

# Bright Future Technology Holdings Limited 輝煌明天科技控股有限公司

(Incorporated in the Cayman Islands with Limited Liability)

Stock Code : 1351

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2021



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# 2021 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## ABOUT THIS REPORT

Bright Future Technology Holdings Limited (the “**Company**” together with its subsidiaries, hereinafter referred to as the “**Group**”) is pleased to present this annual Environmental, Social and Governance Report for the year ended 31 December 2021 (the “**ESG Report**”) to provide an overview of the Group’s management of significant issues affecting the operation, including environmental, social and governance (“**ESG**”) matters. The board of directors of the Company (the “**Board**”) has overall responsibility for the Group’s ESG strategy and reporting.

The Board is responsible for evaluating and determining the Group’s ESG-related risks and ensuring that appropriate and effective ESG risk management and internal control systems are in place.

## REPORTING PERIOD

The ESG Report illustrates the Group’s initiative and performance regarding the environmental and social aspects during the reporting period from 1 January 2021 to 31 December 2021 (the “**Reporting Period**”).

## REPORTING SCOPE

The ESG Report covers all major subsidiaries of the Group in the People’s Republic of China (the “**PRC**”) with core business either being complementary to or supportive of the Group’s provision of intelligent marketing solutions services, comprising of 4 key components, namely, “influential placement”, “precision marketing”, “intelