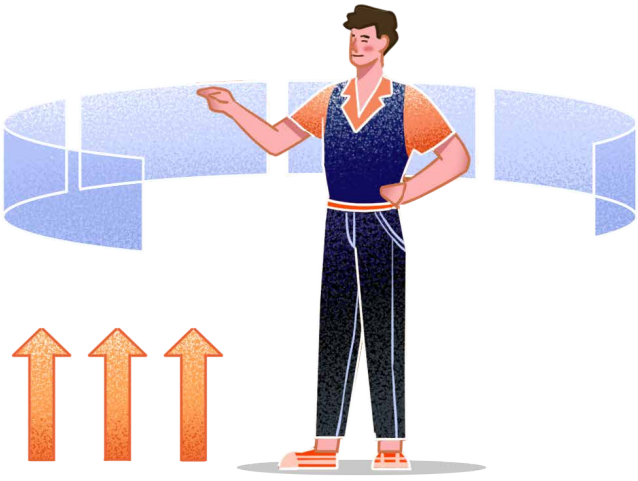
Together with high-quality commercial content creation institutions, the Magnetic Material Pool is committed to providing advertisers with one-stop and whole process high-quality materials.

A comprehensive service platform for customers to carry out brand marketing in Kuaishou.

To ensure the operation compliance of business on Kuaishou's full platforms and better promote the high-quality development of the commercialization ecosystem, Kuaishou provided compliance management and business operation training for employees, agents, and customers through Magnetic Academy. For external interested parties such as agents and customers, we focused on training certification and marketing research to improve platform users' operation compliance and business promotion. At the same time, we conducted special internal training such as on-boarding training, general business skills training, and business management training to promote the stable development with business compliance.

In 2021,

Kuaishou conducted **499** offline training sessions, and launched the online Magnetic Academy platform within two months, which released **479** online courses, with over **390,000** registrations.



Fans Headline

A content recommending tool officially launched by Kuaishou, which can make the creator's works or live streaming content be seen by more users.

Ads Placement Platform

Kuaishou's e-commerce merchant advertising platform, which helps merchants to sell goods in multiple scenarios. At present, the platform has professional version, express version, scenario version and mobile version, etc.

Magnetic Cash Cow

An official celebrity marketing platform which provides customers with intelligent and convenient business services through communication channels with brands, MCN companies, stars and celebrities, to meet their all-round marketing needs and realize the integration of quality, efficiency and sales.

Magnetic Landing Page Making

Kuaishou's one-stop marketing service platform, which helps advertisers place ads independently to conduct effective marketing promotion.

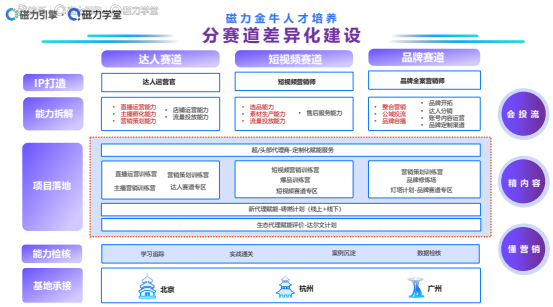
Magnetic Celebrity-Gathering

Officially launched by Kuaishou, it provides customers with free, efficient and intelligent one-stop service of landing page making.

Case

Kuaishou provided empowerment training for external interested parties

Kuaishou continued to update Magnetic Academy external training system and carried out **12+** online and offline empowerment activities step by step in a targeted manner, covering **500+** participants, and continuously empowered the commercialization abilities of our external agents and customers.



Magnetic Academy external training system

Magnetic Academy platform launched a special Cash Cow Learning Zone

In 2021, Kuaishou launched a special empowerment plan for agents to improve their understanding of the industry and optimize their abilities. More than **30** training sessions were carried out, covering **3,300+** participants.

The training session of the Shining and Lighting Program

The new agent empowerment conference organized by Cash Cow's Toughening Up Program

The training session of the Pioneering Program

The training session of the Expert Program

Comprehensive E-Commerce Management

To continuously standardize the operation and management of e-commerce, Kuaishou strengthens the creation of its compliance system according to relevant laws and regulations, strictly enforces the access, review, and exit mechanism of e-commerce merchants, and carries out platform training and responsible marketing to protect merchants' and consumers' legitimate rights and interests. Kuaishou implements inclusive e-commerce to fulfill its social responsibility and build a better society.

E-Commerce Compliance Management

In addition to full compliance with all applicable laws and regulations, including the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, the *E-Commerce Law of the People's Republic of China,* and the *Product Quality Law of the People's Republic of China*, Kuaishou has been continuously improving the rules and regulations on management of products and merchants, including the *Kwai Shop Management Rules (General Provisions)* and the *Kwai Shop Products Promotion Management Rules,* and adds the *Kuaishou Business Invitation Rules for Enterprise E-Commerce Stores*. In 2021, we continued to optimize our management procedures, risk management, merchants exit mechanism, and other compliance work, to provide high-quality experience for merchants and consumers.

To realize automatic qualification review and improve the efficiency of compliance management, Kuaishou's e-commerce rules center classified and summarized the general rules of Kwai Shop, the management rules for merchants, talents, marketing, cross-border e-commerce, and other management specifications, making it convenient for us to sort out various management documents issued, and for merchants to enquire and learn management specifications. In addition, in 2021, we implemented the whole process management of our merchants from the aspects of e-commerce merchant selection, risk management, and merchant blacklist, to strictly control their qualification and risk exposure, take targeted measures according to different qualification types and risks, and intercept unqualified merchants, maintaining a healthy ecosystem and compliance operation of our e-commerce platform.

Kuaishou's e-commerce management measures in 2021

E-commerce merchant selection

Business invitation: Formulate the *Kuaishou Business Invitation Rules for Enterprise E-Commerce Stores* and provide refined and different management based on the types of shops and businesses.

Qualification review: Formulate *Kuaishou Qualification Requirements for Enterprise E-Commerce Stores*, to support the automatic review of multidimensional rules such as subject qualification, industrial qualification, brand qualification, commodity qualification, etc.

E-commerce risk management

High-risk industries: For high-risk industries such as medical health care and agricultural materials, we only invite the enterprises who are on the white list of *category invitation / clearance SOP*. By only accepting the brand stores of qualified enterprises, we are to maintain a healthy ecosystem for steady development.

High-risk merchants: Independently review the products and operations of merchants with high exposure (with no less than 5 million fans).

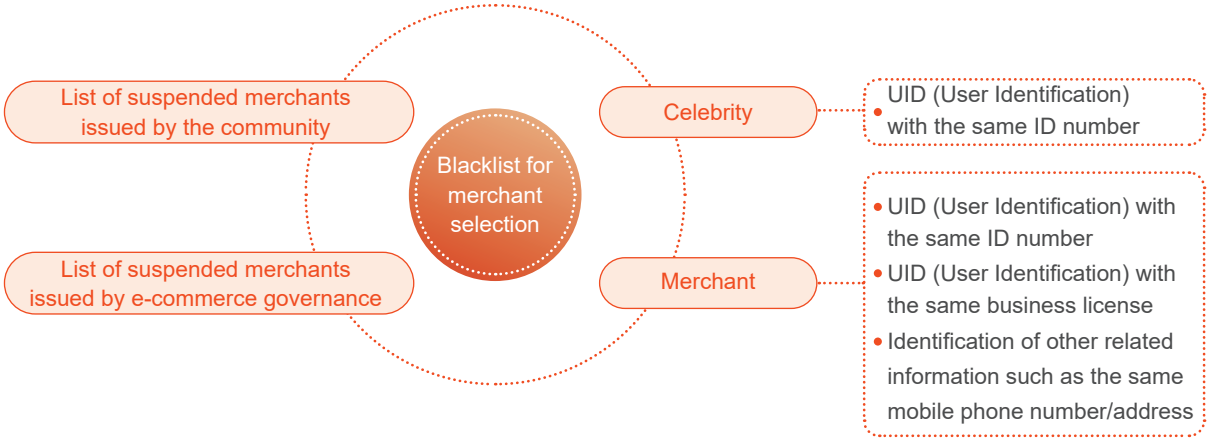
High-risk products: Classify commodities into high-risk and low-risk categories, deploy a pre-sales double review strategy with machine review and manual review, and enhance the control on the category accuracy of commodities in the high-risk category to avoid the overflow of high-risk categories commodities into low-risk categories.

Merchant exit

Normal exit.

Merchant interception: To avoid inferior merchants to enter our platform again with another name or identity to influence users' consumption experience, we set up inferior merchants related subject entry interception mechanism for the related subject of the inferior merchants to be identified by Kuaishou.

Kuaishou's interception mechanism for inferior merchants



Case

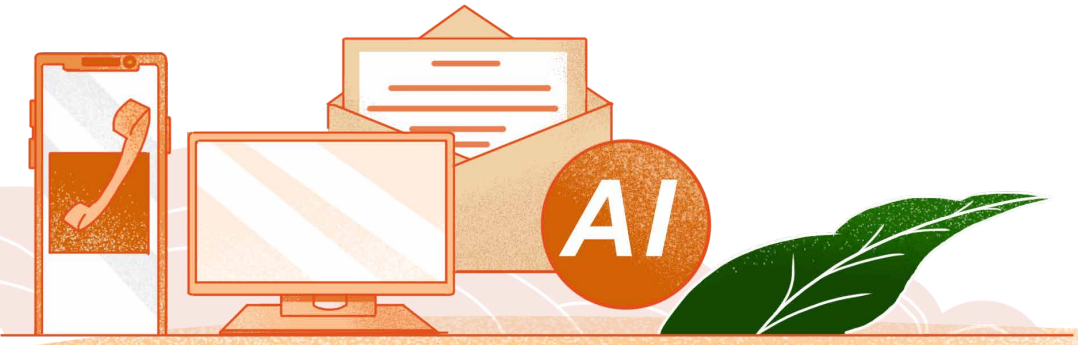
Kuaishou replaced the "star rating for shops" with the "star rating for shopping experience" to improve the service quality of merchants

In 2021, we replaced the "star rating for shops" with the "star rating for shopping experience" to evaluate the merchant's service capabilities, including goods, logistics, customer services, and after-sales services. We increased the weight of product experience in our shopping experience star rating assessment to guide merchants to pay more attention to product quality. Additionally, for customer service, we changed the assessment of response rate within 5 minutes to within 3 minutes, which imposed higher requirement for merchants' service efficiency. After the upgrading in 2021, the current version of the rating system is more suitable for current service content that consumers care about, which can guide merchants to improve their service capabilities.

To continuously improve our compliance management and ensure that merchants were familiar with the rules of our platform, in 2021, we linked merchants' satisfaction with the rules to the performance of our outreaching front-line employees. Through manual courtesy calls, SMS, AI outbound calls, etc., we conducted merchant satisfaction survey about the protocols, in terms of their level of understanding of the rules, their level of recognition to the violation clauses and their recognition to the level of penalties and other issues, so as to systematically examine the degree of compliance of the rules and regulations, and to collect feedback from merchants.

In 2021,

we conducted a survey on **483,703** merchants about their satisfaction with the Company's protocols and which showed a significant increase in satisfaction rate.



E-Commerce Training for Merchant

To ensure the high-quality ecosystem and stable operation of the Kuaishou e-commerce platform, we continued to build our e-commerce learning knowledge database. We provided a series of courses for different merchants to help them get familiar with online operation procedures and improve their services and operation.

In 2021, we published the *White Paper on Kuaishou E-Commerce Operation (Primary Edition)* to guide our new merchants to understand e-commerce operation skills in one stop and help them establish basic business awareness at the practical level and solve operational problems at all fronts.

Case

Kuaishou released the *White Paper on Kuaishou E-Commerce Operation*

On September 24, 2021, Kuaishou published the *White Paper on Kuaishou E-Commerce Operation (Primary Edition),* which provided new merchants with operational references and applicable learning resources. The white paper drew more than 800,000 views from the media and was publicized to 200,000 merchants. We also distributed more than 1,500 copies of the white paper to internal teams such as shop assistants, service providers, commercialization team, etc.

The white paper includes content such as opening online shops, e-commerce operation mode, short video promotions, product roadmaps, platform services, to improve merchants' understanding of Kuaishou e-commerce. At the same time, Kuaishou's e-commerce service provider team also applied the white paper in the offline training for e-commerce service providers and took it as a necessary guiding tool for merchants.

Kuaishou's merchants using the *White Paper on Kuaishou E-Commerce Operation*

The *White Paper on Kuaishou E-Commerce Operation*

Kuaishou has built a platform for e-commerce learning and knowledge exchange for merchants through "Kuaishou e-commerce learning base", and gradually enriched its training courses and improved its training system. Kuaishou e-commerce learning base has 5 core advantages, namely systematic training system, refined and layered learning system, massive free and high-quality courses, officially certified professional lecturers, and official authoritative explanation. Covering content such as e-commerce introduction, sales practice, marketing strategies, etc., the learning base is committed to cultivating complex e-commerce talents and promoting the rapid development of merchants in the whole chain. Kuaishou e-commerce learning base has more than 700 high-quality courses free-of-charge, covering all functions of Kuaishou e-commerce.

In 2021,

Kuaishou e-commerce learning base completed more than **450** live stream sessions, covering over **76** million participants, including over **1.3** million merchants with a learning satisfaction rate of **95.88%**.

We carried out **11** training courses on merchant development to guide and cultivate new merchants and enrolled a total of **135,875** merchants.

Learning base

Training courses on merchant development

Responsible Marketing

Kuaishou always adheres to responsible marketing and strictly manages the sales practices of e-commerce merchants, to create a positive business ecosystem. We published relevant rules on the Kuaishou Merchant Forum, including the *Expressions Prohibited under the New Advertising Law*, the *Video Interpretation of False Advertising Cases*, and the *Combating the Promotion of Counterfeit Goods* to standardize the description and promotion of texts, images, live streaming and other means in the process of product sales. In 2021, we formed a whole-process prevention and control system covering pre-sales, sales, and after-sales, and strengthened the review of merchants to avoid misleading consumers.

Kuaishou's responsible marketing management measures

Strictly review the industrial qualification, business qualification, and commodity qualification before accepting a merchant;

Establish a risk control strategic model at the merchant acceptance end by using image and text recognition technologies to identify and intercept non-compliant merchants and commodities;

Cooperate with service providers to introduce high-quality supply chains.

Apply quality indicators as the access conditions for marketing activities and distribution depots, and guide merchants to optimize the quality of commodities and services and improve their quality standards;

Establish strategic models for inferior and counterfeit goods to identify illegal goods in the sales process;

Monitor the complaint data of live streaming content to obtain feedback from users in time;

Cooperate with quality inspection authorities and arrange for mystery shoppers to carry out random spot checks on products.

Establish monitoring indicators and report analysis to spot goods with abnormal quality data in time;

Punish illegal commodities and merchants according to the feedback of quality inspection authorities;

Cooperate with brand owners and public security organizations to crack down on non-compliant merchants.

In 2021, we continued to uphold the Company's vision of "building the most heartwarming and reliable online community", carried out special actions for the reliability of our e-commerce platforms, guaranteed the responsible governance of the Kuaishou e-commerce platform, enhanced the two-way trust between merchants and users, and created a delicate community ecosystem through various forms, including the "Reliable Purchase" quality assurance service, illegal behavior governance, and cooperation with third-party institutions.

In 2021,

Kuaishou invested more than RMB **570 million** in the whole platform, arranged professional teams with nearly **3,000** people to protect the rights and interests of consumers, and launched pre-sales inspections, covering **100%** of commodities selected by official sales activities.

Annual report of Kuaishou's "Reliable Purchase" after-sales assurance service in 2021

- Free delivery: covered **98.79%** of orders
- 9 times compensation for each replica: covered **145** million orders
- Instant refund: the processing efficiency of consumers' refund service was increased by **33%**
- Return goods within seven days without reason: the door-to-door pick-up goods refund service covered more than **99%** region of the country
- Refund without returning goods: the "willingness to buy" of consumers who enjoy this service increased by more than **20%**
- Return goods with paid delivery fee: within half a year, the amount of orders covered by this service increased by **20** times

Case

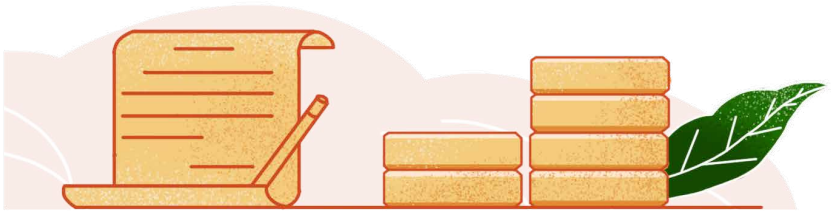
Kuaishou e-commerce launched the “Reliable Purchase” service to build a reliable e-commerce platform

On November 24, 2021, Kuaishou e-commerce held a reliability-ecosystem upgrading press conference to introduce its upgraded reliability system. At the press conference, Kuaishou e-commerce launched the service brand “Reliable Purchase”, issued *the Kuaishou Integrity Commitment of E-Commerce Celebrities,* and released relevant data on combating false publicity and counterfeit goods. From April to November 2021, Kuaishou e-commerce penalized false publicity cases for more than 160,000 times. Since April 1, 2021, together with law enforcement agencies, Kuaishou e-commerce has substantiated 22 cases of counterfeit goods, involving more than RMB96 million.

Since April 1, 2021,

together with law enforcement agencies, Kuaishou e-commerce has substantiated

22 cases of counterfeit goods, involving more than RMB **96** million.



Detailed data released at the reliability-ecosystem upgrading press conference

Case

Kuaishou launched the Reliable Service Card of Kwai Shop to protect consumers’ rights and interests

On June 1, 2021, Kuaishou officially launched the “Reliable Service Card for Kwai Shop”, which included different rights and interests such as “9 times compensation for each replica”, “Refund without return goods”, and “Return goods with paid delivery fee”. The Card not only can reduce the cost of online shopping and improve the transaction and value of merchants’ products, but also protects users’ rights and interests and reduce disputes over products.

By the end of 2021, the “Reliable Service Card for Kwai Shop” had covered more than 97% of the users. Kuaishou e-commerce continued to strengthen product quality control and safeguard consumers’ rights and interests.

By the end of 2021,

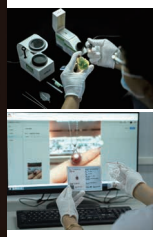
the “Reliable Service Card for Kwai Shop” had covered more than **97%** of the users.

Case

Kuaishou e-commerce provided “authentic treasure trove” for the jewelry industry to ensure the sales of genuine jewelry

In September 2021, Kuaishou e-commerce launched “authentic treasure trove” for the jewelry industry, and invited quality inspection institutions with China Metrology Certification (CMA) qualification to identify the stored jewelry, so as to provide authorized guarantee for the fidelity of jewelry.

Kuaishou launched a complete quality inspection and management process for the jewelry industry, when users buy jewelry products with “100% authentic” logo, the products will be sent to the quality inspection warehouse by the merchant. Once the products are credited as authentic, the quality inspection institution will provide certificate of authentication, and then deliver them to consumers.



Jewelry identification process

Kuaishou e-commerce merchants deliver jewelry products after authentication

Case

The “Pinocchio” campaign

In 2021, Kuaishou upgraded the “Pinocchio” campaign to the 2.0 version to further accurately restrict false advertisements and marketing hype of live streaming.

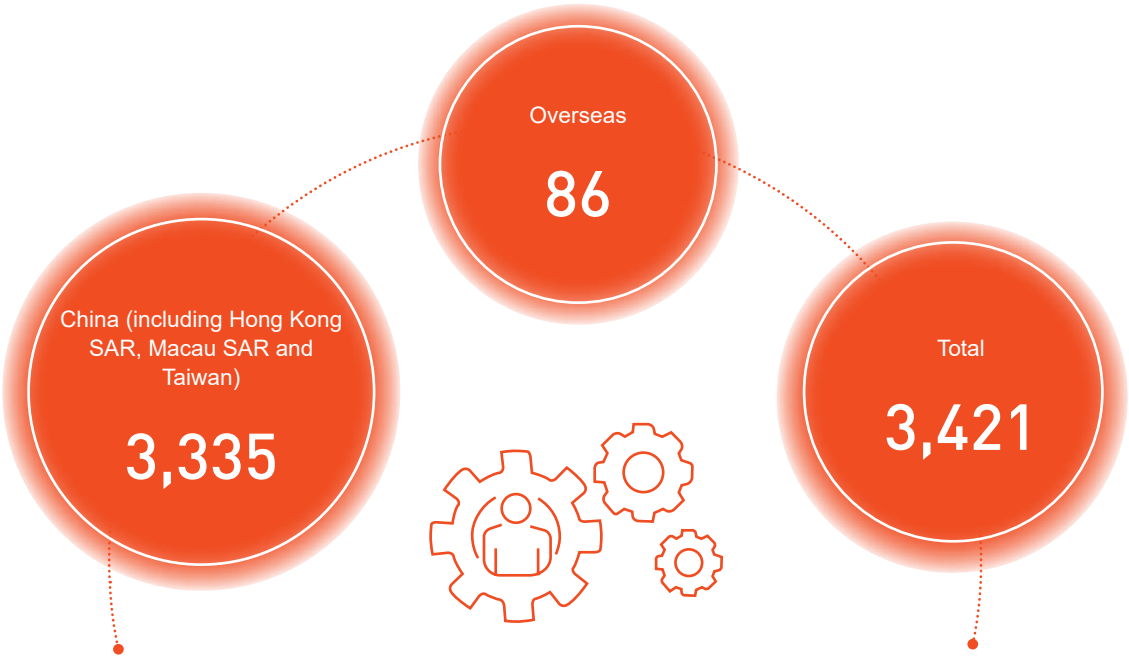
The Pinocchio campaign was launched by Kuaishou e-commerce to clamp down on false behaviors and related issues such as marketing hype, false prize draws and products received not as described, and remind the live streamer of potential violations by intelligent means. In 2021, based on our user surveys, we added a “public assessment” process to restrict the marketing misconduct of inferior merchants. About 450,000 users provide real assessment feedback related to live stream every day.

Inclusive E-Commerce

Relying on its own e-commerce resources, Kuaishou fulfills social responsibility by promoting regional economic development, focusing on the economic recovery of stricken areas, and assisting the government in combating crime. In 2021, for disaster events such as a rainstorm, heavy snow, and the COVID-19 pandemic, Kwai Shop temporarily adjusted the assessment such as logistics-related requirements to help merchants smoothly operate during the disaster. Simultaneously, the Company aided merchants in their fight against flooding by reducing technical service fees, exempting merchants from shipping and customer service effectiveness assessments, extending the time period for after-sales service review, extending the period for automatically confirming receipt of goods, and strengthening merchant and consumer services.

Sustainable Supply Chain

Kuaishou has formulated and implemented a series of system documents, including the *Kuaishou Procurement Management Rules,* the *Kuaishou Procurement Business Approval Rules,* and the *Kuaishou Supplier Management Rules.* The Company strictly reviews the access, assessment, and exit of suppliers to ensure procurement compliance and the practice of responsible procurement with partners. As of December 31, 2021, Kuaishou had included 3,421 suppliers from all over the world on its list.



Number of suppliers by Region in 2021

In 2021, we established an online supplier management system to undertake the functions of supplier warehousing, certification, and supplier information management. We connected the procurement system with the contract management system and other systems, making supplier information management more accurate, faster, and safer, and further strengthening the sustainable management of suppliers.

Kuaishou's supplier management system in 2021

To practice the green operation and sustainable development strategy, Kuaishou integrates the ESG concept into supplier management. We regularly promote and enlarge green procurement, evaluate suppliers' ESG risks in business ethics, anti-corruption, labor management, occupational health and safety, environmental management, and quality management, and develop corresponding supplier-removal mechanisms to promote ESG management on suppliers. For the procurement related to food and beverage, workplace construction, furniture, carpet, and other physical goods, we refined the supplier assessment system in multiple dimensions including the EHS indicators, service quality management, delivery efficiency, cost indicators, etc. In terms of enhancing construction safety, the environmental friendliness of the materials used, and the environmental health of the construction site, we specify assessment standards based on the frequency of safety accidents, IAQ (Indoor Air Quality) passing rates, and the number of safety rectification notices. From the perspective of quality management, we evaluate the quality of suppliers through an on-site visit in advance, inspection afterward, and governance assessment.

Supplier entry stage

Kuaishou reviews the qualifications of suppliers according to different purchase categories, and requires suppliers to have the ISO 9001 quality management system, ISO 14001 environmental management system, ISO 45001/OHSAS 18001 occupational health and safety management system, ISO 22000 food safety management system or other related certifications, to strictly review the qualifications of suppliers. For key categories such as food and beverage and furniture, we will conduct on-site visits to confirm that suppliers meet our supplier screening requirements in terms of production environment, safety protection measures, environmental protection, and other indicators.

Supplier assessment stage

Suppliers are subject to regular performance assessment based on multidimensional factors. In 2021, we have formulated a supplier assessment incentive mechanism. We would consider extending service contracts with suppliers that are rated with satisfactory performance, and suspend the cooperation for suppliers rated as "fail" and set a one-year freeze period. At the same time, we have formulated the *Management Measures for Dishonest Suppliers*, which stipulates our treatment methods for dishonest suppliers.

Kuaishou actively undertakes its social responsibility and upholds responsible procurement. In 2021, we tilted our procurement strategy towards the favor of suppliers sourcing from poor mountainous areas, and gave priority to them for our holiday gifts and employee benefits procurement.

We constantly strengthen the integrity governance of suppliers, carry out anti-corruption publicity for suppliers, and set up internal and external whistle-blowing channels and email addresses (lianzheng@kuaishou.com) for issues related to supplier integrity to ensure the legality and compliance of suppliers. In 2021, all suppliers were required to sign the *Integrity Commitment Letter*, of which, the signing rate by new suppliers was 100%.

We attach great importance to communicating with suppliers to work with them for a win-win business ecosystem. We enhanced the frequency of communication with suppliers, and conducted in-depth one-on-one interviews with key suppliers regarding performance, integrity and confidentiality requirements, industrial procurement strategies and difficulties in cooperation. In 2021, we interviewed 62 key suppliers, carried out special research for the problems we learned through the interview, and jointly issued solutions with suppliers. In 2021, we conducted online training for construction-related suppliers, covering about 90 people.

廉洁快手

中秋廉洁倡议函

尊敬的合作伙伴:

您好!

中秋、国庆佳节将至，快手提前祝您双节快乐!

快手的发展，离不开每一个合作伙伴的支持和帮助。合作共赢，打造廉洁诚信的商业生态也是我们共同努力的目标。

快手对舞弊采取“零容忍”态度，坚决打击商业贿赂行为，禁止快手员工“损公肥私、权钱交易，吃拿卡要”。所有合作伙伴也应严格遵守《廉洁承诺函》:

1.勿向快手员工及员工家属等利益相关方输送不当利益，包括但不限于现金及现金等价物、贵重物品、奢华消费（如娱乐消费、旅游）等;

2.合作伙伴涉及舞弊、贿赂等行为，一经查实解除合作，并追究法律责任;

3.快手鼓励合作伙伴举报快手员工索贿受贿行为，廉正举报邮箱（lianzheng@kuaishou.com）。快手承诺对举报人个人信息及所有举报资料均严格保密。

打造廉洁诚信的商业生态，我们一起努力。

廉洁快手
2021年09月

Kuaishou's *Integrity Commitment Letter* for Mid-autumn Festival

Protection of Intellectual Property Rights

Kuaishou always values the protection of its own intellectual property rights and respects the intellectual property achievements of others. We strictly abide by the *Patent Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, the *Management Measures for Internet Domain Name* and other laws and regulations. We also formulated and updated internal working policies, norms and standards related to intellectual property, such as the *Guidelines for Overseas Patent Work,* the *Handbook for Standard Patent Work,* the *Regulation on Patent Quality Standard,* the *Management Measures for Open-Source Compliance,* the *Handling Process of Patent Complaint,* the *Guidelines for Patent Work,* the *Guidelines for Trademark Protection Work,* the *Guidelines for Copyright Registration Work,* and the *Specifications for Domain Name Application and Filing,* to gradually establish and optimize our own intellectual property protection mechanism and avoid patent infringement.

As of December 31, 2021, Kuaishou had applied for 7,321 patents domestically and abroad and has been granted 2,116 patents. In addition, the Company has obtained 6,686 domestic and foreign registered trademarks and 2,757 copyright registrations. In April 2021, Kuaishou released the *2020 Report on Intellectual Property Rights* which highlighted that Kuaishou e-commerce protected more than 1,000 high-quality original designs and innovative brands, and proactively reviewed and protected all brand goods in 2020.

In 2021,

Number of patents applied in 2021

3,591

Number of patents granted in 2021

1,155

Kuaishou's Patent Wall

In 2021, we continued to strengthen internal intellectual property management by improving our intellectual property protection system and the handling mechanism of intellectual property complaints. We safeguarded the intellectual property rights of various brands and ours through collaboration, sharings by the brands, sampling inspection, universal qualification review, systematic governance, and anti-counterfeiting alliances. At the same time, based on the graphic algorithm, Kuaishou cooperated with consumers, intellectual property rights holders, and other relevant parties to crack down on intellectual property infringement.

We continue to enhance our technical influence and core competitiveness through our intellectual property protection mechanism. As a major technical contributor to the H.266/VVC international standards for new generation versatile video coding, we joined the Access Advance Patent Pool as one of the pioneering licensors of VVC standard essential patents (SEP) at the end of 2021.

In 2021,

Kuaishou cracked down on **33** inferior merchants and groups offline, including **23** cases of selling counterfeit goods, and more than **40** criminal hideouts, with a total value of more than RMB **116** million, with the aim to protect the legitimate rights and interests of the brand owners from being infringed.

Simultaneously, we encourage employees and merchants to protect intellectual property rights, provide relevant activities and courses to ensure merchant compliance with applicable laws and increase employee awareness of intellectual property protection. We hold the “426 Intellectual Property Awareness Week Campaign” every year to popularize patents’ invention process and value through promotional videos and articles. We select “excellent innovation protection teams” to commend innovation teams and individuals, strengthen employees’ intellectual property protection, to promote our innovation and development. We also set up intellectual property-related courses in the training system of Kuaishou e-commerce to help merchants better understand the intellectual property issues in their operations.

Case

Kuaishou won the Sixth Beijing Invention Patent Award

Beijing Invention Patent Award is an award set up by Beijing for the selection and commendation of invention patents with significant economic and social benefits, and is held every two years. Kuaishou’s winning patent is the only one involving short video and live stream among all winning patents, and it is also the first one of Kuaishou’s many inventions to receive major commendation from Beijing.

Dr. Zhou Chao (fourth from left), an algorithm scientist of Kuaishou Audio and Video Technology Department, went to the meeting as the first inventor of the patent to receive the award

Case

Kuaishou carried out a merchant brands public live stream course

On April 21, 2021, Kuaishou released a trademark and brand-related live streaming course for small- and medium-sized merchants on its platform to promote brand protection. Zhang Yuemei, a former senior trademark reviewer and trademark brand expert, was invited to explain in simple terms about the significance of building one’s own brands, details for trademark application and trademark rights protection, and instructions for trademark use, and also to conduct an online Q&A session. The course effectively improved merchants’ awareness of trademark and brand protection and helped them build their own brands. The live stream course was well received. We also provided trademark and copyright training courses for merchants through the “IPR Academy of Kuaishou Academy” website, to continuously empower our merchants to build their own brands.

Poster and photo of Kuaishou merchant brands public live streaming course

Case Kuaishou established an anti-counterfeiting alliance

In 2021, in response to the issue of counterfeit goods, the “criminal security and governance team” of Kuaishou’s legal security center cooperated with brand owners and Kuaishou e-commerce to promote the establishment of an “anti-counterfeiting alliance” and took both online and offline actions. In 2021, Kuaishou’s “anti-counterfeiting alliance” identified more than 300,000 clues of counterfeit goods being sold, penalized more than 40,000 non-compliant merchants, and invited more than 200 brands to join the alliance.

Case Kuaishou offered intellectual property training covering multiple industries

In 2021, based on Kuaishou e-commerce learning base, Kuaishou released intellectual property training for merchants in different industries to help them identify and avoid counterfeit and inferior products and improve their legal awareness of intellectual property protection.

Merchant training for the food industry via Kuaishou e-commerce learning base

Case analysis of legal training for e-commerce service providers

Merchant training for the cosmetics industry

Merchant training for the clothing industry

Case “11.17 Reliable Day” for anti-counterfeiting campaign

On November 17, 2021, to strengthen the brand awareness of platform merchants and control the selling of counterfeit goods, Kuaishou launched a live stream, “Special anti-counterfeiting campaign on Reliable Day”, to share cases of their clamp down on the counterfeit goods of the merchants and encourage users to actively report the selling of counterfeit goods. The live streaming content of anti-counterfeiting had a total of **1.9** million views.

During the live stream,

There were a total of **1.9** million views watched the live streaming content of anti-counterfeiting.

Special anti-counterfeiting campaign live stream on Kuaishou’s Reliable Day

While focusing on protecting its intellectual property rights, Kuaishou actively strengthens exchanges and cooperation with peers. Kuaishou is committed to strengthening cooperation for open intellectual property, actively joining the Open Patent Alliance, and promoting the permission of open patents. In 2021, Kuaishou effectively reduced corporate patent risks by joining LOT (LOT Network) and OIN (Open Invention Network) communities. At the same time, we organized and built industrial communication channels and media to promote the improvement of professional research level in the industry.

Case

Kuaishou actively promotes the exchanges of intellectual property industry

On June 30, 2021, Kuaishou organized the "IP insight" platform for corporate intellectual property exchanges on legal affairs, and it has been the second phrase so far.

On September 30, 2021, Kuaishou and Beijing Trademark Association successfully hosted the closed-door salon for overseas trademark layout and protection.

In 2021, Kuaishou invited a brand-support working group composed of 10 ministries and commissions led by the Beijing Municipal Intellectual Property Office and Administrative Commission of Zhongguancun and the artificial intelligence working group of ICC (the International Chamber of Commerce) to communicate about intellectual property issues. We have actively participated in the survey on law amendment organized by the Department of Treaty and Law of the China National Intellectual Property Administration, the Beijing Municipal People's Congress, and other government departments, provided professional suggestions on the amendment of the *Trademark Law of the People's Republic of China*, the *E-Commerce Law of the People's Republic of China* and the *Beijing Municipal Regulations on the Protection of Intellectual Property Rights*, and participated in or compiled the *White Paper on the Protection of E-Commerce Intellectual Property Rights* and the *White Paper on Artificial Intelligence* to promote industrial co-governance and cutting-edge research. In addition, Kuaishou stood out in key technology innovation, intellectual property rights protection layout and won the title of "Leading Intellectual Property Enterprise of ZhongGuanCun".

Case

Kuaishou invited governmental agencies to conduct research on intellectual property issues

On April 14, 2021, Beijing Municipal Intellectual Property Office visited Kuaishou for research and interview.

On May 19, 2021, Zhongguancun brand-support working group visited Kuaishou for research and interview.

Prioritizing user experience to enhance service excellence

Kuaishou is committed to providing users with high-quality and safe products and services and continuously improving user experience. We strengthened network content governance and created a clean network environment for users by taking our platform advantages. At the same time, Kuaishou continued to improve its technological innovation ability in security to ensure network security and users' privacy in an all-round way.

- **Improving User Experience**
- **Network Security and Privacy Protection**

Improving User Experience

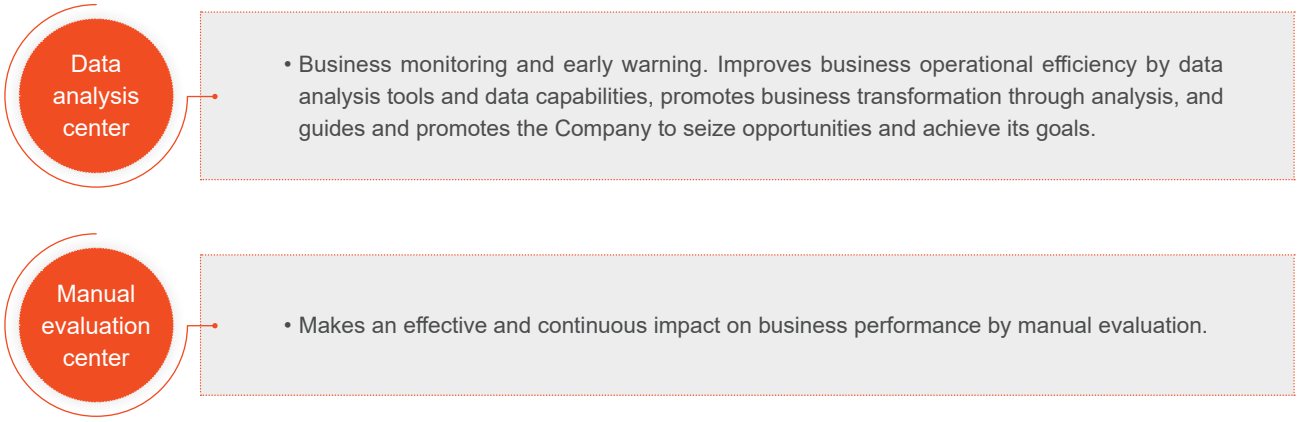
Kuaishou emphasizes improving service quality by continuously optimizing user service systems and responding to user demands promptly through multiple channels. In 2021, Kuaishou received 62,693 complaints, with an annual response rate of 100%.

Improving user service systems

Kuaishou formulated internal rules and regulations, such as the *Management Specifications for Training* and the *Rules for Training Evaluation,* and established a User Experience Department which has branches including a user service center, survey and telephone follow-up, user link, product tools, artificial intelligence (AI) and research and development (R&D), data analysis center and manual evaluation center, aiming to optimize all links of user service and fully meet user's needs.

Kuaishou's organizational systems for user experience

User service center	• Customer Obsession. Represents the interests of customers. Helps customers solve problems with high quality services. Collects and resolves feedbacks received from customer service representatives regarding any issues and needs collected through all channels.
Survey and telephone follow-up	• Conducts customer survey of internal and external business, and takes the initiative to identify problems and opportunities.
The user link	• Collects, summarizes, and analyzes customer inquiries and requests to help the Company solve user problems, locates service opportunities, and promotes the optimization and iteration of the Company and its business rules, mechanisms, and organizations.
Product tools	• Improves the working efficiency of each center through tools, processes, AI and other means, and deeply understands all business links of user services.
AI and R&D	• Promotes the intellectualization of the whole service systems by using AI technology and the related products and operational working processes to improve the business operational efficiency of the User Experience Department and the user experience of customer complaints. Enhances the ability to solve user's problems for higher user's satisfaction rate.



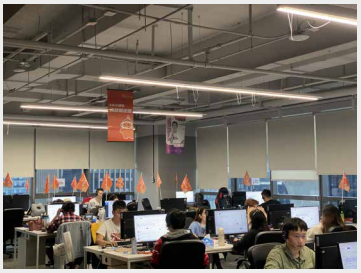
Kuaishou conducted a series of training activities covering all levels of the user service teams and evaluated relevant employees through four aspects: system tools, theoretical knowledge, call-answering drills, and trainees' performance to improve the quality and skills of employees from the user service team and protect the rights and interests of users.

Kuaishou's user service training system

Trainees	Training frequency	Training content
Newcomers within two months	• Six times/month	General courses on customer service, such as customer service awareness, service courtesy language, complaint handling skills, etc. The courses are designed to help trainees master basic service skills and provide users with a better service experience. In addition, simulation drilling is introduced to strengthen trainees' understanding and absorption of knowledge, making them more proficient in dealing with various online problems and better at answering users' questions.
All staff members	• 12 -17 times/month	Regarding the business line of on-the-job employees, training is primarily focused on delivering updated content for each business line's knowledge to related personnel. For example, once the function of a live streaming product in the App is upgraded, relevant training and information on the new content shall be provided for all live streaming business line employees before the function is launched. After the training, the on-site examination of the training content will be conducted for trainees to ensure that they master the knowledge of the updated function and will be able to answer the questions of users about this function.
The management	• Four times/year	Provide internal training, external training, and external purchased courses for the management to learn the advanced management experience and data analysis experience of the current customer service industry, to continuously improve their practical professional abilities and user experience.

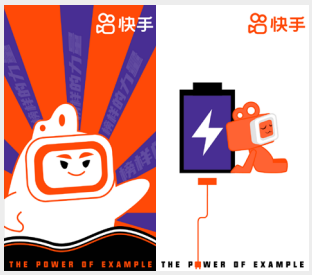
To motivate the service enthusiasm and improve the service quality of the user service teams, Kuaishou regularly carries out internal evaluations named “the power of role models” throughout the Department to find the staff who pay great attention to user experience, comprehensively publicizes the role models’ behavior, and advocates the practice of values such as “Customer Obsession”. As of December 2021, Kuaishou had completed the shaping of 49 typical role models. In addition, in 2021, Kuaishou participated in the public welfare activity of “Looking for the most beautiful customer service staff” carried out by the *China Consumer* magazine and won an award for Most Beautiful Customer Service Staff and an Award for Excellent Customer Service Staff.

Posters of role models & Rewards for the Top Kuaishou Team of the City



Decoration of office cubicles for the Top Kuaishou Team of the City

Customized peripheral gifts for every role model



Customized gifts for the family members of every role model

Rewards for “the power of role models” evaluations

Case

Kuaishou's excellent customer service staff served as an "attorney" to uphold justice for customers

In 2021, Jiang Jincai, a customer service staff member of Kuaishou, received an incoming call from a merchant suffering from cancer and claimed that his online shop was suspended for no reason. Adhering to the concept of "acting as an attorney" advocated by the Company for customer service staff, Jiang tried to help the merchant appeal based on his previous experience of writing complaints. He first patiently calmed the user's mood, then checked and sorted out relevant order information one by one, and exported more than 20 pivot tables to help the merchants find the reasons for suspected violations. After guiding the merchant to submit evidence, Jiang helped the merchant to successfully appeal.

The whole process lasted more than 70 days. Kuaishou's customer service staff acted as the user's "attorney" to help him successfully appeal and retain a high-quality merchant for Kuaishou and protect the merchant's rights and interests.

Customer satisfaction survey and complaint mechanism

Kuaishou actively listens to users' voices and responds to their suggestions through various channels, such as the self-service App, 400 toll-free hotlines, SMS for incoming call users, telephone follow-up for the user, etc. In 2021, Kuaishou's annual overall satisfaction rate of all channels was 82.86%, and the satisfaction rate of the call center manual service channel was over 95%. To improve user satisfaction, Kuaishou surveys users' different key behavior paths to investigate their Net Promoter Score[5] and satisfaction rate with different functions in different scenarios, draw qualitative conclusions, and take strategies to solve user problems.

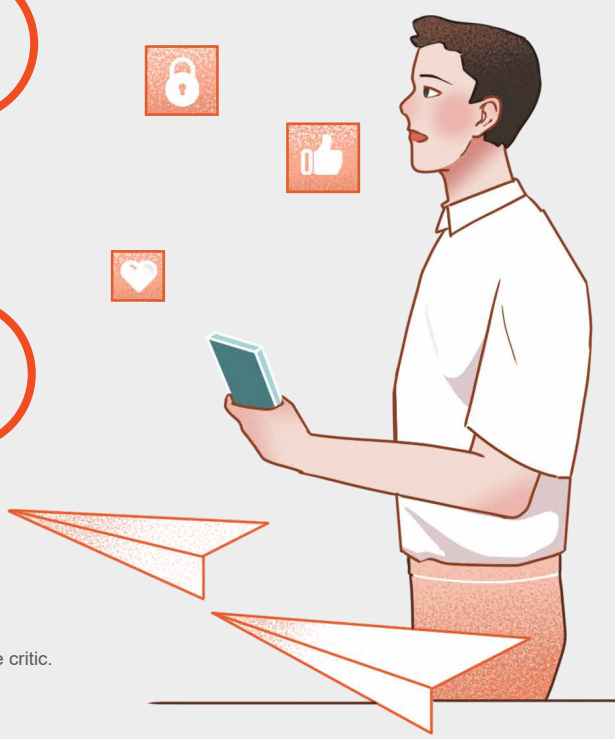
In 2021,

Kuaishou's annual overall satisfaction rate of all channels was

82.86%

the satisfaction rate of the call center manual service channel was over

95%



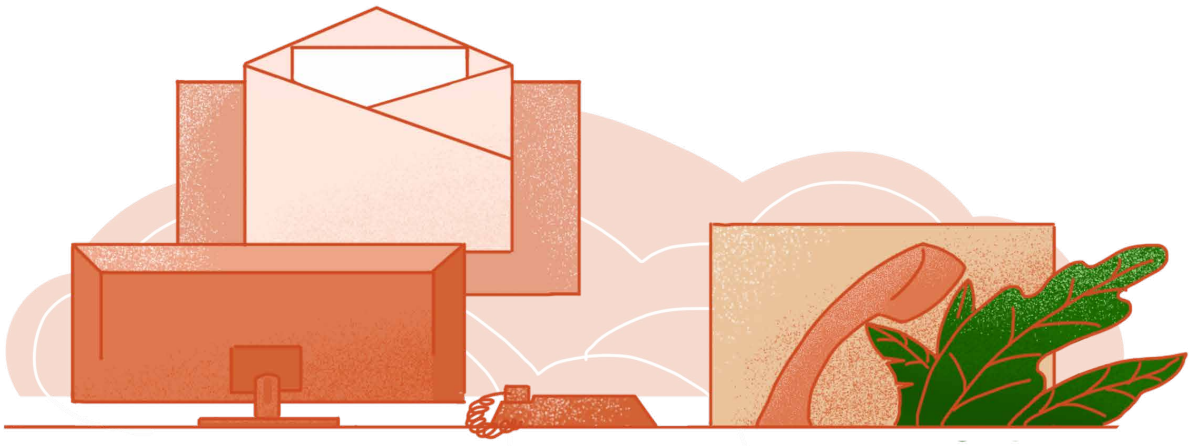
[5] The Net Promoter Score is equal to the percentage of the referrer minus the percentage of the critic.

Case

Kuaishou established “user’s complaints platform”

Kuaishou collects user’s complaints through its customer service hotline, customer service chat, community operation process, network media (Weibo), application store, outbound call survey and other methods, classifies user’s complaints through a problem classification system, such as user’s emotion, user’s portrait and problem types, and displays user’s complaint based on a “user’s complaints platform”, to accurately find user’s key complaints and improve user’s satisfaction.

User’s complaints platform



Kuaishou employs over 3,000 customer service representatives who collect and sort customer complaints and needs and accurately communicate them to the appropriate departments. In addition, Kuaishou has established a user complaint handling process, including a business complaint handling process, personnel complaint handling process, and door-to-door complaint handling process, and formulated specifications for the time and efficiency of corresponding processes. For example, for business complaints, the complaint specialist needs to initiate a preliminary response within 2 hours upon receiving the complaint to solve user demands with high standard and high efficiency.

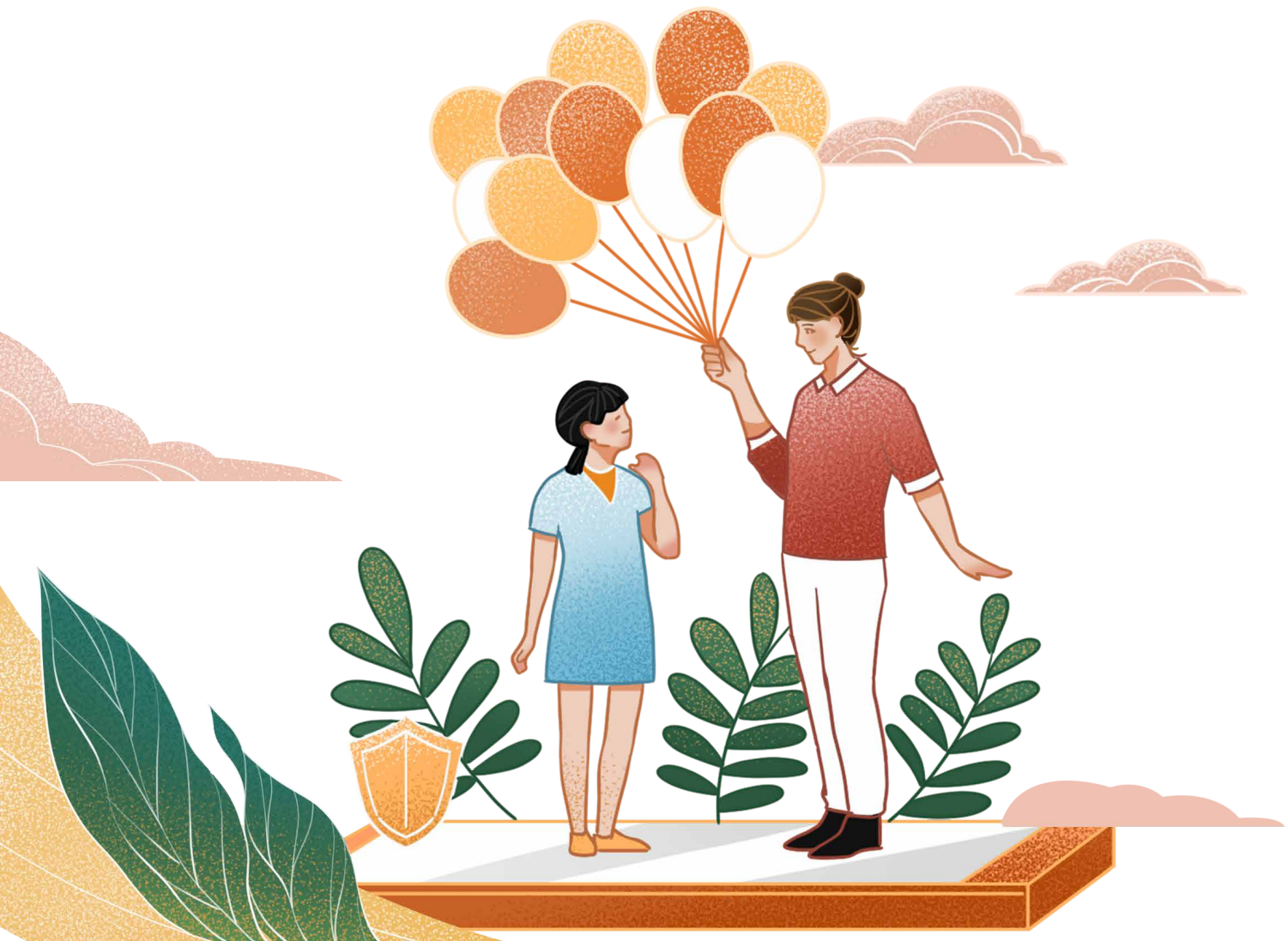
Kuaishou employs over

3,000 customer service representatives

User care and security protection

Kuaishou upholds the algorithm principle of "equality and inclusiveness" and implements a "decentralized" content recommendation mechanism, that is, to recommend content according to user's preferences, the matching degree between video content and users, video's popularity and release time, rather than only recommend celebrity users or content with high popularity. The "decentralized" algorithm mode also allows ordinary users to display their work and promote the spread of high-quality content, and thus providing users with "equal and inclusive" care.

Kuaishou strictly abides by the *Law of the People's Republic of China on the Protection of Minors*. The Company released the *2021 Kuaishou Report on the Protection of Minors* and officially upgraded its Youth Mode to version 3.0, striving to create a clean cyber space for teenagers. In terms of user privacy, Kuaishou launched seven "minor privacy protection functions", including hiding a minor's location, turning on the functions of restricting strange subscribers and the restriction of a private message, turning off the functions of "People You May Know", recommending users according to address book, searching minors through mobile phone number, and displaying minor's personal moments, to protect teenagers' healthy growth. In terms of content creation, we have continuously enriched the tools for the protection of minors, launched a series of functions, including "Minor Protection in Action", "Virtual Classroom", "Kuaishou customer service", "refund mechanism for mistaken spending by minors" and "reporting system related to minors" to build an all-round protection system for minors.



Youth Mode 3.0

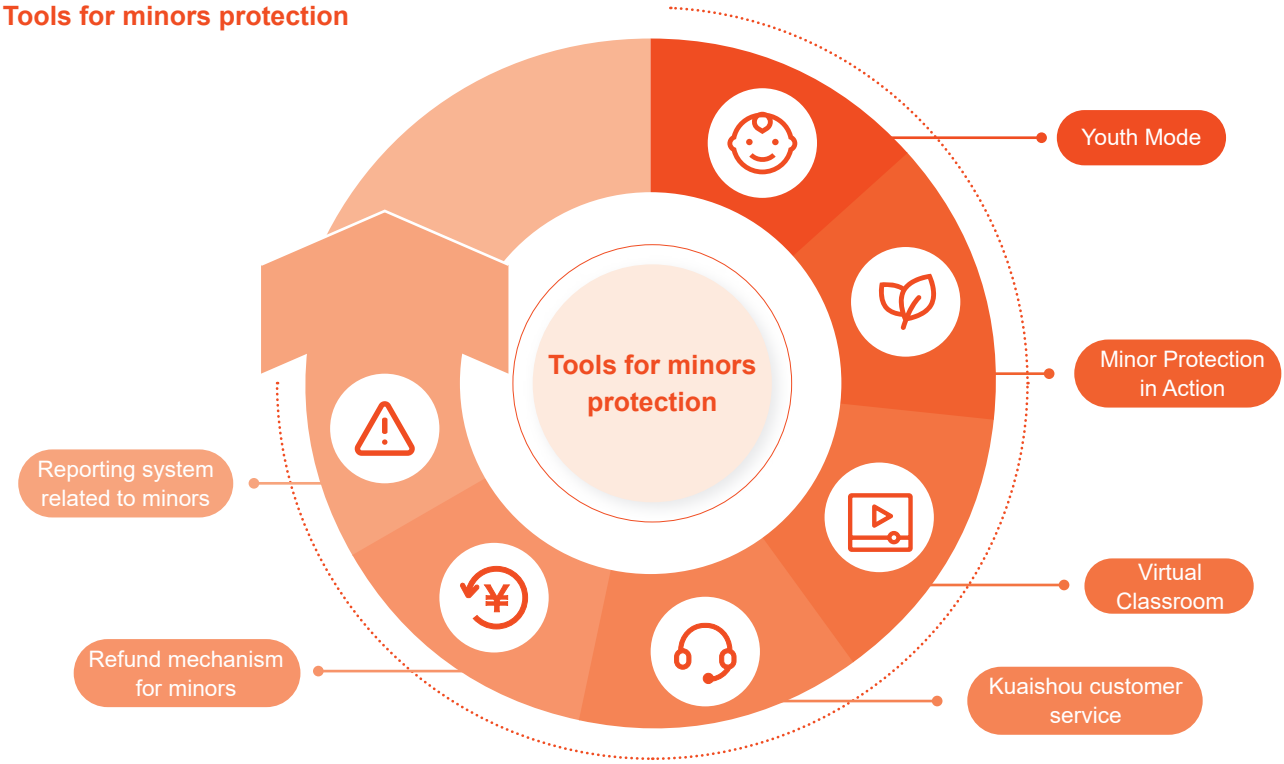
1.0	2.0	3.0
March 2019	October 2020	June 2021
“Parent Control Mode” fully upgraded to “Youth Mode”	**Content pool iteration** **Review process optimization**	**Enriching content pool categories** **Optimizing recommendation algorithm**

Existing functions

No sending virtual gifts and topping up	Time limitation	Turn on privacy protection
Turn off live streaming function	High quality content pool	Turn on password protection
Cancel the “People Near You” tab	Limited time slot Unable to use from 22:00 till 06:00 the next day.	……

In addition, Kuaishou also improved the children’s real-name authentication process, adopted the age-appropriate real-name authentication process for minors of different ages, and launched the new function of “notifying adults of children’s real-name authentication”. When minors conduct real-name authentication, the platform will add a link for adult verification. This is a useful exploration for a short video platform to standardize and systematize minors’ information protection.

Tools for minors protection



Kuaishou also established an industry-leading refund mechanism for mistaken spending by minors, and set up a Minor Care Hotline to refund requests for mistaken spending by minors or people with limited capacity on the platform. The program covers the full chain of pre-warning, mid-vetting and post-refund from live streaming hosts. In 2021, the Company also upgraded the Minor Care Hotline and set up a professional customer service team with 200 people to provide users with timely consulting services for minors related issues, including minors' consumption, minors' protection mechanisms, taking away the permission for minors' live stream, and special complaint hotline for minors. Kuaishou also sets a cap on the suspected spending by minors. It will help prevent the suspected spending by minors through a warning in advance and provides suggestions for the parents or guardians of the minors to avoid the problem. Kuaishou worked with multiple departments to jointly optimize the user experience of minors, establishing a good reputation for the Company. The minors care service has received many letters and banners of appreciation from users.

Case

Kuaishou established a content prevention and control system and a content creation system for minors

In terms of content prevention and control for minors, Kuaishou has a special audit team for the content of minors, and has established corresponding audit standards and applications and emergency mechanism. Kuaishou has set up "Content Label" for the content of minors, and used "Robot Worker" to label the video content for minors and synchronized it to create a "content pool" for minors. At the same time, Kuaishou also set up a "user tag" for minors, and synchronized it to establish a "user pool" for minors.

In terms of content creation for minors, Kuaishou continued to upgrade the content pool of Youth Mode, set up a professional team, conducted daily manual recommendation reviews, selected more than 40 types of positive content suitable for minors, such as handicrafts, musical instruments, ball games, education, history, science, pets, and tourism, and introduced high-quality content of government affairs and media information, to enrich the content of Youth Mode.

In addition, the Kuaishou platform established a "Minor Protection in Action" channel to give full play to its content advantages. It used the content from various vertical categories to jointly create high-quality youth content and a long-term internal IP. An online education section for children and parents has been set up in the channel, covering knowledge of various disciplines from Kuaishou Classroom and containing parenting education, handicraft games, and other content suitable for creating a good parent-child relationship.

Case

Kuaishou issued the first penalty notice of special rectification for winter vacation

On January 7, 2021, Kuaishou began a two-month special rectification campaign on the network environment during the winter vacation. The campaign cleaned up information and content that may negatively impact minors through manual review, technical filtering, user reporting, etc. The key focuses mainly included but not limited to harmful information and content involving minors, including images and texts, videos, live streaming content, and comments that induce minors to spend money, coerce or induce minors to tip, using minors, or identity of minors to generate hype and win attention, showcasing content to show off wealth, money worshipping, fans war and filthy content for children, and other negative information and behaviors affecting minors' physical and mental health. According to the penalty notice, 2,340 illegal accounts, 12,951 illegal videos, and 7,163 illegal comments were penalized during the campaign. Kuaishou purified the community environment through special rectification and created a clean and positive cyberspace for teenagers.

To make it easier for users to report harmful content involving minors, Kuaishou has launched several private channels for minors-related reports in 2020. Since then, the reporting efficiency of users and the handling efficiency of Kuaishou on such content have been greatly improved.

Kuaishou attaches great importance to users' psychological problems and has carried out a series of measures to communicate and guide users with mental health problems:

Searching for specific keywords on the customer service center page, related content of the Beijing psychological assistance guidance hotline and FAQ instructions will be displayed.

Customer service personnel is required to record users' emotions in handling problems. In case of an emergency or non-emergency public opinion incident, the identity of the caller and the type of event (including behavior) shall be recorded, and a special public opinion handling team shall follow up.

Conduct training on *Scenario Communication Skills with Users with Serious Mental Health Problems* for all customer service staff of the safety line to improve their communication skills with users with serious mental health problems.

Determine the current user's probability of being a minor through the minor user data model and send the result to customer service personnel. Summarize the problems during the consultation process. If the user needs assistance with psychological and emotional problems, take the initiative to inform and provide relevant content and contact information for psychological consultation, enabling the user to choose whether psychological consultation is necessary.

Network Security and Privacy Protection

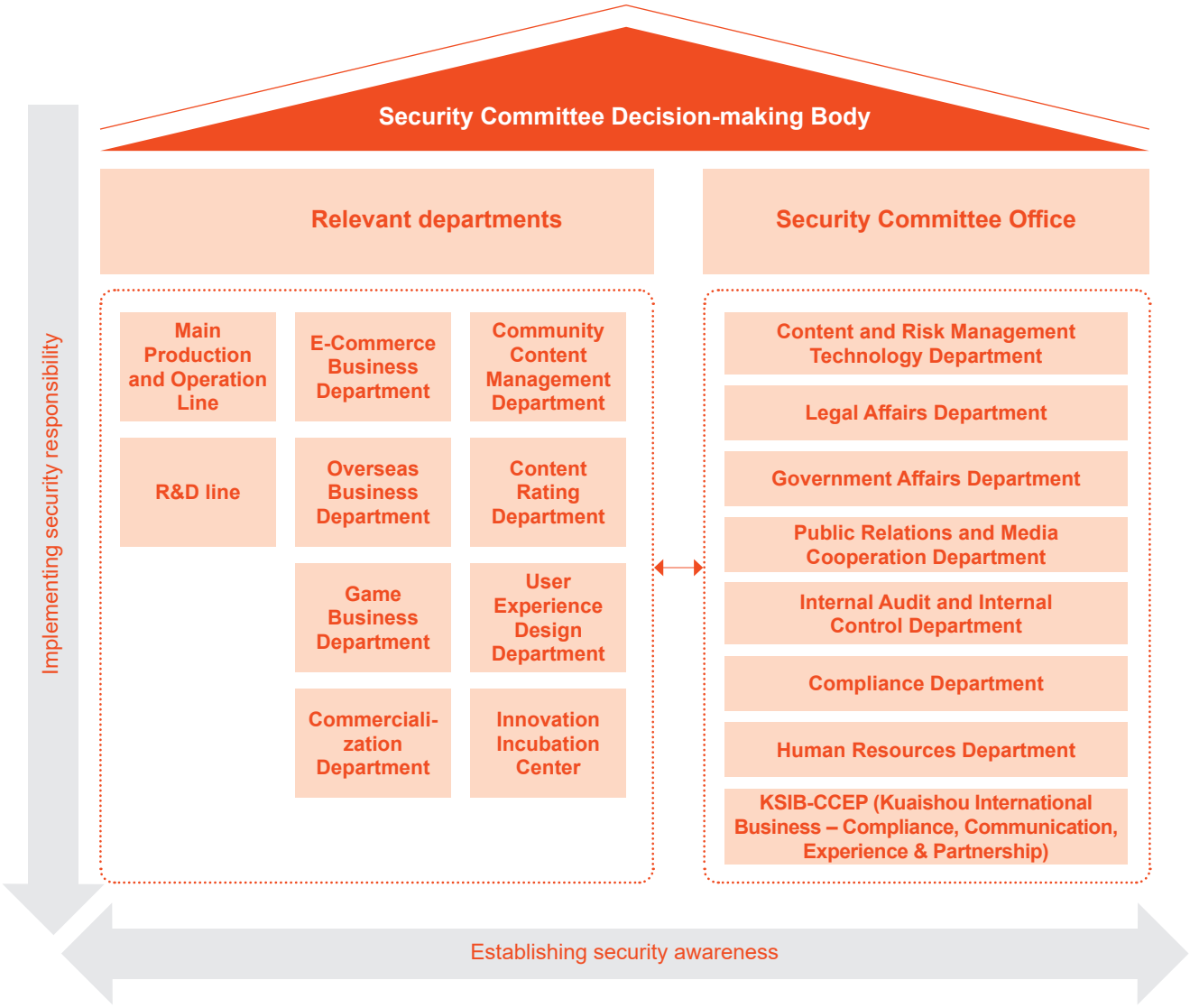
Kuaishou attaches great importance to network security and adheres to the basic principle of data security. The Company has established a seamless security management framework and system to continuously improve security technology capabilities and help the industry build a safe ecosystem.

Security Management

The Company strictly abides by laws and regulations such as the *Cybersecurity Law of the People's Republic of China,* the *Provisions on the Administration of Mobile Internet Applications Information Services,* and the *Provisions on the Technical Measures for the Protection of the Security of the Internet*. Kuaishou has formulated the four-level Kuaishou information security policies consisting of over 70 important security regulations and guidelines. These include the *Kuaishou Information Security Management Regulations,* the *Kuaishou Employee Information Security Code,* and the *Kuaishou Cybersecurity Management System.* In 2021, Kuaishou formulated and revised more than 46 regulations.

Kuaishou has an organizational structure for Information Security Committee, which consists of the Decision-making Body, the Security Committee Office, and relevant departments.

Organizational structure of the Information Security Committee



Organizational structure of the Information Security Committee

Organizational structure	Main responsibilities
Security Committee Decision-making Body	• The Committee body, responsible for the decision making of major information security issues, is led by the Chief Technology Officer (CTO), with the Chief Financial Officer (CFO), Senior Vice President of Human Resources, Senior Vice President of Government Affairs, and Senior Vice President of Commercialization serving as the Vice Chairpersons. It studies and formulates the Group's information security policies, information security strategies, and overall information security plans according to the Group's internal and external information security situation. It provides human resources and financial resources for information security and supports the effective implementation of information security in the Group. It also leads the organization of major projects for information security risk management and special supervision.
Security Committee Office	• The office is mainly responsible for preparing work plans for information security, coordinating relevant resources, and ensuring the implementation of information security measures. It also coordinates the emergency handling and emergency response across all departments of the Group in case of any major information security risks arise.
Relevant departments	• Responsible for the information security management of corresponding departments.

Safe Operation

Kuaishou improves security technologies, strengthens network security, and completes firewall reinforcement, patch upgrading, and vulnerability rectification. We focus on "anti-attack, anti-intrusion, anti-virus and anti-tampering" to strengthen network security protection and "anti-attack, anti-virus, anti-intrusion, anti-manipulating, anti-information interception", etc. for data and user's personal information protection. Kuaishou has built an in-depth intrusion defense system covering prevention, detection, and emergency traceability, established sound network boundary access control and permission control management for internal personnel and deployed a data breach prevention system to create a safe and stable network environment.

Moreover, Kuaishou has enhanced the forward and backward security capabilities. For forward security capability, Kuaishou has built a security platform - Kuai Security, which integrates security management processes and security technology products to ensure the smooth and safe operation of the network by strengthening security monitoring. For backward security capability, Kuaishou regularly organizes security attack and defense drills and invites top teams to conduct one to two times of external Attack and Defense Drills (intrusion and infiltration) and security crowd testing[6] four times every year, to improve network attack detection capability, network attack defense capability and network attack emergency service capability.

[6] Crowding-Sourcing mode is a manifestation in the field of security testing, that is, an enterprise gives its products to the security public testing platform, and the security personnel of the platform (who are not subordinate to the platform, but from the Internet) conduct security testing.

In 2021, Kuaishou's Shanggu Kaitian Technology Co., Ltd. and Qingque Technology Co., Ltd. obtained the ISO 27001, ISO 27701, and ISO 27017 certifications and the SDK security certification for commercial advertisement and commercialization content.

DNV

管理体系认证证书

兹证明

北京上古开天科技有限公司

信息安全管理体系符合：

ISO/IEC 27001:2013标准

此证书对下列产品或服务范围有效：

音视频云服务平台及软件的设计、研发、测试、运营、客户支持、技术维护以及数据处理过程中的信息安全管理。同适用性声明版本1.0保持一致

DNV

管理体系认证证书

兹证明

北京上古开天科技有限公司

信息安全控制实用规则符合：

ISO/IEC 27017:2015指南标准

此证书对下列产品或服务范围有效：

音视频云服务平台及软件的设计、研发、测试、运营、客户支持、技术维护以及数据处理过程中的信息安全管理，应用ISO/IEC 27017:2015基于ISO/IEC27002云端服务信息安全控制实施规程。同适用性声明版本1.0保持一致

DNV

管理体系认证证书

兹证明

北京轻雀科技有限公司

信息安全管理体系符合：

ISO/IEC 27001:2013标准

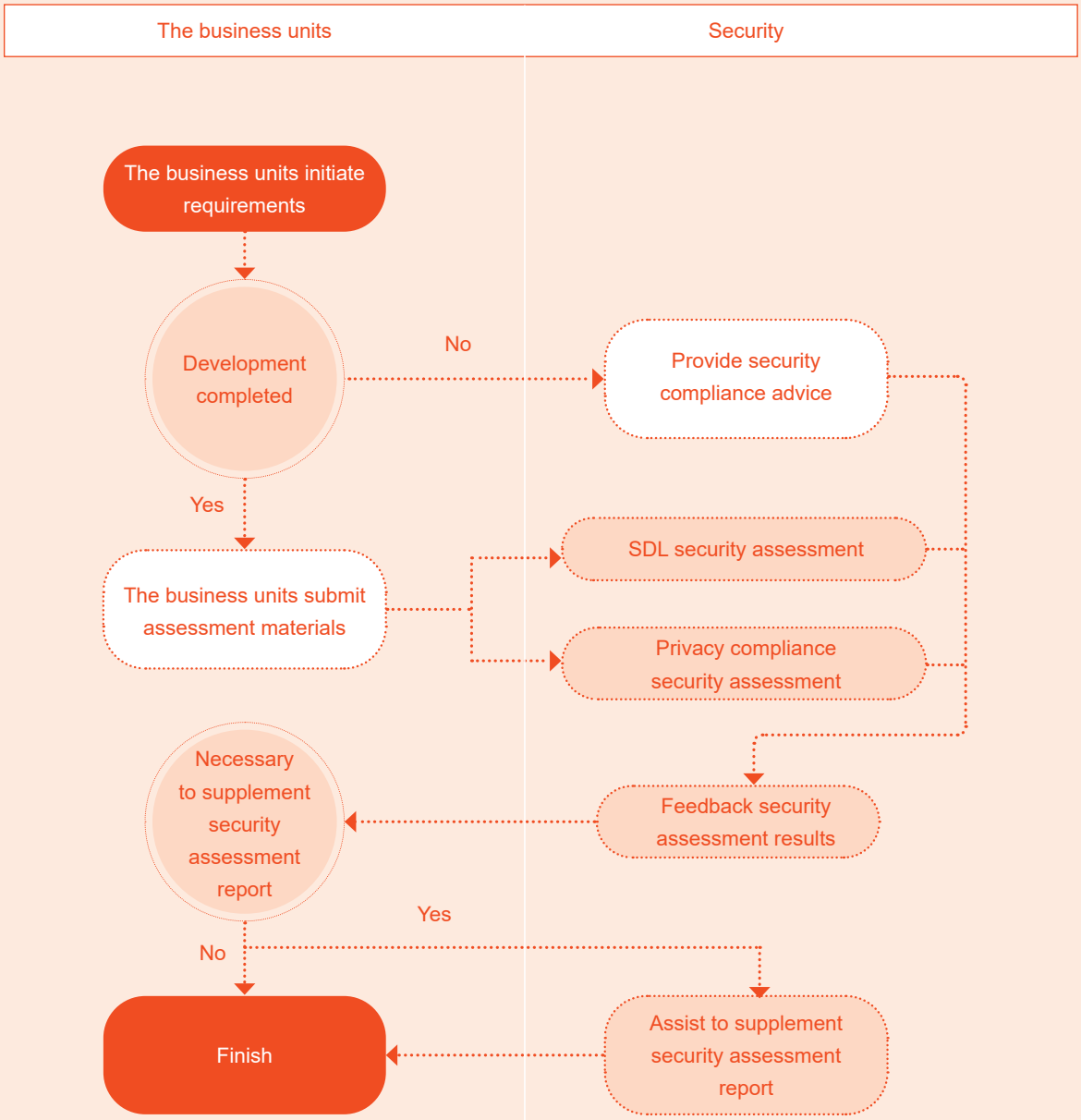
此证书对下列产品或服务范围有效：

信息安全管理体系覆盖公司办公协作系统及软件的设计、研发、测试、运维、数据运营、营销推广以及用户服务支持。同适用性声明版本1.0保持一致

To improve the emergency response capabilities during emergency security incidents, the Information Security Committee has formulated the *Security Incident Handling Process* and the *Security Incident Emergency Response* to develop emergency handling plans under different scenarios and regulate the handling mechanism of security incidents. According to the degree of a data breach, system availability, and loss of money, security incidents are classified into general, major, serious, and extremely serious incidents. Security incident handling procedures, person-in-charge, and emergency SLA[7] at all levels have been clarified to avoid the expansion and escalation of the incident. A response team has been set up in place in case of infrastructure failure. We implement an active-active data center strategy in Beijing and Guangzhou to ensure overall business stability. In extreme cases, we can also provide multiple assistance services to ensure around-the-clock accessibility to users. The system stability exceeds 99.99%.

To strengthen the construction of the internal security system, Kuaishou has established a new business security evaluation mechanism. When new products are launched or new technologies are applied, it will evaluate the information security and content security to ensure the security of new products and technologies.

[7] Service Level Agreement (SLA) refers to an agreement or contract mutually recognized by both parties on the quality, standard, performance, and other aspects of the service between the enterprise providing the service and the customer.


The business units
Security
The business units initiate requirements
Development completed
No
Provide security compliance advice
Yes
SDL security assessment
The business units submit assessment materials
Privacy compliance security assessment
Necessary to supplement security assessment report
Feedback security assessment results
Yes
No
Finish
Assist to supplement security assessment report

Data Security and Privacy Protection

The domestic business of the Group strictly complies with the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China* and other domestic laws and regulations, and the foreign business strictly complies with the EU GDPR[8], Brazil LGPD[9], US CCPA[10], US CPRA[11], and other local laws and regulations. Kuaishou has established a sound data security system, formulated management regulations such as the *Kuaishou Privacy Protection Regulations* and *Kuaishou Privacy Assessment Guidelines*, and set up a Privacy Protection Working Group under the Information Security Committee. It is composed of core members of multiple departments such as the Information Security Center, the Legal Affairs Department, the Government Affairs Department and the Public Relations Department, to coordinate and promote the Company's work related to personal privacy and data security protection. In 2021, Kuaishou did not have any legal cases violating customer privacy.

Organizational structure of the Privacy Protection Working Group

Organization	Main Responsibilities
Information Security Committee	The Committee makes decisions for handling major information security risks and provides necessary resources for the Group's work on information security.
Privacy Protection Working Group	The group studies the regulatory and the industrial trends, grasps the Group's privacy protection compliance status, and formulates its privacy protection regulations. It carries out internal privacy protection education and training. It also assists business units in conducting privacy compliance assessments and supervises the implementation of closed-loop management of privacy security issues.
Business Units	In product design, business units implement privacy security control measures in accordance with the Group's privacy protection requirements and cooperate with the Privacy Protection Working Group for relevant work. Before updates of product functions and the launch of a new business, they conduct self-assessments on privacy protection or apply for such assessments to audit and protect personal information on the platform and in the system. Their members also participate in training of privacy protection to increase the awareness of compliance.

[8] General Data Protection Regulation is a data privacy protection act promoted by the European Union.

[9] The General Law for the Protection of Privacy (LGPD), the main regulation for personal data protection in Brazil, has entered into force since September 18, 2020.

[10] The California Consumer Privacy Act (CCPA) is the first comprehensive privacy law in the United States. It was signed into law at the end of June, 2018 to provide California consumers with a variety of privacy rights.

[11] The California Privacy Rights Act (CPRA) introduces new principles involving data minimization and data retention.

Kuaishou follows the four principles of personal information protection, namely "clear responsibility, explicit authorization, minimum necessity amount and safety assurance", to fully respect user's rights to know and consent. All products of Kuaishou will explain to users how they collect, store, use, share, disclose, and protect users' personal information in respective public disclosed "*privacy policies*"[12], which clearly stipulate that users have the rights to manage their personal information, including rights to check, correct, delete, withdrawal consent, cancel, separate consent, act on one's behalf, etc. If a user has not given consent, collection of this user's personal information will be prohibited. Kuaishou strives to only collect and process the minimum amount and types of personal information required by our business or to be shared with our partners. Kuaishou promises to delete data within the specified time in accordance with relevant laws and regulations such as the *Network Security Law of the People's Republic of China,* the *Specification for Personal Information Security of Information Security Technology,* the *Personal Information Protection Law of the People's Republic of China,* the *Provisions on the Technical Measures for the Protection of the Security of the Internet, etc.* The above data protection and privacy policies cover all relevant business lines and subsidiaries of Kuaishou. Additionally, we launched a unified management platform for personal rights and interests, enabling users to check the personal rights and interests related to products.

For cross-border data, we strictly abide by the regulations on cross-border flows of data in the *Data Security Law of the People's Republic of China*, and have established a three-tier cross-border transmission monitoring mechanism, covering the processes of assessment, monitoring and reviewing for all platforms that may transmit personal information.

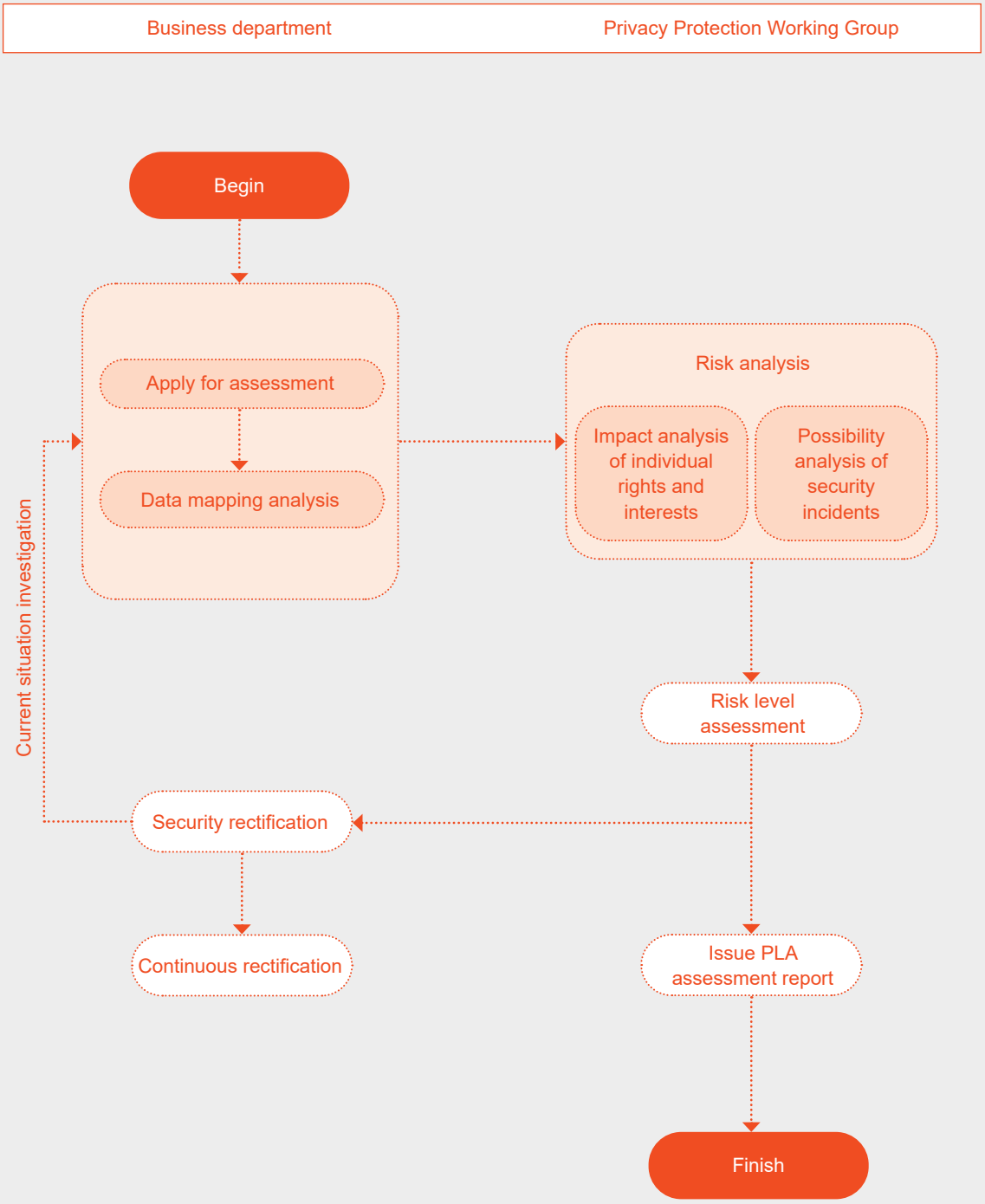
Privacy Protection Technologies and Applications

Kuaishou applies a series of access control and privacy enhancement technologies, such as permission management, data encryption, security audit, de-identification, anonymization, etc., to protect the whole data lifecycle. Kuaishou conducts an independent external audit of information security at least every two years. We established a data classification and grading system, data security management specification, and data security development specification to manage and standardize the storage and use of personal information. We strictly implement permission control to standardize the permission management of each information system and protect user data lifecycle security.

We have established a "designated person in charge of personal information protection" mechanism to make decisions and provide resource support for work related to personal information protection and established a personal information impact assessment mechanism to improve personal information protection.

[12] Privacy policies: https://www.kuaishou.com/about/policy?tab=privacy

Flow chart of personal information impact assessment



We also upgraded the real-name authentication system through optimized security authentication technology to protect personal privacy and prevent online fraud.

For the use of data by third parties, Kuaishou formulated internal policies such as the *Detailed Rules for the Management of Data Transmission* to clarify the approval process and strictly control the risk of data leakage. We also require partners to sign a *Data Compliance Undertaking* to properly use user personal information and prevention of leakage of personal information. Kuaishou will not share users' personal information with any company, organization, or individual other than Kuaishou itself, except for obtaining the user's explicit consent to cooperate with authorized partners. For details, please refer to the *Kuaishou Privacy Protection Policy* (https://privacy.kuaishou.com/policy) on the Kuaishou privacy protection platform. Kuaishou also formulated the *Supplier Security Management System* to improve supplier data security management and signed confidentiality agreements with suppliers. Suppliers with major data security accidents will be put on the Company's blacklist of suppliers.

In addition, Kuaishou launched a special program called "Privacy Shield" to promote the protection and governance of personal information. In accordance with the principle of "protecting users' privacy rights and interests", we actively remind users to read relevant instructions such as privacy policies, and ask them for authorization and consent according to the principles of "explicit authorization" and "minimum necessity amount", to safeguard their personal privacy rights. At the same time, for Kuaishou's core App products, we conduct self-examination and self-correction of the infringement on users' privacy. Since its launch, the "Privacy Shield" has greatly enhanced the Company's overall attention to personal information protection, comprehensively improved the privacy compliance level of the Company's products and accelerated the compliance process of personal information protection throughout the Company.

Kuaishou has comprehensively strengthened the internal management of its application distribution as a new form of application distribution management platform. In combination with the standardized suggestions on application distribution in the *Evaluation Specification for App Infringement on Users' Rights and Interests*, Kuaishou strictly reviews the distributed Apps, assesses the security of all distributed Apps, investigates, and sorts out the privacy compliance and other content of the distributed Apps, and controls the distribution of Apps that violate regulations or are notified, to ensure the security of users. In addition, Kuaishou also launched a privacy compliance testing platform to provide app testing services for small- and medium-sized enterprises.

Kuaishou awarded the "2021 Annual Outstanding Innovation Case in Internet Industry - Security"

In December 2021, Kuaishou's "privacy data security solution for big data platform" was awarded the "2021 Annual Outstanding Innovation Case in Internet Industry - Security" at the IT New Governance Leadership Forum hosted by the China Academy of Information and Communications Technology (CAICT).

Security Awareness Publicity

Aiming to comprehensively improve employees' security awareness and skills, Kuaishou regularly organizes all kinds of information security and data security training, covering more than 50,000 participants.

- Organize information security awareness training and online examinations for all new employees, with over 40,000 participants
- Conduct data security training for specific departments, with over 5,000 participants
- Set up courses such as API security and common vulnerabilities of mobile apps for different technical personnel, with over 1,000 participants
- Offline information security training courses for various departments, with a total of about 40 courses and over 4,000 people in 2021

In 2021, Kuaishou launched the first "Information Security Month" event for all employees, and conducted activities through basic knowledge explanations, advanced open courses on security and privacy, novel interactive games, etc.

Poster of Kuaishou's "Information Security Month" event

Activities of Kuaishou's "Information Security Month" event

Security-themed T-shirt Design & slogan collection

Based on the theme of "information security", encouraged employees to design security-themed slogans and T-shirts to deepen their understanding of information security, and spread influence of the Kuaishou's "Information Security Month" event through evaluation and voting.

Kuaishou's first CTF[13] competition

Provided employees with a competition platform for security skills to enhance the internal influence of security culture. Created a technical atmosphere of security challenges through the web[14], mobile, binary, encryption and decryption, operation and maintenance and other topics in order to strengthen the perception of developers for security vulnerabilities.

Detective for Security

Combined office security notices with games to make activities more interesting, and used social fission to improve employees' enthusiasm to participate in the Information Security Month events.

Building Security Ecosystem

Kuaishou has participated in the co-construction of the security ecosystem by joining TC260[15], CCSA[16], Telecommunications Terminal Industry Forum Association, and other important domestic standardization organizations and participating in the formulation of several national standards in the field of information security, such as the *Review Specification for Mobile Application Distribution Platform on App Launching,* the *Specifications on Mobile Application Distribution Platform: App Developer Credit Evaluation System,* the *AI Governance Standards*, etc. In addition, Kuaishou also participated in the pilot work of several national standards, such as the application and promotion pilot schemes of the *Data Security Guidelines for Online Shopping Services,* the *Data Security Requirements Pilot of Online Audio and Video Services,* and *the Mobile Internet Application (App) SDK Security Guide,* to promote the vigorous development of the whole security ecosystem.

[13] Capture The Flag, commonly translated as capture the flag, refers to a form of competition between cybersecurity technicians to compete in technology in the field of cybersecurity.

[14] World Wide Web, a general term for a range of technologies.

[15] National Information Security Standardization Technical Committee.

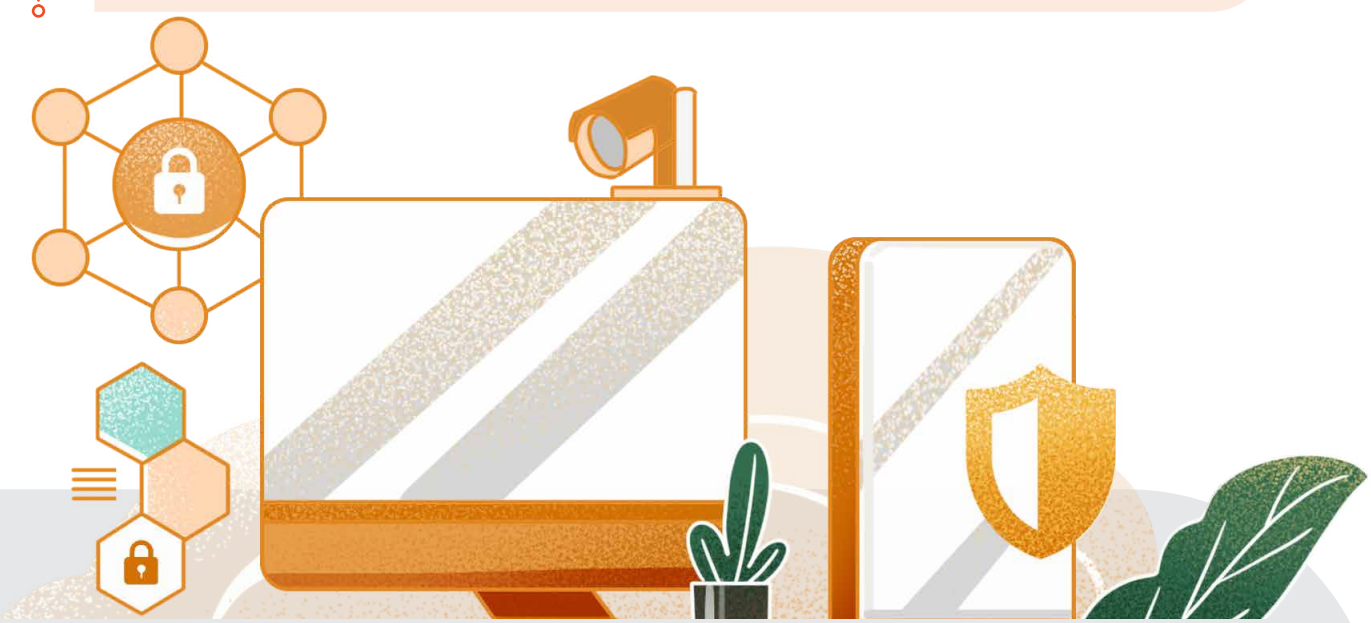
[16] China Communications Standards Association.

Open course on security and privacy

During the “Information Security Month” event, a weekly open class on security and privacy was organized, covering four aspects including security and integrity awareness, domestic and foreign legal affairs, anti-fraud, and anti-information interception. Created high-quality courses with the Government Relations Department, the Compliance Department, the Legal Affairs Department and RC2 anti-information interception laboratory. Publicized and launched the online course registration channel and course playback service together with Kuaishou Middle School.

Offline themed exhibition

The exhibition included six activities: security-themed visits, detective for security, security-themed linking games, Hackdemo hacker show, password guessing, and the anti-snapping photo wall in order to improve employees’ information security awareness in an all-round way.

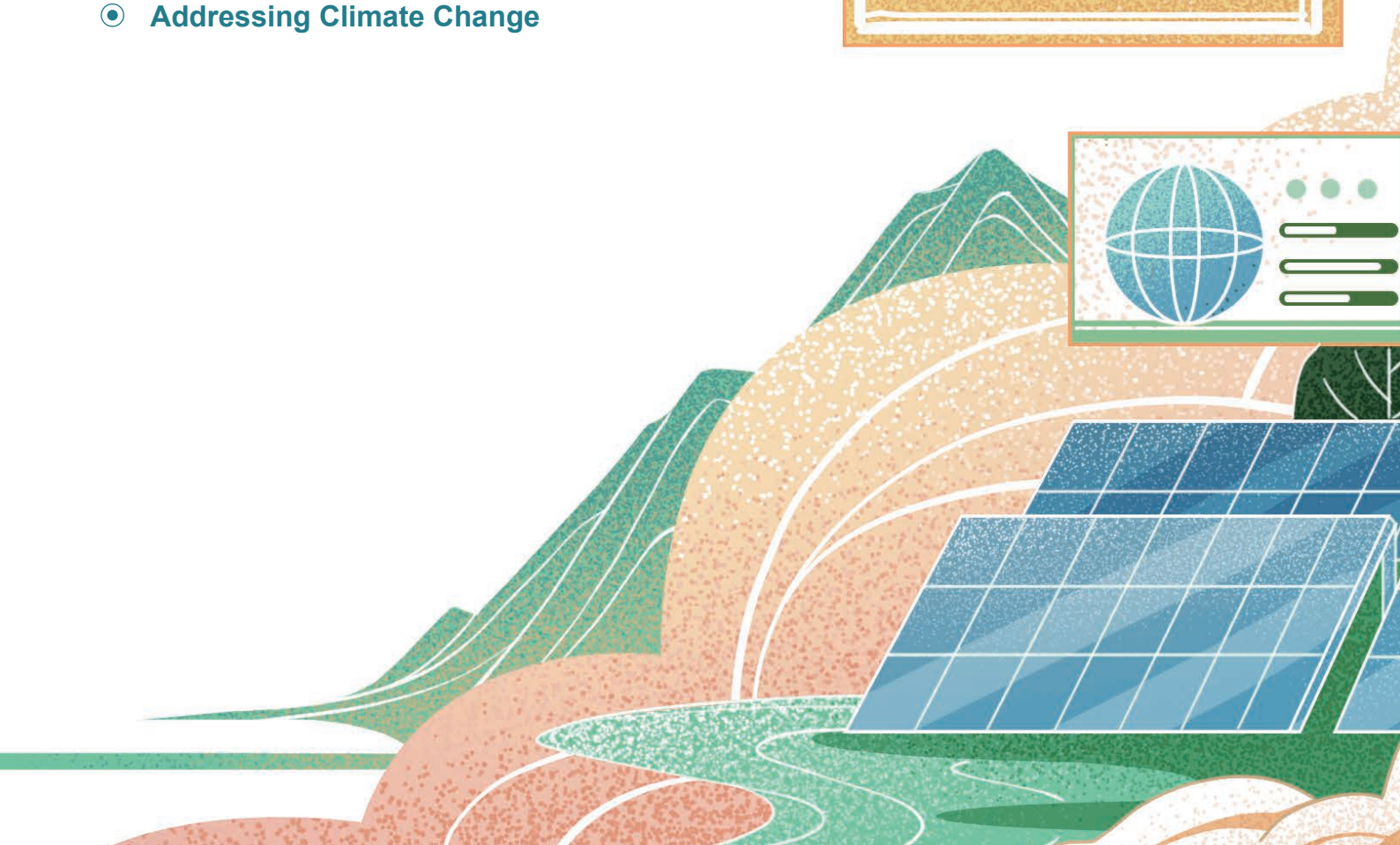


At the same time, Kuaishou participated in several external industry information security meetings, including special training on the *Personal Information Protection Law of the People’s Republic of China* held by the China Federation of Internet Societies, the industrial App compliance exchange meeting, etc. We also organized several security technologies closed-door salons, such as Kuaishou “Boundless Attack and Defense” salon and Kuaishou security “Fire-Watching” salon, to continue to explore cutting-edge technologies of network security and data security, strengthen innovative exchanges in the industry, and improve the overall level of network security and data security in the industry.

Adopting green policies for a harmonious society

Kuaishou responds positively to the national call to conserve energy and reduce emissions and endorses the concept of green development and a low-carbon strategy. While promoting the construction of a green data center, we fully advocate a green workplace, engage in biodiversity protection activities, and earnestly identify and respond to climate change risks and opportunities.

- **Green Workplaces and Biodiversity Conservation**
- **Emission Management**
- **Green Data Center**
- **Addressing Climate Change**



In 2021, Kuaishou set up 5 environmental goals on clean energy utilization, energy conservation, water conservation, waste reduction, and greenhouse gas emission reduction and developed corresponding implementation paths. The aim is to minimize environmental impact and help China achieve the goal of “peaking carbon dioxide emissions before 2030 and achieving carbon neutrality before 2060".

Target Category	Overall Goal	Implementation Path
Clean Energy Utilization	By 2030, Kuaishou’s own data center will use 100% clean energy.	**Data Center:** • Build a low energy consumption and clean data center. • Invest in renewable energy projects. • Acquire renewable energy and green certificates. • Kuaishou’s self-built data center industry park adopts photovoltaic and wind auxiliary power supply. • Kuaishou’s self-built data center industry park designed a solar-heated water system for instant hot water supply.
Energy Conservation	By the end of 2026, per employee electricity consumption in the offices of Beijing area will be reduced by 8% compared with 2021.	**Workplace:** • Centralize work area offices to provide convenience for energy management and replace inefficient energy-use equipment with efficient ones. • Optimize utility time for office lighting in Beijing headquarters, synchronize property management according to seasonal changes, timely adjust opening/ closing time of landscape and corridor lighting, and replace balcony light switch with radar switch. • Optimize the air conditioning operation mode and operation duration and switch off the air conditioning on the floors without office personnel in the work area. • Optimize energy use monitoring, establish a check-board on energy use across the offices in the Mainland China and establish year-on-year and quarter-on-quarter data analysis to correct the deviation. **Data Center:** • Increase the use of clean energy in data centers. • The data center uses energy-efficient equipment and eliminates high energy-consuming pieces of equipment. • Establish energy-saving and smart data center operation and management system. • The Company’s own data center is built in an area with suitable climate conditions. • Actively promote the application of liquid cooling server technology in the Company’s self-built data center.

Water Resource Conservation	By the end of 2026, per employee running water consumption in the offices of Beijing area will be reduced by 8% compared with 2021. Rainwater and air conditioning condensation will be 100% recovered and recycled in the newly built data center park.	Workplace: • Improve the water conservation system. • Optimize water use monitoring, establish a check-board on energy use across the offices in the Mainland China, and establish year-on-year and quarter-on-quarter data analysis to correct the deviation • Optimize water conservation facilities and install new water-saving taps in certain offices. Data Center: • Conduct rainwater recovery. • Implement water conservation activities. • Use water conservation equipment. • Regularly monitor the change in water consumption and digitize water resources. • Water resources management and review. • Data center refrigeration system uses reclaimed water. • Air conditioning condensate recovery in the Company's self-built data center. • Central air conditioning non-water scheme for the Company's self-built data center.
Waste Emission Reduction	Kuaishou commits to green procurement and incorporates green procurement standards into supplier management. 100% of the waste lead-acid batteries in the Company's self-built data center shall be harmlessly treated by qualified suppliers while the waste hard disks shall also be 100% treated for harmless disposal upon destroying. All the offices of Beijing area will sort wastes by categories. Electronic wastes generated will be 100% treated for harmless disposal.	• Harmless treatment of wastes shall be handed over to the supplier for closed-loop treatment. • Disposal scheme of electronic waste equipment (electronic equipment re-purchase plan). • Continue to promote waste classification. • Recycled/renewable materials. • Publicity campaign and implementation of food saving consciousness.
Greenhouse Gas Emission Reduction	Kuaishou actively responds to the national dual-carbon target and conduct green operations.	Workplace: • Green offices and workplaces. Data Center: • Carbon emission verification. • Application of digital measures for carbon emission reduction. • Build green, low-carbon, energy-saving, and environmental-friendly data centers. • Actively promote waste heat recovery technology in its self-built data centers. • Establish a greenhouse gas emission management plan in the self-built data center. • Set up a carbon emission monitoring platform in the self-built data center.

Green Workplaces and Biodiversity Conservation

The concept of green sustainability is deeply rooted in Kuaishou's daily work and corporate culture establishment. The Company starts from small details, pays attention to energy conservation and water-saving, saves office supplies, schedules green travel in daily work, and passionately promotes green culture publicity activities, creating a low-carbon and green corporate atmosphere. Meanwhile, Kuaishou actively collaborates with international environmental organizations on signing environmental pledges and launched the "Voice for the Earth" activities, aiming to popularize and promote green, low-carbon, and biodiversity conservation concepts.

Kuaishou Technology strictly adheres to the laws and regulations, such as the *Environmental Protection Law of The People's Republic of China* and the *Energy Conservation Law of The People's Republic of China*, and formulated the *Kuaishou Energy Management Guidelines and Goals* while continued to improve the corporate's energy management and operation mode by PDCA[17] method.

Kuaishou conducts meticulous energy and resources management online to enhance environmental management efficiency. In 2021, Kuaishou launched an energy metering and analysis control system and analyzed the domestic workplace air conditioning system, electrical system, water supply, and drainage system's energy and resource consumption data to excavate and optimize the efficiency of energy and water resources utilization. Meanwhile, in case of an abnormal data fluctuation, we will trace the source and make corresponding improvement.

Management and control system for energy statistical measurement and analysis

We promote energy conservation and emission reduction from the origin and require that electric lights, air conditioners, and other electrical equipment be turned off on time. Employees are encouraged to reduce travel by switching to a virtual office and video conferences. Kuaishou launched a special "conference energy-saving project" in 2021 to manage the unnecessary equipment energy consumption in specific periods. Through data analysis of the end time of conference rooms in Beijing premises, we specified a schedule to turn off night equipment (including projectors, TV, etc.), determined the energy-saving control plan, and had the Kuaishou Administration to release the energy-saving video on Kuaishou's mobile application. This special action would save RMB270,000 in electricity bills and conserve about 270,000 kWh electricity annually.

[17] Namely "Plan — Do — Check — Act".

In addition, Kuaishou is committed to improving the water resources recycling efficiency. Kuaishou has taken the following measures:

- Adjust the sensitivity of the automatic induction water sensors, and turn off the water when there is no one around.
- Check the water consumption regularly.
- Adjust the water pressure of hand-washers, equalized the water pressure between high and low floors, and reduce the water consumption of low floors.
- Strengthen patrol inspections and increase maintenance inspections to avoid leakages.
- Handwashing devices are equipped with foaming devices to enhance the handwashing effect while reducing water consumption.

Case

Kuaishou's headquarters industry park initiated special actions on energy conservation and emission reduction

In 2021, Kuaishou launched a special "energy saving and consumption reduction" program at its headquarters' industry park. The program includes:

Adjusting the operation mode and operation duration of air conditioning units, controlling the area of air conditioning units and fan coil units that are turned on during the weekends, and turning off those the floors without office staff in the work area. These measures resulted in a year-on-year decrease of 57.16% in air conditioning power consumption.

a year-on-year decrease of **57.16%** in air conditioning power consumption

Turning off the lights at 1:00 AM and 3:00 AM every night, turning off the lights after cleaning on Saturdays and Sundays on time, synchronizing the property according to seasonal changes, timely adjusting the on and off time of landscape and corridor lighting, and replacing the balcony light switches with radar switches. These measures resulted in a year-on-year decrease of 11.31% in lighting power consumption.

a year-on-year decrease of **11.31%** in lighting power consumption

The Kuaishou's headquarters industry park used **743,471** kWh of electricity in December 2021 and **928,519** kWh in December 2020, a decrease by **185,048** kWh compared with the same period last year, reaching a **19.93%** of saving, resulting in a remarkable energy saving and emission reduction effect.

To enhance the awareness of low carbon environmental protection of the employees, in 2021, Kuaishou launched a '21-day low carbon daily attendance card' activity. Employees were encouraged to pass on photos of their low-carbon life for 21 consecutive days to cultivate the green and environmental-friendly lifestyle of the employees. Meanwhile, Kuaishou actively participates in climate change and ecological protection activities organized by international organizations. Taking the advantage of having its content creation social media platform, Kuaishou helped a growing number of creators continuously create high-quality and original environmental protection content and improved the awareness of environmental protection for Kuaishou users.

Case

Kuaishou signed World Animal Protection's "Animal-Friendly Corporate Commitment"

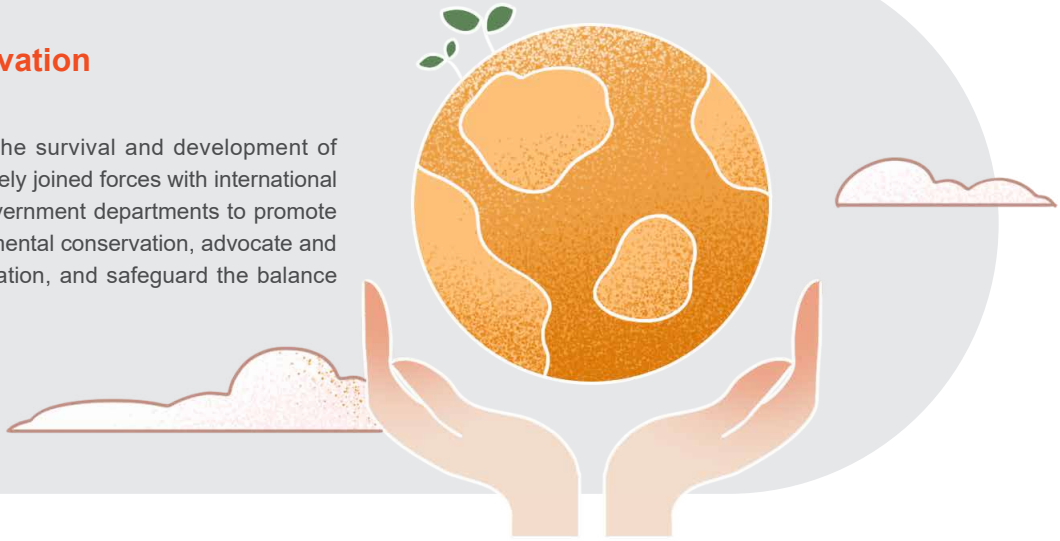
Kuaishou signed the "animal-friendly corporate commitment" with the World Animal Protection (WAP) on March 3, 2021, the World Wildlife Day, and became the first Company in the short video industry to sign such a commitment. Kuaishou signed the "animal-friendly corporate commitment" document, aiming to implement corporate social responsibility and environmental responsibility actively and strictly abide by sustainable development commitments. With the Kuaishou social media platform and its hundreds of millions of users, WAP's concept will be spread more widely and effectively. They will attract more public attention to animal protection by enhancing relevant consciousness, attitude, and behavior.

Kuaishou also promised to promptly check the content of its videos on animal products, timely clean up the illegal sales information of live wildlife and wildlife products, commit to a video review mechanism, strictly restrict immoral videos on wildlife, increase user risk warning information, and establish and improve animal protection and complaint reporting mechanisms. It will explicitly incorporate animal protection rules into its community management standard and add relevant content of animal welfare protection to the Company's business policy. In addition, Kuaishou will diligently participate in WAP's global publicity campaign and educational work to enhance animal awareness and reduce animal-related consumption.

Kuaishou and WAP's signing ceremony of the commitment to being an "animal-friendly corporate"

Biodiversity Conservation

Biodiversity is the basis for the survival and development of human society. Kuaishou actively joined forces with international organization alliances and government departments to promote nature education and environmental conservation, advocate and publicize biodiversity conservation, and safeguard the balance of the earth's ecosystem.



Case

Kuaishou and the World Wide Fund for Nature co-organized the 'Voice for the Earth' campaign

On March 27, 2021, Kuaishou joined the World Wide Fund for Nature (WWF) and promoted the 'Voice for the Earth' short video contest. The program invited 5 entertainment stars to provide voice dubbing (snow leopard, Siberian tiger, fin-less porpoise, polar, and ocean) on the theme. The concert's theme was "live and refreshed, returned to nature". The aim was to bring wild animals in nature to the public's attention via short videos and popularize the concept of environmental protection to users to enhance the public's awareness of protecting their living environment. The event's topic, "Voice for the Earth", the live broadcast reached a total broadcast volume of 3.83 million times and an accumulated of 430,000 views.

Poster of " Voice for the Earth" campaign

Energy and Resources Consumption Data in 2021[18]

Index	Data in 2021
Direct energy consumption	
Natural gas consumption (m^3)	285,155.65
Diesel consumption (tonne)	429.13
Direct energy consumption (MWh)	7,906.83
Direct energy consumption intensity(MWh / person)	0.26
Indirect energy consumption	
Purchased electricity(MWh)	1,195,403.49
Purchased heat (GJ)	24,944.68
Indirect energy consumption (MWh)	1,202,328.73
Indirect energy consumption intensity(MWh / person)	39.60
Comprehensive energy consumption	
Comprehensive energy consumption (MWh)	1,210,235.56
Comprehensive energy consumption intensity(MWh / person)	39.86
Water consumption[19]	
Fresh water consumption (Ten thousand tonnes)	156.19
Total water consumption intensity (tonne / person)	51.45

[18] The environmental data caliber includes the administrative office buildings of the group's headquarters and subsidiaries, 18 rented data centers in North China and 3 rented data centers in South China. The comprehensive energy consumption is calculated according to the conversion of various energy into standard coal in GBT 2589-2020 *General Rules for Calculation of Comprehensive Energy Consumption.*

[19] The water source used by the Company is municipal tap water within the statistical range. In terms of water resource utilization, the Company did not have difficulties in obtaining water source in 2021. Data on packaging material is not applicable to the Company.

Emission Management

Kuaishou strictly follows the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Wastes*, the *Discharge Standard of Pollutants for Municipal Wastewater Treatment Plant* and other relevant laws and regulations related to the discharge and waste disposal standards of local operation sites. We have issued our internal policies such as the *Kuaishou Project Waste Sorting Management Plan* and *Promotion Plan for Workplace Waste Sorting at Beijing Offices*, and orderly promoted the management of wastes.

Harmless wastes from the Group mainly include all kinds of domestic waste, kitchen waste, and office waste generated in workplaces. We set up classified garbage cans in Beijing, Shanghai, and other offices to implement waste classification. We have improved the efficiency of waste classification management by putting up posters of waste classification information in public spaces, training employees in waste classification knowledge, and arranging special personnel to sort waste.

Hazardous wastes used by the Group, mainly toner cartridges for printers and used batteries, are collected separately and handed over to a qualified third-party recycler for proper recycling.

Since November 2020, Kuaishou launched a "used electronic device repurchase" program within the Company. For the Company's laptops, hosts, monitors, tablet computers, and other devices that have been used for a certain number of years, employees can buy these assets. The program extends the service life of the devices and reduces the impact of regular scrapping of electronic devices on the environment.

In 2021, Kuaishou replaced normal printing paper with FSC[20] certified printing paper for its Annual Report 2021 printing, with the intention to help protecting forestry ecosystem.

Case

Kuaishou turns coffee grounds into treasure

According to the statistics of *Science* magazine, the world consumes an average of 2.25 billion cups of coffee every day, and the development of the coffee industry has inevitably led to an increase in waste - such as coffee grounds. Through the recycling and transformation of coffee waste, Kuaishou has given coffee waste a second chance. We made coffee waste into cups and distributed them to employees as part of their Mid-Autumn Festival gift box. The aim was to promote the concept of environmental protection, health, diligence and thrift, while reducing the generation of a large amount of waste. Moreover, all of Kuaishou's Mid-autumn gift boxes used recyclable and degradable materials, such as wooden boxes, paper bags, etc.

Cups made of coffee grounds

Kuaishou's Mid-autumn gift box

[20] FSC Forest Stewardship Council, namely forest management committee. Certain non-governmental environmental protection organizations, non-governmental organizations and enterprises with a strong sense of social responsibility jointly initiated and gradually formed forest certification. The certification is a tool to use market mechanism to promote sustainable forest management and achieve ecological, social and economic goals.

Index	Data in 2021
Total greenhouse gas emissions (ten thousand tonnes)	105.95
Scope 1 greenhouse gas emissions (ten thousand tonnes)	0.20
Scope 2 greenhouse gas emissions (ten thousand tonnes)	105.75
Per capita greenhouse gas emissions (tonne / person)	34.90
Wastewater discharge (ten thousand tonnes)	70.43
Per capita wastewater discharge (tonne / person)	23.20
Hazardous waste[21] (tonne)[22]	78.51
Per capita hazardous waste (kg / person)	2.59
Non-hazardous waste[23] (ten thousand tonnes)	0.73
Per capita non-hazardous waste (kg /person)	239.13

Green Data Center

Kuaishou strictly adhered to the *Guiding Opinions regarding Accelerating the Construction of a Coordination and Innovation System for the Nationwide Integrated Big Data Center* and the management documents of the *Three Years Action plan (2021-2023) of the New Data Center* and actively improved the construction of green data center. As of 2021, data centers rented by Kuaishou which obtained ISO 9001 quality system certifications was up to 91.3%. Meanwhile, some of the data centers received certifications by the ISO 14001 environmental management system.

Kuaishou actively practices the concept of green development and adopts various green energy saving and emission reduction technologies and plans in data center design. One of Kuaishou's data centers is evaluated by the Ministry of Industry and Information Technology of the People's Republic of China as a 'green data center.'

The ratio of data centers rented by Kuaishou with ISO 9001 certification was up to **91.3%**

[21] Hazardous wastes include waste batteries, waste modulator tubes, toner cartridges and ink cartridges.

[22] The reason why the emission of hazardous waste increased significantly compared with last year is that the old batteries entered the centralized scrapping period in 2021, with therefore, a large number of batteries were replaced.

[23] Harmless wastes include domestic waste, kitchen waste and office waste.

Green energy-saving and emission reduction technologies and solutions for Kuaishou data centers

Green Technology / Scheme	Energy-saving Effect
Advanced Refrigeration Technology	• Select advanced refrigeration technologies recommended by the region according to local conditions. For example, the medium temperature chilled water system shall be selected to reduce the mechanical refrigeration energy consumption in North China by increasing the water supply temperature of cooling water. Higher freezing water temperature can significantly prolong the operation time of natural cooling and reduce the overall energy consumption level. When the freezing water temperature increases by 1 °C , the refrigerator's energy efficiency can be increased by 2% to 3%; • Adopt water conservation operation mode of indirect evaporative cooling equipment for the first time. Local lower ambient temperature is used to dissipate heat for the data centers, which dramatically reduces the energy consumption of air conditioning systems. It saves 60% of water compared with the same technical scheme in the industry and is expected to save 1.2 million tonnes of water annually.
Increase the Inlet Air Temperature	• IT machinery centers rented by Kuaishou increased the inlet air temperature of the server from 23±2°C to 24±2°C . The increase in the air supply temperature in the data centers can prolong the operation time of the natural cooling system. For every 1 °C increase, the natural cooling time in North China can be increased by 200 hours; Increasing the supply of air temperature can also increase the overall capacity of the refrigeration system, resulting in the improvement of energy efficiency. It is expected that the energy consumption of the refrigeration system will be reduced by no less than 4%.
Uninterruptible Power Supply Scheme (UPS)	• Using a high voltage direct current (HVDC) scheme, the loss of the HVDC transmission line is 30-50% less than that of an AC line with the same voltage. It adopts an efficient modular Uninterruptible Power Supply (UPS) system to reduce distribution loss and achieve higher power supply efficiency.
Smart Lighting Scheme	• Adopt an inductive lighting scheme. When the access door is opened or the detector detects personnel entry, the lights will be turned on automatically and turned off automatically after the personnel leave.

In 2020, Kuaishou responded positively to the national call for the national 'new infrastructure' economic strategy, fully supporting the layout of the Inner Mongolia Autonomous Region's 'new infrastructure'. We built our first giant data center in Ulanqab, covering an area about 500 mu (about 330,000 square meters) and accommodating 300,000 servers. Kuaishou has applied the new generation of indirect evaporative cooling technology and HVDC technology in the Ulanqab data center to maximize natural cooling sources and low power consumption devices. The average annual PUE[24] value of the data center is expected to be not higher than 1.2. Compared with the data center industry (Uptime[25] announced that the average industry value in 2021 was 1.57), energy consumption is expected to be lower by over 25%, resulting in the annual power conservation reaching about 500 million kWh. In terms of water consumption, compared with the traditional refrigeration system of chilled water, it can save about 4.7 million tonnes of water annually; thus, the actual WUE[26] value is expected to be 0.83.

Kuaishou has been actively promoting new energy utilization. The annual wind power consumption of a rented data center in Beijing is over 10 million kWh, and the annual carbon emission reduction is expected to exceed 2,200 tonnes in 2021.

Addressing Climate Change

In the context of global warming, extreme weather events such as blizzards, rainstorms, and typhoons occur more frequently and last longer. A series of chain reactions such as power supply interruption and urban water-log will cause significant security risks and impact data centers and other systems. Kuaishou is actively identifying climate change risks and opportunities to address the impact of climate change on the Company's operations.

Climate Change Risk and Opportunity Identification

In 2021, based on the framework and recommendations proposed by the Task Force on Climate-Related Financial Disclosures (TCFD), Kuaishou identified and analyzed the physical and transitional risks associated with climate change and planned climate risk management measures and countermeasures to enhance the Company's adaptability to climate change.

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[24] PUE, namely power usage effectiveness, is an index to evaluate the energy efficiency of the data center. PUE is the ratio of all energy consumed by the data center to the energy consumed by its load, that is, PUE = total energy consumption of the data center/ energy consumption of IT equipment. The total energy consumption of the data center includes energy consumption of IT equipment and energy consumption of refrigeration, power distribution and other systems. The PUE value is greater than 1, and the closer the value is to 1, it consumes the less energy, and the better the energy efficiency level.

[25] Founded in 1993, Uptime Institute has been committed to the exploration and research of data center infrastructure for more than 20 years. It is a globally recognized data center standards institute and third-party certification institute.

[26] WUE, namely Water Usage Effectiveness, as an index to evaluate the water consumption status of the data center, is defined as the ratio of the annual consumption of water resources in the data center to the annual power consumption of IT equipment in the data center, with the unit of L/ kWh.

Kuaishou aims to help develop 'new infrastructure' and actively develop new technologies to enhance the energy efficiency. It has obtained 3 patents: "A Data Center's Air Conditioning Control System and Air Conditioning Control Method", "An Indirect Evaporative Cooling Unit Water Supply System and Water Supply Method", "A Type of Cover Plate and Server Heat Radiator". We will continue to work with other industry participants to promote the development of green data center related technologies.

The identified climate change risks are listed as follows:

Physical Risks of Climate Change

Risk Category		Risk Impact	Control Measures
Acute Risk	Typhoon	Extreme weather such as typhoons and extreme precipitation/rainfalls will affect the normal operation of infrastructure facilities and the normal commuting capabilities of employees. Kuaishou may be involved in breach of contract, compensation, and legal liability due to business interruption.	• The site selection of the data center has been done in advance with the pre-analysis of local natural disasters to avoid the areas with extreme weather, such as typhoons and extreme precipitation. The Company eventually decided to locate its own data center in Ulanqab. • Formulate an emergency management plan for extreme natural disasters, a natural disaster prevention plan (model), and a summary of contingency measures for emergencies. • The disaster prevention exercise shall be included in the annual plan for exercise and training of the data center.
	Extreme Precipitation		
Chronic Risk	Average Temperature Rise	The increase in average temperature will have a potentially adverse impact on the daily operation and maintenance of the Kuaishou data center, including the impact on the lifespan of the facilities and equipment within the data center. The energy consumption pressure for heat dissipation and cooling of the data center is high, resulting in higher carbon emissions. Simultaneously, it also increases the consumption of water resources.	• Improve the energy efficiency of rented data centers. • When deciding the location for the Company's own data centers, priority to be given to areas that can efficiently use natural source cooling technology and areas which are rich in green energy (such as wind power and other renewable energy). • Select suitable refrigeration/cooling technologies according to local conditions. For example, select medium temperature chilled water system in North China to improve the water supply temperature of cooling water and reduce the energy consumption of mechanical refrigeration.

Transitional Risks of Climate Change

Risk Category		Risk Impact	Control Measures
Policy and Regulatory Risk	Strengthening the responsibility of emission reporting	To implement carbon trading, carbon tax, and environmental tax, the government must raise the accuracy requirement of carbon emissions data reporting. International and domestic regulatory agencies, capital market index rating, and other requirements for disclosing enterprise environment-related information have been continuously upgraded. Kuaishou needs to improve the overall comprehensiveness and accuracy of environmental data disclosure continuously. If the environmental reporting requirements are not met, the Company will face compliance risks from regulatory authorities and risks on restrictions from external stakeholders.	• Actively conduct research on policy control risks, enhance communication with stakeholders, and actively respond to the demands of the stakeholders. • Continue to promote the meticulous management of energy and establish the management and control system for energy statistical analysis. • Continue to promote energy conservation and emission reduction: regarding administrative office works, Kuaishou advocates for a green office. In terms of data centers, the latest technologies will maximize the application of natural cooling sources, wind energy, solar energy, and low-energy equipment.
Technical Risk	Cost of transition to low emission technologies/ failure to successfully invest in new technologies	In view of global warming and environmental protection, China has introduced new energy consumption and carbon emission control policies and measures and has put forward high standard of PUE and energy-saving requirements for the data center industry. This led to the Kuaishou data centers facing more low carbon technology transition pressure. On the one hand, it may lead to an increase in compliance and operating costs. Failing to invest in or develop new low-carbon technologies will make Kuaishou face the risk of financial loss.	• Maximize natural cooling sources, wind energy, solar energy, and low energy consumption equipment in the Ulanqab data center to reduce the operating cost caused by excessive investment in clean energy technology. • Examine the justification of new technology investment and the compatibility with the Kuaishou business. The latest technologies need to be proven compatible, and which have passed technical experiments the factory level tests and have been applied on a small scale before entering the large-scale application stage, so as to avoid the financial losses caused by unnecessary technological R&D failures.

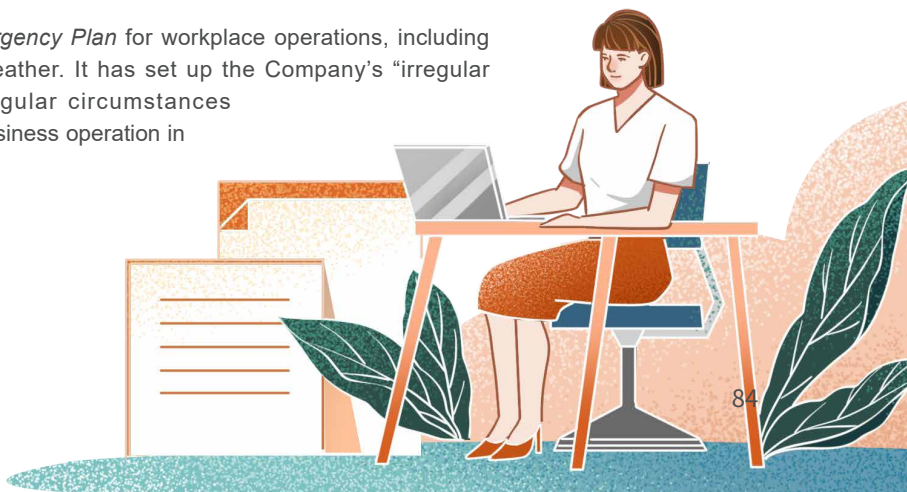
Risk Category		Risk Impact	Control Measures
Reputational Risk	Increased concerns or negative feedback from stakeholders	• Extreme climate change (such as extreme precipitation and typhoons) and chronic climate change (such as average temperature rise) may affect the safe operation of the Kuaishou data centers. It may cause stakeholders' (like investors) concern and negative feedback about the stability of Kuaishou's business. • Energy-saving and emission reduction in data centers have become a major concern of regulatory and investment institutions under the dual carbon target. High energy consumption in data centers may trigger concerns among stakeholders (including government and investors) regarding Kuaishou's operational efficiency or as far as compliance obligations.	• Regularly discloses carbon emissions data and energy consumption data. Further discloses targets and path of the emission reduction in future to enhance the confidence of Kuaishou's stakeholders. • Formulate emergency management plans for extreme natural disasters, natural disasters prevention plans (model), and a summary of contingency measures for emergencies to minimize the impact of climate change on Kuaishou's operations, reducing the concerns and negative feedback of Kuaishou's stakeholders.

Meanwhile, Kuaishou closely follows the state's low carbon transition policies. Relying on the existing business and sustainable development strategies, Kuaishou intends to manage the identified transitional risks and grasp the opportunities to enhance the Company's green competitiveness.

Establishment of Emergency Plan

According to the *Climate Disaster Prevention Standard for Major Institutes on Climate Disaster Protection* and related laws and regulations, Kuaishou has issued the *Kuaishou Data Center Guidelines for Natural Disasters Prevention* and *Catalog of Emergency Measures for Typical Emergencies* as tentative plans for extreme scenarios. The aim is to deal with the impacts of extreme weather, ensure the continuous operation of company business and reduce business losses caused by disasters. By setting up emergency plans for typhoons and rainstorms, the Company carries out emergency exercises, decentralizes deployment of data centers, and backups important systems and business data in different places, to minimize the impact of climate change on Kuaishou's business. Data centers have disaster prevention materials on-site and a mechanism established to supplement materials according to the risk escalation to ensure that the emergency plan can be carried out. In addition, the Company incorporates disaster prevention exercises into its annual exercises and training plan for data centers to ensure that operators fully understand the emergency plan and properly implement the plan. In 2021, 73.9% of all data centers rented by Kuaishou have obtained ISO 22301 business continuity management system certifications.

The Group has developed a *Comprehensive Emergency Plan* for workplace operations, including the emergency response process for extreme weather. It has set up the Company's "irregular circumstances group" and applied online "irregular circumstances declaration" to protect the employees' safety and business operation in the workplace.



Building an employee-centric workplace to promote talent development

Kuaishou is committed to maintaining a people-oriented culture and effectively protecting employees' rights and interests, providing rich and diverse learning opportunities, establishing a free and broad development platform, and fostering a warm and harmonious work environment. Kuaishou aims to help employees explore their full potential, encourage them to live an exciting life, support them in realizing their values, and work together with them for common growth.

- **Staff Employment**
- **Training and Development**
- **Occupational Health and Safety**
- **Employee Care**

Staff Employment

Kuaishou strictly abides by the *Labor Law of the People's Republic of China,* the *Labor Contract Law of the People's Republic of China*, and other relevant laws and regulations of each operation location. The Company actively formulated the *Kuaishou Employees Manual*, *Kuaishou Recruitment Advertisement Specification*, the *Background Check Management System*, *Recruitment On-site Test Process Specification*, *Health Occupational Site Regulation System*, and other management systems, to effectively protect and safeguard the legitimate rights and interests of employees. We adhere to diversity and inclusiveness, strictly prohibit and reject any form of child labor and forced labor, resolutely oppose all forms of employment discrimination, and treat employees of different gender, ethnic group, region, religious belief and cultural background fairly. As of December 31, 2021, Kuaishou had full-time employees from 28 countries and 33 ethnic groups, with nearly 10% of the employees from ethnic minority backgrounds. During the reporting period, there was no violation of child labor and forced labor recruitment, and Kuaishou's employee social insurance coverage rate was 100%.

Kuaishou employs a variety of recruitment methods, including campus recruitment, online recruitment, internal recommendation and recruitment through headhunter groups or agents, so as to improve the talent pool. We have set up a content review center in Xiangxi to provide employment opportunities for local ethnic minorities and promote employee diversification while boosting local economic development.

Employees

Indicators	2021
Total Employee Headcount[27]	30,359
By Employment Type	
Full-time	28,098
Other Types[28]	2,261

Indicators	2021
Total Full-time Employee Headcount	28,098
By Gender	
Male	16,335
Female	11,763
By Age Group	
Under age 30	19,367
Age 30 to 50	8,676
Above age 50	55
By Management Level	
Management	1,646
Non-management	26,452
By Geographical Region	
The Mainland of China	27,825
Overseas and Hong Kong SAR, Macao SAR and Taiwan regions of China	273

[27] Total employee headcount includes the headcounts of full-time employees of Kuaishou Technology and headcounts of employees who are directly managed by the Company, including part-time, dispatched labor and intern.
[28] Other types of employment include the headcounts of employees who are directly managed by the Company, including part-time, dispatched labor and intern.

Employee Turnover Rate[29]

Indicators	2021
Total Employee Turnover Rate	26.3%
By Gender	
Male	28.1%
Female	23.9%
By Age Group	
Under age 30	28.1%
Age 30 to 50	22.2%
Above age 50	50.9%
By Geographical Region	
The Mainland of China	26.3%
Overseas and Hong Kong SAR, Macao SAR and Taiwan regions of China	25.6%

[29] Employee turnover rate = the number of full-time employees who leave the Company in the reporting year / the total number of full-time employees at year end * 100%. The number of full-time employees who leave the Company (due to voluntary resignations, dismissals or retirement), does not include full-time employees leaving during their probation period.

Training and Development

Kuaishou formulated the *Career Development System of Kuaishou, Kuaishou Course Management System, Kuaishou Instructor Management System, Kuaishou Training Expense Usage Specification, Kuaishou Training Operation Management System, Kuaishou Assignment Training Management Rules* and other system documents. The Company specifies the growth, promotion and career development path of each employee, carries out all-round and multi-level training activities, and comprehensively improves employees' technical skills and professionalism.

Career Growth

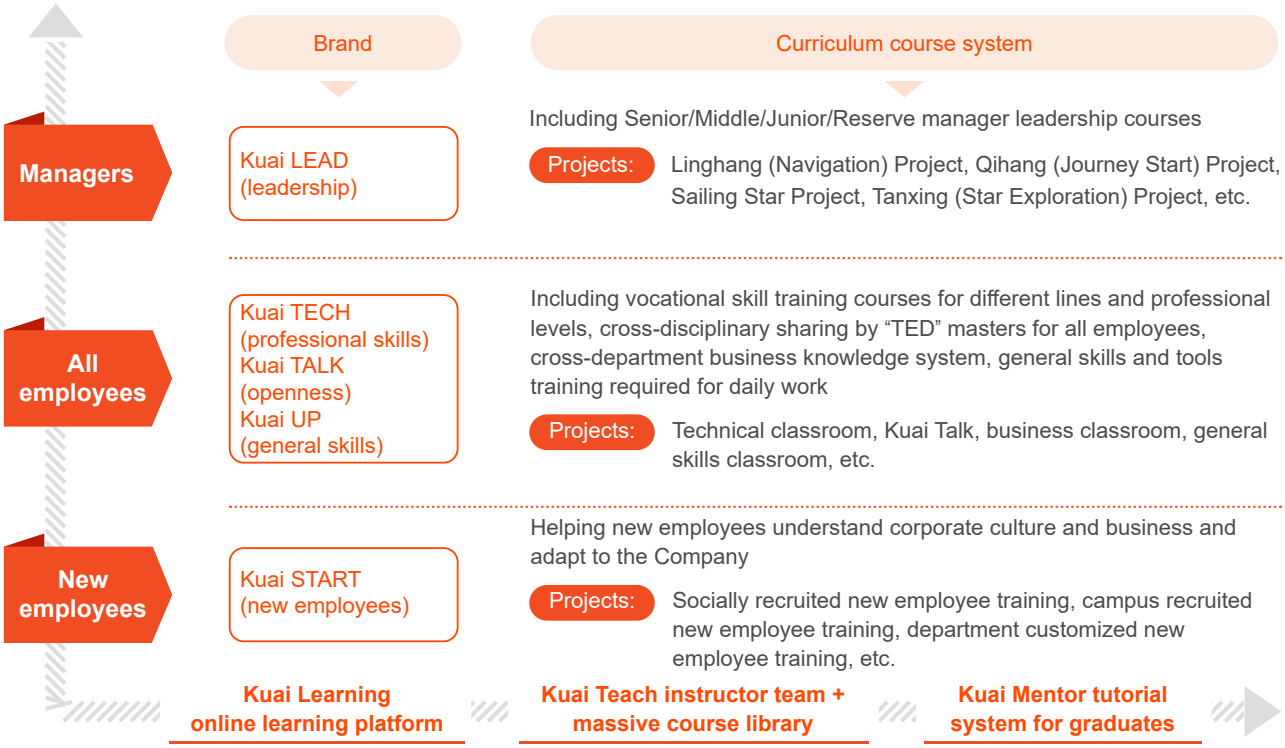
Following the overall principle of "ability orientation and step-by-step promotion", Kuaishou has built a career promotion system with two development orientations, namely, management and professional. The Company has continuously improved the promotion evaluation criteria and evaluation mechanism and developed the online promotion system, to systematically manage the promotion operation.

In the orientation of professional rank development, we set up 8 groups and 31 aspects to comprehensively evaluate the 3 dimensions of performance achievement, capability level, and cognitive level to set different ranks. To maintain the Company's principle of fair promotion, we established a professional committee comprised top experts in the profession and relevant sector managers in the Company. The committee establishes ranking standards, trains judges, organizes promotion evaluation, and gives opinions on the promotion evaluation results. Through mechanisms like "judges' anonymous voting" and "superiors to be excluded from evaluation", we ensure that the promotion result of each employee is fair and uncontested.

In terms of management development, manager teams are regarded as the backbone of enterprise development and are unquestionably the focus of our management. In 2021, based on the initialization of all managerial rankings, we launched the Kuaishou leadership model version 2.0 and the different levels of managers' classification standards. We defined the ability requirements of cadres at all levels from 5 dimensions: "setting strategy, building teams, coordinating teamwork, getting results, and refining minds". We promoted the extensive application of leadership model version 2.0 in leadership 360 assessment and manager appointment, promotion, inspection, and evaluation. We conduct management rank reviews and initially explore the promotion mechanism of cadre promotion submission, investigation, and work report and evaluation. We will deepen the combination of organizational and managerial management, iterate the *Organizational Structure and Manager Management Measures (Trial Version),* standardize the manager appointment and shuffling procedures and further solidify the foundation of management skills for managers in Kuaishou.

Diversified Training

Based on every employee's needs of career development and capability building, Kuaishou has built up a multi-dimensional and diversified training system. Horizontally, it consists of training media including Kuai LEARNING (online learning platform), Kuai TEACH (instructor team, massive course database, relevant systems and SOP), Kuai MENTOR (tutor), etc. Vertically, it consists of training brands including Kuai LEAD (leadership), Kuai TECH (professional skills), Kuai TALK (openness), Kuai UP (general skills), Kuai START (new employees), etc. This whole system provides rich teaching resources and training platform.



We increasingly promote online and offline training, innovate training forms, enrich training content, and improve training effectiveness. As of December 31, 2021, the online platform "Kuaishou Middle School" had launched 1,508 courses covering technology research and development, product operations, management capability, general skills, essential courses for new talents, engaging encyclopedia, and other topics, all of which are 100% accessible to all employees.

As of December 31, 2021,

the online platform "Kuaishou Middle School" had launched **1,508** courses

In terms of leadership training, we have set the goal of balancing long-term and short-term objectives, synchronizing depth and breadth, valuing both commonality and individuality, and incorporating a variety of learning modes. We have re-defined the Kuai LEAD (leadership) training system and focused on updating the "Sailing Star" project for front-line managers, the "Qihang" (Journey Start) project for middle-level managers, and the "Management Treasure Bags" project for critical management sections. The "Qihang" (Journey Start) project launched the "management simulation module" in July 2021, which adopts a new learning mode enabling students to solve practical management problems in combination with a virtual scene in an immersive way. The "Management Treasure Bags" project has developed a series of tools, such as goal setting, talents mentoring, non-power influence, performance evaluation, performance communication and feedback, employee incentive, and cooperation stimulation, which would continue to be enriched in future.

In terms of professional talent training, we have strengthened the training for the technical team's mainstay and managers and formulated periodic learning and growth plans based on technology management scenarios. At the same time, we have actively built a cross-rank, cross-department, and cross-team communication platform and invited industry, commercial, and academic experts to hold discussions with employees. We carried out 24 exchange activities with more than 4,000 participants during the reporting period. We also facilitated a light consultation project of "super senior fellow apprentice's coffee time" to further stimulate cross-level communication. During the reporting period, more than 30 sessions were scheduled, with the participation of 43 technical experts.

Regarding Kuaishou's training for newly hired employees, we have implemented a four-tiered new employee training system that incorporates a variety of training formats, including operating classroom-style sharing, video shooting, live-streaming experience, group interaction, road shows, and close-up contact with "V" level experts. The aim is to help new employees establish links with product technology and build a three-dimensional capability matrix of "occupation + skills + professionalism". Additionally, we focus on the needs of new employees at various levels. From the company's introduction to Kuaishou's specialty, from technical or product team process specifications to tools and measures, from specific domain skills to business knowledge, and from teamwork to independence, we established the "Newcomers' 101 Files" knowledge platform. We organized training for recruits in various formats, including group training and a special training camp.

Case

Kuaishou Magnetic Academy empowers internal staff of the Commercialization Department

Kuaishou Magnetic Academy targets the internal staff of the Commercialization Department. With horizontal training covering new employee business power, general business skills power and business management power, it improves the business knowledge of personnel at different levels. With vertical business training, it forms a strong binding with various departments, empowers targeted capacities, and stimulates the business's rapid development.

"New Employee Business Power • Original Plan"

The plan provides new employee with training, adopts the learning mode of "breaking through 3 barriers" in training, and sets up an online micro class learning program, commercial product experience, offline centralized training, and other projects to help new employees consolidate their capabilities, improve their professional skills, and quickly integrate into their posts. 24 new employee training sessions were held during the reporting period, including 21 offline and 3 online sessions.

"Business Management Power • Fire Plan Magnetic Field"

We regularly invite in-house and external experts to share knowledge and experience from different perspectives. Through face-to-face discussion, it aims to stimulate managers' thinking, form collaboration and value creation, expand the boundaries of thinking and improve business cognition. There were 3 sessions held by the end of the reporting period, with more than 660 people participated in the online and offline learning and training.

Internal Circulation Business Training

We implemented training programs such as "Full blooming", "Cash Cow Institute", "Sword plan", "Foundry plan", etc., through systematic learning, practical exercises, and benchmarking case creation for Kuaishou's businesses, developing sales methodology and sharing outstanding experiences. More than 58 training sessions were held during the reporting period, covering more than 7,000 participants.

External Circulation Business Training

We carried out a fusion plan, wing plan, improving basic skills, and other projects. The aim is to empower employees through themes such as team integration, product process, industry sharing, sales sharing, general skills sharing, and salon knowledge sharing to enhance employees' personal ability and build a professional and motivated sales team. More than 25 online and offline training sessions were organized during the reporting period, covering over 1,000 participants.

Case

Kuaishou developed SQL skills certification courses

We developed structured query language (SQL) skills certification courses for all employees to enhance employees' data-driven awareness and improve data statistics and their utilization efficiency. The course is customized for employees with different skill sets and covers data retrieval and query scenarios involved in daily work. It improves the training effect using "lecturer + teaching assistant + certification test". During the reporting period, 8 training sessions were organized, covering multiple departments and positions such as product, operations, finance, human resources, analysis, and research and development. A total of 808 employees completed the courses and received the certificates.

Case

Kuaishou organized a hacker marathon race

In 2021, Kuaishou organized a growth-themed hacker marathon race for all of its employees. The intention was to stimulate employees to develop creativity and practical implementation, promote in-depth linkage within the teams, enhance creativity inspiration, and create an open, innovative, and diversified technology culture. The race lasted 45 days, with 273 people and 75 projects from 39 departments participating in the competition. As a result, ideas in multiple business fields were incubated, ranging from interactive videos, music editing, graphic and image scene recognition, voice understanding in scenarios including productions, consumptions, live streaming, and e-commerce. Among them, seven projects were selected to be commercialized and followed up by the business departments, and the effect of the race was widely recognized from technology to business.

In 2021,

Kuaishou organized a growth-themed hacker marathon race for all of its employees,

with **273** people and **75** projects from 39 departments participating in the competition.

In 2021, total investment in employee training was RMB **16.55** million

Kuaishou Middle School Training

Total time of online training (hours)

1,416,358

Total number of offline participants (participant counts)

171,604

Number of courses offered online (courses)

1,508

Training hours per capita by employee category

Online training hours per management personnel (hours)

53.99

Online training hours per non-management personnel (hours)

35.52

Percentage of trainees by employee category

Proportion of management team online training (%)

96.8

Proportion of non-management team online training (%)

93.6

Training hours per capita by gender

Training hours per male employee (hours)

47.7

Training hours per female employee (hours)

45.3

Percentage of trainees by gender

Proportion of male employee training (%)

99.0

Proportion of female employee training (%)

98.8

Collaborative Training

We frequently collaborate with external parties to build an industry-academic-research exchange platform, improve the professional capacity of talent training, and encourage the construction and development of technological ecology. We establish linkages among external technology vertical communities, technology-related publishing houses, and technology media to build a technology exchange platform in the form of activities to promote the transition from “Know about Kuaishou Technology” to “Recognition of Kuaishou Technology”.

Know about Kuaishou Technology

- Focus on creating a Kuaishou technology salon brand project by sharing front-line practical experience, exploring industry development trends, and helping technical staff broaden their visions.
- In 2021, technical exchanges with the industry were held in 5 sessions in the technical direction of data, front-end, architecture, security, and microservice. It covers more than 100,000 technical practitioners in the industry.

Recognition of Kuaishou Technology

- Each year, 2 sessions are held for industry technical practitioners and college technical students.
- Facing the technical practitioners within the industry, we conducted in-depth discussions on more than 20 topics, focusing on 4 technical directions: service-end, front-end, technical operation, and data. The aim is to bring an “audio-visual feast” to broad technical practitioners.
- For college students who major in technical fields, Kuaishou focuses on algorithms and engineering, and helps students improve their comprehensive quality through participation in cutting-edge technology subjects and improve the influence of Kuaishou Technology on college students.

Case

Kuaishou and Tsinghua University jointly establish multi-dimensional comprehensive education cooperation

Kuaishou diligently works with the School of Software, the Department of Computer Science and Technology (DCST) and the Electrical Engineering Department of Tsinghua University on establishing a cooperation base for “practice centre”. The focus is on promoting the integration of production and teaching, elevating thematic educational collaboration, realizing projects in the direction of curriculum cooperation, employment practice, academic exchange and party building, opening up a channel for the integration of on-campus student training and off-campus industrial circles, and assisting in the training of elite talents in the industry.

In 2021, Kuaishou and the Department of Computer Science and Technology (DCST) of Tsinghua University jointly launched a *software engineering* course cooperation project for undergraduate students. It provided large homework projects and industrial practice sharing within the classrooms, and nearly 100 undergraduates participated in the course. From July to August, over 30 undergraduates from the School of Software and the Department of Computer Science and Technology (DCST) of Tsinghua University joint Kuaishou for 5 to 8 weeks of summer social practice.

Opening ceremony of Kuaishou - Tsinghua University summer social practice project

Case

Kuaishou earnestly supports top level national computing events

Computer programming competitions have become a focused area, drawing attention and support from ministries, commissions and major domestic universities. A large number of talents are selected in such competitions and training. Kuaishou is committed to building a platform for competition exchange. It has been supporting many top programming competitions in China for years and been focusing on the growth of algorithm contestants. Since 2018, the Company has supported CCPC (China Collegiate Programming Contest) as a gold medal sponsor for 3 consecutive years.

In 2021, Kuaishou actively supported the Jittor AI Algorithm Challenge Competition, Tsinghua University Student Programming Contest - University Invitational Tournament, Peking University Acwing Cup 'New Engineering' Programming Competition and other competitions. Participants were from Tsinghua University, Peking University, Chinese Academy of Sciences, Zhejiang University, University College London, Sydney University of Technology and other major research institutes domestically and abroad. This series of competitions attracted participants from 30 provinces and cities, with over 1,000 teams signing up.

This series of competitions attracted participants from **30** provinces and cities, with over **1,000** teams signing up.

The 6th China Collegiate Programming Contest (Finals)

Occupational Health and Safety

Kuaishou puts the occupational health and safety of employees in a prominent position, and abides by laws and regulations on occupational health and safety and fire safety in workplace such as the *Work Safety Law of the People's Republic of China* and *Fire Control Law of the People's Republic of China*, providing a variety of health and safety protection measures for employees, and ensuring the physical and mental health of all employees.

We strive to create a safe and comfortable working environment and a harmonious and pleasant working atmosphere. Ergonomic chairs and fitness facilities are provided within the office area, including fitness centers, equipment, and courses. We also persist in conducting joint safety inspections of the workplace nationwide to ensure that all potential safety hazards are effectively rectified. We provide supplemental medical insurance and protection against major diseases for all employees, conduct monthly health seminars and publish monthly health magazines, conduct physical examinations of employees regularly, and provide green channels for medical treatment, comprehensive diagnosis, and treatment care tailored to employees with abnormal physical examination indicators.

Major measures for Kuaishou's care for severely ill employees

Medical insurance guarantee

Provide serious illness insurance, outpatient hospitalization reimbursement and serious illness hospitalization reimbursement. If the reimbursement limit is exceeded, the public insurance amount will be provided as appropriate to bear the reimbursement of excess treatment expenses.

Medical resource coordination

Base on the situation of seriously ill employees, health management resources would be contacted to provide registration, hospitalization and transfer resources coordination for employees.

In-hospital visit and care

The Company's representative buys flowers, fruits, nutrition, etc. and visits employee at hospital to express team care.

Advance payment of medical expenses

For special employees with difficult family conditions, the Company pays medical expenses for employees in advance.

Case

Kuaishou cares about employees' spinal health

In 2021, considering the health problems related to the spine, Kuaishou launched a series of activities to call for spinal health. The Company organized spinal health examinations and reports, carried out seminars on spinal health, arranged for physical therapy massages for the neck, and distributed spinal health tips cards. These measures helped relieve the fatigue of employees and shared knowledge on spinal deformation prevention. In addition, we also included a cervical spine examination in the annual physical examinations, so that employees can timely understand their cervical spinal health conditions and thus encourage them to pay attention to spinal health problems.

In 2021,

we launched the "First Aid Man" activity, which involved **35** first aid training sessions covering **12** cities. A total of **763** employees participated in the activity and received their first aid certificate.

Number of deaths due to work in the past three years (person)	Rate of death due to work in the past three years (%)	Number of working days lost due to industrial injury in 2021 (hours)
0	0	4,600

Employee Care

Kuaishou encourages employees to be outgoing, healthy, and positive. By improving the salary payment and welfare management system, we unblock the demands of employees, coordinate the interests of all parties, and protect employees' rights and interests. The Company has set the stage for employees' communication, talent development, and self-cultivation. We care for our employees and constantly inspire positivity in our employees.

Compensation and Benefits

Kuaishou has established a fair salary payment and welfare system, and formulated system documents of the *Kuaishou Safety Handbook*, *Vocational Holiday Management System, Kuaishou Rent Subsidy Management Policy*, etc. We regularly acquire the latest market salary information, update internal salary standards, and provide supplementary welfare to employees based on their statutory welfare to better attract, retain, and inspire outstanding talents.

Kuaishou employee compensation system and incentive mechanism

Kuaishou Talent Development Concept

Employee compensation system

- Daily salary management specification
- Regulations on salary information access authority and confidentiality
- Salary management personnel and role division
- ……

Employee incentive mechanism

- Short-term incentive
- Long-term incentive

We implement an equity incentive system. Equity incentives are divided into induction grants and additional on-the-job grants. At the end of the reporting period, employees who received equity incentives accounted for **30-40%** of all employees.

Kuaishou's employee welfare system

Kuaishou Insurance

- Pay to provide fixed indemnity insurance, accident insurance and serious illness insurance for employees, supplementary medical insurance for employees and their children, and maternity reimbursement for female employees;
- Provide employees with a variety of personal insurance products covering themselves, spouses, children, parents, pets, etc. Employees can purchase these products at their own expense according to their own needs.

Kuaishou Health

- Pay attention to and protect employees' physical and mental health, and provide employees with annual physical examinations, psychological assistance, health monthly journals, health lectures, etc.

Kuaishou Life

- Provide convenience to the basic necessities of employees, including cafeteria, rental subsidy, public rental housing ballot, corporate car-hailing services, commuting bus, parking spaces ballot, fitness benefits, Kuaishou hair salon and laundry services, etc.

Kuaishou Partner

- Host a variety of activities for employees, including company celebration and festival events, community activities, team building activities, holiday gifts, etc.

Employee Communication

We attach great importance to enhancing communication, dialogue and emotional exchanges with employees, and build communication channels for employees through HR query and consultation platform, HR daily business contact, internal and external social platforms and other channels to effectively help employees solve practical problems. We also encourage employees to make reasonable and effective communication with the management team and raise targeted suggestions. The management team listens to employees' voices and understands employees' demands through salons, department meetings, intranet discussion communities and other ways. If employees encounter unfair treatment and disputes, they can directly complain, report and give feedback to the higher department and HR department. Kuaishou would conduct a thorough investigation and handle the case according to the *Kuaishou Employee Manual* and other provisions.

In 2021, we actively promoted the preparatory work for establishing trade unions and launched regular research on critical time nodes in the lifecycle of all employees. As of December 2021, the highest annual single value of eNPS (employee Net Promoter Score) in each critical time node of the employee life cycle was 95.74%, while the annual comprehensive average value was 74%. By analyzing the survey data and identifying and classifying the original feedback by employees, we had effectively established the "original problem governance" mechanism. In this mechanism, a specially designated person is appointed to solve the reported problem from beginning to end in a closed loop to improve the positive experience and the happiness of employees.

As of December 2021,

the highest annual single value of eNPS (employee Net Promoter Score) in each critical time node of the employee life cycle was **95.74%**, while the annual comprehensive average value was **74%**.

Case

Kuaishou hosted “Talk About Fun Issues” themed talk show

In June 2021, Kuaishou hosted a hybrid talk show with the theme of “Talk About Fun Issues”. The talk show integrated humor, innovation and interest, took fun incidents and pain points at work as inspirations and source materials, and responded to the issues with laughable topics. The aim was to encourage young employees to express themselves frankly and clearly.

In May 2021, Kuaishou held a basketball game. A total of 64 men’s basketball teams and 8 women’s basketball teams from 42 departments participated.

Case

Kuaishou's 1024 Programmers' Day

During 2021 Programmers' Day, due to the young programmers' love for innovation and remarkable technologies, Kuaishou took machinery as the essential components and "coding future" as the theme of the day. A series of events were launched on machine, namely the assembly competition, the Mechs Show, the AR Scanning Code Machine, etc. The year's Programmers' Day was a team event jointly organized with Mr. Shiqian Sun, the Founding Father of China's mechs. The team's machinery cow was fully involved in the Kuaishou's Programmers' Day. A range of activities had been set up to celebrate this day, including fun interactions between machinery cow and engineers, a bottling competition of garage kits, AR scanning of real-life experiences, etc. Employees spontaneously live streamed the activities on social media platforms. Two topics on Weibo, namely "Machinery cowtalking to Megatron remotely" and "Cute girls are machineries", had 110.32 million views with over 50,000 discussions and interactions.

Based on the characteristic of Kuaishou's programmers, Kuaishou also created a theme song and music video for the 1024 Programmers' Day. It was replayed over 322,000 times, with 2,080 re-tweets, comments, and "likes" on a number of social media platforms.

During 2021 Programmers' Day,

two topics on Weibo, namely "Machinery cowtalking to Megatron remotely" and "Cute girls are machineries", had **110.32** million views with over **50,000** discussions and interactions.

Based on the characteristic of Kuaishou's programmers,

Kuaishou also created a theme song and music video for the 1024 Programmers' Day. It was replayed over **322,000** times, with **2,080** re-tweets, comments, and "likes" on a number of social media platforms.

Machinery interaction

Leveraging technology for social inclusion

Kuaishou is devoted to sharing its achievements with society and carrying on the mission of “connecting good faith with technology and realizing shared value of the platform”. We fully leverage our advantages in products, technology, and community and create public welfare projects with Kuaishou character with the principle of inclusive technology and universal benefits. We make unremitting efforts to realize the vision of "building a warm community of all people and mutually helping each other", diligently assisting the realization of rural revitalization and contributing to building a harmonious society.

- **Humanistic Care**
- **Rural Revitalization**
- **Public Welfare Volunteers**

Total donation of public welfare projects (RMB million)

75.70

Total time invested in public welfare projects (hours)

21,663

Honorary Awards

- On February 1, 2021, the 2020 Internet Public Charity Network Poverty Alleviation and Pandemic Prevention Case Contest was held. This activity was hosted by the Social Network Working Bureau of China Central Network Information Office and organized by the China Internet News Center. “Kuaishou 100 County Mayors on Agro E-Commerce Live Streaming” was selected as the “Outstanding Case of Internet Poverty Alleviation Charity Project”
- On May 19, 2021, the China Association of Performing Arts held the 2021 China Online Performance (Live Streaming and Short Video) Industry Annual Awards Ceremony. Kuaishou’s Rural Revitalization Officers Support Project won the 2020 Industry Innovation Case Award. 3 well-known Kuaishou account holders won the annual Sunshine Hosts Award
- On September 5, 2021, the Ministry of Civil Affairs of the People’s Republic of China granted the Eleventh “China Charity Awards” to the caring individuals and groups, corporate donors, charity projects, and charitable trusts in philanthropy from 2017 to 2019, and those who made outstanding contributions in philanthropy and the fight against the COVID-19 pandemic in 2020. Kuaishou was commended for its outstanding contributions to charity and fight against the pandemic
- The annual release of China’s top 500 enterprises in philanthropy and the Fifth China Enterprise Charity Forum were jointly organized by the Organizing Committee of the China Enterprise Charity Forum, the Government of Fuling District in Chongqing, and *Entrepreneur* magazine of China Enterprise Confederation on December 18, 2021. Kuaishou won the “2021 China’s Top 500 Enterprises in Philanthropy” and “2021 China’s Top 500 Corporate Donors for Flood Relief” awards.

Humanistic Care

Kuaishou pays special attention to social groups like teenagers, children, the elderly, the disabled, women, and veterans. We carefully listen to their potential needs, assist them in resolving their real difficulties, work to increase special groups’ social awareness, and provide warmth and care to them.

Care for Teenagers

Teenagers are the hope of the future. Kuaishou cares about the growth and development of teenagers, ensures youth protection and youth education, explores new ideas and new programs of new media education, and helps create a healthier and happier growing environment for teenagers.

Case

"Twilight Plan" public welfare action

Kuaishou signed a strategic cooperation agreement with the Guangdong Provincial Public Security Department's Traffic Management Bureau and jointly launched the "Twilight Plan" to provide public assistance. The plan aimed to help children in Guangdong affected by traffic accidents that led to family difficulties to achieve their wishes. It was organized as a warm package charity event in conjunction with the National Traffic Safety Day of December 2, 2021.

Recognition

Guangdong Provincial Public Security Department's Traffic Management Bureau was awarded by the Company with a plate, "Kuaishou Charity * China Youth Development Foundation, a Joint Charity Unit". Twelve traffic polices as Kuaishou live streamers were named "Public Welfare Ambassador" for their contributions to the dissemination of traffic safety knowledge.

Charity

10 children in Guangdong Province who faced family difficulties due to traffic accidents received RMB5,000 in financial support per person. Kuaishou public development packages were distributed and the children's new year's wishes were realized with the help of Kuaishou.

Itinerant campaign

The "Traffic Safety Caravan" visited rural markets, parks, community centers and other places where community farmers gathered. Tours were organized through "centralized campaign + cultural performances + on-site experience".

Case

Kuaishou - Yao Foundation's Youth Health Growth Plan

Kuaishou continued to support Yao Foundation's "Hope Primary School Basketball Season" project in 2021, which was later revised to "Kuaishou Yao Foundation's Youth Health Growth" plan. We supported 228 rural schools in Hebei Province, Liaoning Province, Hunan Province and Foping County in Shaanxi Province through donations of equipment, offering volunteer support in teaching, organizing basketball training and league matches, and distributing basketball warm packages.

• Rural physical education

Together with the 2022 Beijing Winter Olympic Organizing Committee, Kuaishou coordinated the Green Winter Olympics Youth Charity Action, Charming Winter Olympics Knowledge Dissemination Docent Campaign and Youth Healthy Growth Volunteer Project. These activities enabled volunteers to promote the Winter Olympics and Olympics knowledge while promoting basketball and sports knowledge. Kuaishou also organized special promotion topics for this project based on the stories of volunteers and recipients in primary and secondary schools in Huayuan city. It focused on publicizing the Huayuan folk customs and the educational achievements in poverty alleviation, as well as calling on all stakeholders to pay attention to physical education in rural primary schools.

In 2021, a total of 97 part-time physical education teachers and volunteers were trained, and there were more than 300 physical education volunteers teachers from Tianjin Normal University, Jishou University, Jinggangshan University and other local universities joined the project. The teachers contributed 37,680 volunteer service hours, benefitting more than 300,000 teachers and students.

Basketball equipment donation

From 2020 to 2021, more than 200 pairs of customized basketball hops, 3,380 sets of sportswear for ball games, more than 4,056 units of No. 5 basketballs for teenagers, and 75 sets of hardware combination (basketball sports equipment package) were donated to Jiangxi, Guizhou, Liaoning, Hebei, Hunan and Shaanxi Provinces. A total of 842 Kuaishou shirts and cultural bags were donated to 35 rural project schools in Yongshun and Huayuan, Hunan Province.

More than **200** pairs of customized basketball hops and **3,380** sets of sportswear for ball games were donated

Country basketball league

In July 2021, Yao Foundation's "Hope Primary School Basketball Season" (Hunan station) was held at Changjun Yueliang Island School in Changsha city. 9 schools in Yongshun city in Hunan Province, supported by Kuaishou, were invited to participate in the matches. In December 2021, the Yao Foundation held a National League in Kunming city in Yunnan Province, and Kuaishou supported the event with its "Youth Health Growth Plan". In addition, Kuaishou and Yao Foundation jointly organized more than 300 project schools in Jiangxi, Guizhou, and Hunan Provinces to send one team for each school to the county/city's basketball league. The winning team took part in provincial or national basketball training and league matches, and participated in over 130 games.

• Physical education teacher and volunteer training

Together with the Yao Foundation, Kuaishou organized teacher training classes during Zhangjiakou's Hope Primary School's basketball season. A total of 20 village-level primary schools from four Zhangjiakou counties, and over 50 club coaches and referees from Zhangjiakou participated in the activities. Addressing the weak links in the communication capacity of rural teachers and volunteers, Kuaishou provided 6 live streaming courses for volunteers and teachers in rural areas for 6 weeks, while imparting short video communication skills and content creation skills to volunteers. The focus was to call for the attention on rural physical education and the recognition of volunteering service and service spirit in the society.

Case

"Children's Books Read Together" online public welfare activity

In November 2021, Kuaishou launched an online public welfare activity called "Children's Books Read Together". We asked users to post short videos on this theme, and encouraged the public to understand rural children's reading habits. As of December 31, 2021, a total of 45 live streamers released 388 posts, with over 20 million views.

Case

Child Health Care Project

On June 1, 2021, Kuaishou joined China Charities Aid Foundation for Children and 9958 Children's Emergency Assistance Center and launched the "Child Health Care Project". The project launched the 9958 Children's Emergency Assistance Center Cooperation mini-program, and related videos of the activity will be associated with the mini program for charity fundraising. At the same time, the topic of the "Child Health Care Project" was launched, and a large number of celebrities, medical personnel and public welfare organization accounts were invited to publish initiatives to gain attention on child patients, science knowledge promotion and patients' families calling for help under the topic, so as to let more people know about the living status of children in distress and raise money for relief. In addition, the Company also visited a number of children's hospitals with China Charities Aid Foundation for Children and donated gifts worth RMB60,000. The project also set up live streaming for children's health science knowledge promotions, provided information to the public about critical illnesses like leukemia, and helped create a healthy, safe, warm and sunny growth environment for children.

The 9958 Children's Emergency Assistance Center continued to operate the short video account on the Kuaishou platform. As of November 8, 2021, the 9958 Children's Emergency Assistance Center helped over 200 severely ill children through releasing related information of children in need, and raised over RMB1.21 million in donations.

The 9958 Children's Emergency Assistance Center raised over RMB **1.21** million in donations, and helped over **200** severely ill children.

Caring for the Disabled

Disabled people are an important part of our society. Helping the disabled is a sign of social civilization and progress. Kuaishou has been working on building a non-obstacle living environment for the disabled, restoring their confidence, improving their employment rate, while aiming to help them better achieve self-realization and integrating them into society.

Case

Lighting up Action

In the form of "online courses + offline implementation + long-term accompanying", Kuaishou's "Lighting up Action" cooperated with the Disabled Persons' Federations of many provinces to develop live streaming sales and e-commerce training for the disabled groups, to create an excellent model of disabled live streamer, and jointly explore new opportunities for entrepreneurship for the disabled in the era of short video and live streaming.

On May 14, 2021, Kuaishou joined Hunan Disabled Persons' Federation and organized the first "Lighting up Action" in Hunan Province. "Short video + live streaming" offline training was provided to the rural revitalization talents of Hunan Disabled Persons' Federation. The training course included short video and live streaming business development courses, information on Kuaishou e-commerce and Kwai shops, and short video account operation training courses, so as to help students quickly master the key skills of live streaming sales.

May 16, 2021 was the 31st National Disability Day. The China Disabled Persons' Federation held its first Disabled Employment Service Exhibition and Talents Exchange Summit in Beijing. As a representative of helping disabled workers, Kuaishou was invited to join this exhibition. We launched the "Lighting up Action" special e-commerce training program for the disabled people, and at the same time, promoted the National Disability Day activities on our platform. Anhui and Inner Mongolia Disabled Persons' Federations were invited to host the exhibition's gala at the venue. Rural Revitalization Officers Yang Li, Ren Jianwei and Ren Jiayi were invited to record their activities. Revitalization Officer Yang Li and the Happy Village Leader "Taiping Brother" launched 3 live streams for the disabled, resulting in a total goods sales amounting to RMB217,000.

Case

Action 123 to help disabled people

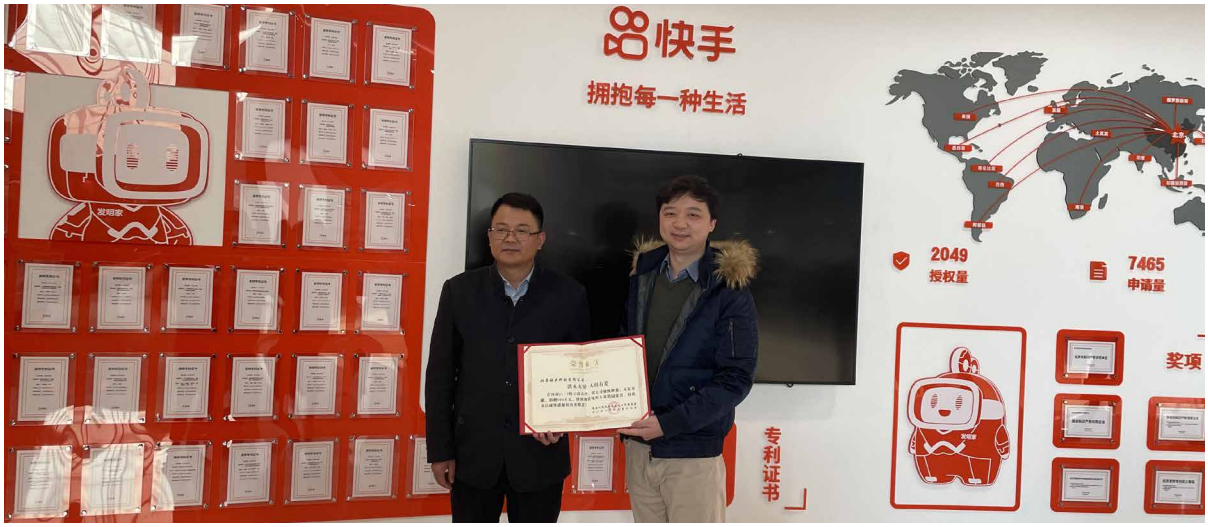
Jointly with China Youth Daily and several disabled persons' institutions, Kuaishou launched the 123 Disability Advocacy Campaign Initiative on December 3, 2021, guided by the China Disabled Persons' Federation. The campaign delivered the concept of disability assistance to the able-bodied and was promoted to the general public, especially the 300 million users of Kuaishou's platform, for the participation in disabled assistance activities through a variety of forms, such as short video viewings, behavior imitation and cross-promotion. As of December 10, 2021, the number of published works exceeded 30,000 and the total exposure reached 400 million.

Meanwhile, Kuaishou also actively expanded its offline advocacy activities through the launch of "Kuaishou 123 Disability Advocacy Campaign Initiative on Campus" activity, and brought the concept of caring for the disabled to the campus through public welfare lectures, knowledge popularization, short video relays and other forms. The intention was to encourage young students to have a better understanding of the disabled, and call upon more young people to participate in disabled volunteer services.

Case

Supporting the construction of the Dual Innovation Park for the disabled – Post-disaster reconstruction in Henan Province

In 2021, under the guidance of China Disabled Persons' Federation, Kuaishou donated RMB5 million to the Henan disaster relief project after the region had severe rainfall. The project was upgraded to the mode of "government + enterprise + disabled people + social caring people", created an innovative way of vocational rehabilitation for the disabled in Hebi, Henan Province, and jointly created a comprehensive industry park integrating health care, employment, entrepreneurship and rehabilitation services for the disabled.



Care for the Elderly

In the time of the aging society, all sectors of society are promoting the industrial designs catering for the elderly and are making adaptations to the aging society. By promoting products designed for the elderly, Kuaishou has been trying to resolve difficulties the elderly encounter when using the Internet and other IT facilities, help elderly people better integrate into the intelligent society, encourage more people to care for the elderly, and help the elderly enhance their sense of achievement and happiness. By the end of September 2021, a larger-font-sized version of the Kuaishou mobile application was developed and officially launched.

Case

Yellow Bracelet Operation

September 21, 2021 was World Alzheimer's Day. Kuaishou joined with the China Population Welfare Foundation, together with celebrities and doctors, launched the "Yellow Bracelet Action". Kuaishou released videos with the themes of "Yellow Bracelet Action", "Remember I Love You", "Light Up Love Memories", "Care for Elderly Alzheimer's Disease", "Let Love Go Home", "Prevent Alzheimer's Disease", and "World Alzheimer's Day" to encourage discussions on public welfare. In addition, we developed related emoji expressions. Kuaishou invited stars and celebrities to participate in interactions so as to help the public understand Alzheimer's disease and jointly care for the health of the elderly.

Case

"Helping the 50 Elderly" public welfare makeover action

Kuaishou and Foshan City Radio Station jointly launched the "Helping the 50 Elderly" public welfare makeover action. The project recruited 50 families from Foshan as the pilot, and recorded short videos on the elderly housings adaptation makeover and made short videos publicity by the Kuaishou account "Acong is coming". The goal was to create a project for smart elderly care and help the elderly improve their life quality during their senior years, so that more people can understand the importance of home adaptations for older people. By December 20, 2021, 14 households have had a makeover.

Case

2021 Kuaishou Double Ninth Festival Night: "Love China, Joyful Seniors"

During the Double Ninth Festival in 2021, China Red Cross's Center for Development and China Aging Development Foundation jointly launched a large public live streaming activity called "Love China, Joyful Seniors, The 2021 Night of Double Ninth Festival". The aim was "leading 240 million Chinese elderly to establish a positive outlook on aging" with the theme of "Love Double Ninth Festival" and "Live Your Best" as the core spirit. During the live streaming, the elderly was encouraged to get on stage to show how they broke through barriers to live their best in the new era.

2021 Kuaishou Double Ninth Festival Night live streaming activity

Case

“Protector Action”

In 2021, Kuaishou with the China Charity Federation launched the “Protector Action” campaign which provided care to the elderly who lived alone. The Curtain Action project was the starting point for further projects. The concept was to provide special services to the elderly in the community through various forms of care so as to spread a sense of security and happiness.

Care for Veterans

Kuaishou pays close attention to veterans. Based on our technological advantages and resources, the Company participates in promotion campaigns for veteran groups and their employment and entrepreneurship through “short video + live streaming”. The aim is to “let the veterans be respected in the society and make soldiers a respected occupation of the whole society”.

Case

Army Heroes Collection - special promotion session of entrepreneurial products of National Veterans

From November 27, 2021 to November 28, 2021, Kuaishou with the Department of Veterans Affairs organized the “Army Heroes Collection” public service promotion campaign for National Veterans’ Entrepreneurship’s products. Over 100 types of agricultural products were promoted during the event from 17 provinces (autonomous regions and cities). These products were rich in regional characteristics and good quality. The products were recommended by local Veterans Affairs Systems and were solely produced by veteran entrepreneurs who had started their own business. The two-day live streaming promotion activity attracted nearly 7 million people watching with 1.1 million times of “likes” and attracted over 100,000 fans per session.

Attracted nearly **7** million people watching with **1.1** million times of “likes” and attracted over **100,000** fans per session.

Care for Women

Kuaishou shows consideration for the care and protection of women, builds close cooperation with external organizations, promotes the protection and promotion of women's human rights, and supports the creation of a healthy social environment for women to realize their value.

Case

"See Her Energy" campaign

On March 8, 2021, Kuaishou launched the annual Her Power Initiative with United Nations Women. 10 women from different industries were selected to represent Kuaishou users. They told the story of "Her Energy" in first person narration, emphasized women leadership, broke gender bias and stereotypes, and advocated for women strength.

Case

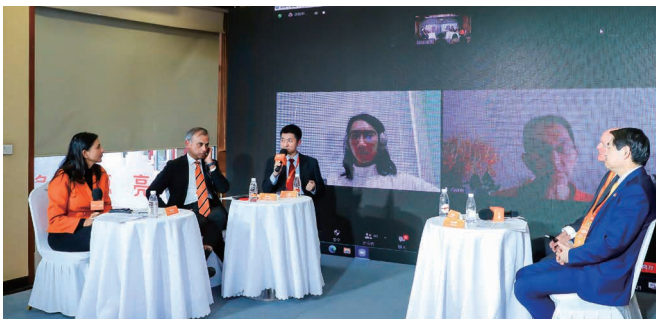
"Technology Meets Her" theme activities

The United Nations Development Program, the United Nations Women and Kuaishou jointly launched a series of thematic "Technology Meets Her" activities, inviting female role models in the field of science and technology to speak up and advocate for female leadership. Kuaishou was invited to take part in the short video shooting and offline live streaming events. The accumulated number of live streaming views exceeded 34,000, and the number of "likes" reached 31,000.

Case

“Light up Orange | Walk Hand in Hand with Her” thematic advocacy activity

November 25 is the International Day to End Violence Against Women. In 2021, the United Nations ‘16 Days of Action’ to eliminate gender violence, organized events with the theme of “Light up orange: Stop violence against women immediately!”. The event called on the world to pay attention to gender violence. In China, the United Nations Women and the United Nations Population Fund, with the support of Kuaishou, launched a 16-day “Walk Hand in Hand with Her” thematic advocacy campaign to work together to create a non-violent environment for the healthy development and full realization of the potentials of women and girls.



Rural Revitalization

Chinese villages are rich in culture and product resources. Relying on the high penetration and influence in rural areas, Kuaishou diligently promotes rural culture revitalization, industrial revitalization, and talent revitalization from human, resources, and scenery aspects. The Company cultivates rural talents, assists industry revitalization, and strengthens cultural awareness through technological strength and media platform. We are committed to enabling people in rural areas to easily record and share their lives, present and develop their strengths, and create new vitality for building a sustainable and beautiful countryside.

Cultural Revitalization

The vast countryside supports the livelihoods of farmers and is also a fertile land for the preservation of traditional culture. Through seasonal activities such as the “West Lake Tea Festival” and “Xunxian County Temple Fair”, Kuaishou has provided a new way for the production and dissemination of local culture via the launch of short video publicity campaigns covering traditional folk culture and intangible cultural heritage, while promoting the inheritance and development of local culture.

Case

The First Ancient Temple Fair in North China

Together with the government of Xunxian County, Kuaishou jointly launched an online short video collection campaign on the topic of the “First Ancient Temple in North China”. On January 29, 2021, we held a “Xunxian County Ancient Temple Fair, Live on the Cloud” live streaming event. The event included multi-link live streaming, with over 10 presenters live streaming from 5 locations, covering the ancient city, Liang Mountain, intangible cultural heritage and calligraphy and painting, food, and clay sculpture. The idea was to guide viewers from all over the country to visit the famous sightseeing and historic sites of Xunxian County. More than 700,000 viewers nationwide watched the live streaming via the Kuaishou platform, in which 110,000 viewers “liked” the event. During the event, the number of fans increased by 560,000, with the influence over 2.1 million fans.

Case

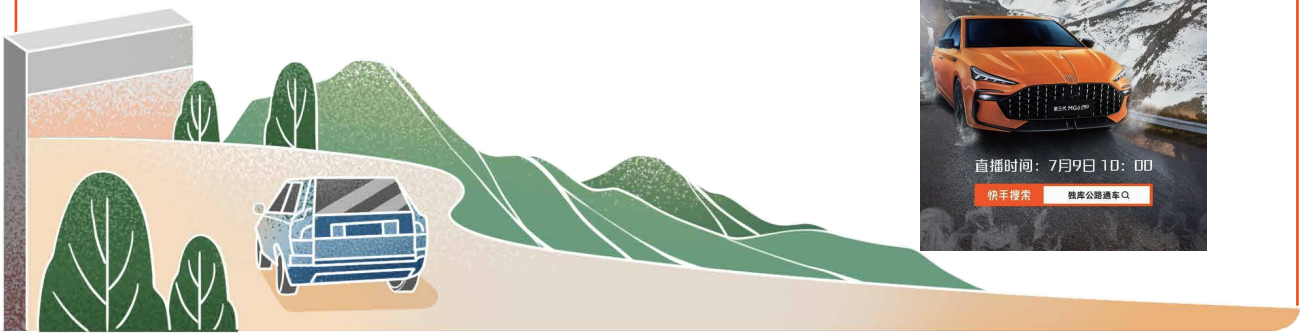
“Youth China on the Highway” live streaming

The year 2021 marked the 100th Anniversary of the founding of the Communist Party of China, and the year when the ‘Two Centenary Goals’ were set to be achieved. Hosted by China Youth Newspaper and co-organized by Chinese Youth Network and Kuaishou, a series of live streaming events called “Youth China on the Highway - Chinese People’s Stories” were held. The theme was “Youth China Along Highway” that was aimed to demonstrate beautiful China to young internet users through various channels. The live streaming included telling about the historical changes of a century through the stories of youth struggle and regional transition and development behind the agricultural products. For the “Youth China on the Highway” campaign, Kuaishou invited “Rural Revitalization Officers” along the highways to participate in this event and a page of “Youth China on the Highway” was launched in the Kuaishou application. The accumulated number of views exceeded 230 million.

Case

Kuaishou helped Xinjiang Duku Highway's cultural tourism IP Breakthrough project

On July 9, 2021, the cultural tourism activity of "2021 Tianshan Road of Heroes, Beautiful Cool Wusu" and the handover ceremony of five prefectures tourism marketing alliance were held on the Wusu section of Duku Highway in Xinjiang. As the exclusive short video and live streaming platform of the event, Kuaishou explored the "marketing tourist hot-spots offline" model based on its online marketing with enriched video communication. This project encouraged many tourists and internet users to participate in an immersive 'cloud driving' road trip and helped tourism development in the region.



Industrial Revitalization

Industrial prosperity is a top priority for rural revitalization. Kuaishou promotes the digital transition of the entire agriculture industrial link and sets up interaction and cooperation with all sectors. More agricultural products are being sold, which helps the rural industry to revitalize. In order to further promote the agricultural products and industries in rural areas, Kuaishou's Fumiao Program, a new industry development project, was upgraded in 2021 to promote the Fumiao brand products. Through collaboration with the government and social media platforms, these joint brand products were promoted in Kuaishou Selection （好物聯盟） and matched up with traffic, celebrity users and resources, etc. Long-term cooperation between Kuaishou celebrities and agricultural-producing regions continued to be fortified.

Kuaishou launched a Xuwen pineapple joint branding product

Special session of Dajiao New Year Goods Supermarket of the Fumiao Program

Case

Liaoning Cherry Festival public welfare live streaming

In June 2021, Kuaishou joined Liaoning TV station's Dayu Media and Wafangdian county, the only top 100 county in Northeast China, to launch the Liaoning Cherry Festival public welfare live streaming event. Li Xuanzhuo, a popular live streamer and the Kuaishou's rural revitalization officers, as the "Liaoning Goods Recommender", promoted products online on the spot. He promoted cherry products that were part of a joint brand among the local government, himself and Kuaishou's Fumiao Program. During the live streaming, in addition to cherries, Li promoted 10 other Liaoning local products. The purpose of the program was to help Liaoning Province products to be sold beyond the local market and further promote the formulation of "government + media + live streamer + platform" product promotion channels in future.

Case

Kuaishou's Hengxing Program

Kuaishou launched the "Hengxing Program" to realize rural revitalization, realize hometown development, and to sell hometown goods. Hengxing Program serves as a special project on Kuaishou's service platform for agriculture, politics, culture and tourism industry. It was rolled out to more than 2,800 counties across the country. Through Hengxing "1+N" mode, it cooperates with local governments, enterprises and colleges to jointly build local brands, stimulate local agricultural products sales, promote local cultural tourism resources, jointly promote local live streaming ecosystem and enhance regional industry upgrading.

In November 2021, the "Hengxing Program • Yinan Courtesy" event officially concluded its first phase. The event was jointly established by Kuaishou and Yinan County, Linyi of Shandong Province. The project enhanced the influence of Yinan's local e-commerce hosts on the Kuaishou platform through official training and short video challenges, and created a regional public brand in Yinan. The short video challenge "No Chicken Can Get Out of Yinan" had over 6,300 posts and a playback volume of over 1.29 billion.

The short video challenge "No Chicken Can Get Out of Yinan" had over **6,300** posts and a playback volume of over **1.29** billion.

Case

"Made in China, Produced in China, the China Trend" public welfare live streaming

In June 2021, Kuaishou's live streaming event "Made in China, Produced in China, the China Trend" was launched during the China Internet Audio-Visual Conference. During the live streaming event, Kuaishou celebrity hosts sold a variety of agriculturual products and groceries to customers. The event attracted more than 3.9 million viewers and sold nearly 100,000 goods, including 7,500 kg of mangos, fruits, corns and other agricultural products. Specialty foods and domestic brand goods were deeply welcomed by consumers.

The event attracted more than **3.9** million viewers and sold nearly **100,000** goods.

Talent Revitalization

The key to rural revitalization lies in its people. To further implement President Xi Jinping's strategy to promote the revitalization of rural talents, the "Happy Village Leader" and "Rural Revitalization Officer" projects were launched by Kuaishou, and rural revitalization talent training were offered. In 2021, Kuaishou continued to strengthen its cooperation with government departments, focused on farmers' knowledge cultivation, strengthened the support of rural revitalization talents, developed a "short video + live streaming" e-commerce incubator, turned mobile phones into a new kind of farming tool, turned live streaming into a new form of farm activity, and explored a new model of sustainable development in rural areas.

Case

Four users of Kuaishou were named as 'National Outstanding Poverty Alleviation Individuals'

On February 25, 2021, the National Commendation Summit for Poverty Alleviation was held at the National People's Congress in Beijing. Jia Ru, Deputy Representative of the National People's Congress of Shijiazhuang (account name: Director Jia Ru), Yang Shuting, Representative of the National Disabled Persons' Federation (account name: Flowery princess on little four wheels), the 13 NPC Deputies Shi Liping (account name: Songtao Miao embroidery inheritor Shi Liping) and Li Jun (account name: Li Jun in Xiu Yun village) were awarded the Honorary Title of National Outstanding Poverty Alleviation Individuals. Jia Ru, Shi Liping and Li Jun were the "Kuaishou Rural Revitalization Officer" and Yang Shuting was the "Kuaishou Happy Village Leader".

Case

Online live streaming training for "Farmers Learn to Use Mobile phones"

Kuaishou and the Central Broadcasting and Television College jointly organized a series of 18 training courses in June 2021. On Kuaishou's media platform, "Farmers Learn to Use Mobile Phones" (Kuaishou's account name) initiated a video clip competition called "New Agricultural Facilities Help Farmers to Have Better Lives". The idea was to enrich this training program while providing practical opportunities to farmers. By July 1, 2021, a total of over 192,203 participants took part in the training. During this event, the number of fans of the "Farmers Learn to Use Mobile Phones" account increased by more than 4,000, and the total volume of topic posts' playbacks exceeded 32.69 million.

A total of over

192,203

participants took part in the training

Case

Kuaishou happy village entrepreneurship training in Zalait County, Hinggan League in Inner Mongolia

In December 2021, to help Zalait County revitalize, Kuaishou joined Zalait's e-commerce service center to set up a new media training of 'short video + live streaming'. It was designed for the farmers and herdsmen of Zalait County to acquire the skills to use new tools.

Public Welfare Volunteers

Relying on its immediacy, interaction, and approachability, Kuaishou facilitates public volunteer projects to become more interesting, easier to participate and the process to be more transparent. The aim is to work with employees and external stakeholders to participate in the public welfare volunteer projects on disaster relief, ecological protection, etc. and help individuals deliver warmth and social value.

Emergency Response

Natural disasters have serious impacts and can cause significant losses in industrial production and everyday society. We utilize Kuaishou's technological advantages, unite social rescue forces, participate in emergency relief and post-disaster reconstruction, and stand together through storms and stress with the public.

Case

Kuaishou supported rainstorm flood control

In July 2021, the sudden rainstorms and floods in Henan Province concerned people all over the country. Kuaishou quickly acted and donated RMB50 million to Henan Province. The funds were mainly used for flood relief and rescue teams' financial support, as well as disaster relief and protection for youth, the elderly and people with difficulties. In addition, a special working group had been set up to donate resources, and connect all stakeholders of society to participate through the platform. This included cooperating with professional public welfare institutions, organizing live streaming on the platform to coordinate rescue resources, and cooperating with the local government of Henan for disaster emergency rescue and post-disaster recovery.

Kuaishou quickly acted and donated RMB **50** million to Henan Province

In October 2021, Shanxi Province had an abnormally large-scale continuous rainfall, resulting in serious floods. Kuaishou donated RMB10 million to the disaster area for emergency relief and post-disaster reconstruction, and continued to pay close attention to the flood in order to help the disaster area overcome its difficulties. Kuaishou also published a Shanxi's rainstorm themed page, released the latest news and disaster relief information, gathered efforts across the society and maximized resource mobilization to help the public in the affected areas.

Public Welfare Volunteer

Kuaishou is committed to public welfare, carrying forward the spirit of volunteering, initiating various volunteer service activities, encouraging employees to dedicate love and warmth, and lighting up the spirit of civilization, harmony, friendship, and mutual help.

Case

Kuaishou and the Amity Foundation jointly launched “Save Coral Action”

As the ‘power machine of marine life’, coral has an important function in maintaining seabed biodiversity. Over the past 30 years, 50% of corals have disappeared. In order to invite more people in coral protection, Kuaishou, together with the Amity Foundation PADI Love Marine Special Fund, launched the “Save Coral Action”, and built an innovative Kuaishou coral public interactive platform online. Named as Kuaishou Coral, it called upon users to plant corals online through short videos and live streaming. Each time a coral cultivation was completed online, Kuaishou, the Amity Foundation PADI Love Marine Special Fund and experts from South China Sea Institute of Oceanology would work together to plant a coral on the bottom of the sea under the name of that user.

Case

Kuaishou and WWF jointly launched “Symbiotic Life with Tiger”, a wild tiger protection public welfare action

July 29, 2021 was the 11th International Tiger Day. In order to promote the protection of wild tigers and their habitats and raise public awareness of tiger protection, Kuaishou, together with the Beijing Representative Office of the World Wide Fund for Nature (Switzerland), launched a charity campaign to protect wild tigers. With 17 museums across the country, 30 animal related cultural relics and exhibits were displayed to the public through short videos and live streaming. Kuaishou called on society to care and protect wildlife, and contribute to build a better home for wild tigers.

In June 2021,

Kuaishou's volunteer cyclers visited the children of workers in the suburbs of Beijing to have lunch, play and study with them. They brought joy and knowledge to the children in this visit.

Case

Kuaishou carried out charity donation activities for helping the disabled

In June 2021, Kuaishou carried out a live streaming charity sale and public donation event. The Company raised and donated RMB80,000 for the campaign program "Disabled Inspirational Promenade", which benefitted Haoteng Disabled Dual-Innovation Park in Xingtang County, Hebei Province. The donation was intended to help more than 100 disabled workers in the park to undertake a variety of activities such as party building, research, live streaming and personal display.

Looking Ahead

All things extraordinary comes from the beginning of a determined, fearless and courageous move forward. Kuaishou has transformed from Kuaishou Gif to Kuaishou in the past ten years. With increasingly diversified content and an inclusive ecosystem, more and more users are accustomed to sharing their lives on Kuaishou. What remains unchanged is Kuaishou's spirit of delivering universal benefits so that everyone's life can be seen.

In the past decade, countless users have made Kuaishou become who we are. Facing 2022, Kuaishou will embark on a new journey in the coming decade and continue to carry on the mission of "connecting the good faith with technology and realizing the shared value of the platform". We will not change our original intention but strive to create multiple values for most stakeholders.

In terms of self-governance, we will solidify the governance foundation, strictly adhere to management compliance, enhance the ESG management, promote transparent operation and ensure steady operation. At the same time, we will continue to pay attention to employees' demands, protect employees' rights and interests, support employees' growth, provide employees with rich learning resources and a broad development platform, and create a healthy, safe, harmonious, and comfortable office environment and working atmosphere.

In terms of ecological and environmental protection, we will practice the concept of low-carbon operation, promote the practice of a green workplace, accelerate the plan of new energy utilization, promote energy conservation and emission reduction in data centers through the application of innovative technologies, and contribute to the construction of an ecological home. At the same time, we will advocate the concept of green environmental protection to internal employees and the public and work with all sectors of society to promote the harmonious development of humans and nature.

In terms of social contribution and ecological co-creation, we will insist on inclusive technology, give full play to the advantages we hold in products, technology, and community, and help users discover themselves and live a better life. At the same time, we will continue to improve service quality, upgrade user experience, strengthen e-commerce management and ecological governance, build a healthy ecological platform with short videos and live streaming, and work with our partners to create shared value.

Index of ESG Indicators of the HKEX

Index	Description	Page
A. Environmental		
Aspect A1: Emissions		
General Disclosure		P78
A1.1	The types of emissions and respective emissions data.	P79
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P79
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g., per unit of production volume, per facility).	P79
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P79
A1.5	Description of emissions target(s) set and steps taken to achieve them.	P72
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	P72, P78
Aspect A2: Use of Resources		
General Disclosure		P73
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).	P77
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	P77
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	P71
A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	P72, P77
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not applicable as the Company's e-commerce platform serves third-party businesses and has no self-operated goods and thus no packaging material used
Aspect A3: The Environment and Natural Resources		
General Disclosure		P73
A3.1	Description of the significant impact of business activities on the environment and natural resources and the actions taken to manage them.	P73-76, P79-82
Aspect A4: Climate Change		
General Disclosure		P81-84
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	P81-84
B. Social		
Aspect B1: Employment		
General Disclosure		P87
B1.1	Total workforce by gender, employment type (for example, full- or parttime), age group and geographical region.	P87
B1.2	Employee turnover rate by gender, age group and geographical region.	P88
Aspect B2 Health and Safety		
General Disclosure		P95-96
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	P96
B2.2	Lost days due to work injury.	P96
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	P95-96

Index	Description	Page
B. Social		
Aspect B3: Development and Training		
General Disclosure		P89-95
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	P93
B3.2	The average training hours completed per employee by gender and employee category.	P93
Aspect B4: Labour Standards		
General Disclosure		P87
B4.1	Description of measures to review employment practices to avoid child and forced labour.	P87
B4.2	Description of steps taken to eliminate such practices when discovered.	P87
Aspect B5: Supply Chain Management		
General Disclosure		P41-42
B5.1	Number of suppliers by geographical region.	P41
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	P42
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	P42
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	P42
Aspect B6: Product Responsibility		
General Disclosure		P27-40, P49-67
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable as the Company's e-commerce platform serves third-party businesses and has no self-operated goods
B6.2	Number of products and service related complaints received and how they are dealt with.	P49-53
B6.3	Description of practices relating to observing and protecting intellectual property rights.	P43-46
B6.4	Description of quality assurance process and recall procedures.	P34-35
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	P58-68
Aspect B7: Anti-corruption		
General Disclosure		P18-20
B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	P20
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	P18-20
B7.3	Description of anti-corruption training provided to directors and staff.	P19-20
Aspect B8: Community Investment		
General Disclosure		P103-120
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sports).	P103-120
B8.2	Resources contributed (e.g. money or time) to the focus area.	P103-120

Readers' Feedback

Thank you for reading the *Kuaishou Technology 2021 Environmental, Social and Governance Report*. To provide you and other stakeholders with more valuable information so as to enhance Kuaishou's ESG management capability, we sincerely welcome your comments and suggestions on the report. You are welcome to give us feedback in the following way:

E-mail: ir@kuaishou.com

1. Which of the following types of stakeholders do you belong to?

☐ Government and regulatory agency ☐ Shareholder and investor ☐ User ☐ Employee

☐ Supplier / partner ☐ Environment ☐ Community ☐ Media and NGO ☐ Others ( )

2. Do you think this report fully reflects the performance of Kuaishou Technology in the aspects of environmental, social and governance?

☐ Yes ☐ Average ☐ No

3. Do you think this report can respond to the expectations and demands of Kuaishou Technology stakeholders in a comprehensive way?

☐ Yes ☐ Average ☐ No

4. Do you think the quantitative information disclosure in this report is objective, true and effective?

☐ Yes ☐ Average ☐ No

5. Do you think the content of this report is clear and easy to understand?

☐ Yes ☐ Average ☐ No

6. Do you think the layout of this report can help you understand the relevant information?

☐ Yes ☐ Average ☐ No

7. What are your opinions and suggestions on Kuaishou Technology's ESG management and ESG report?

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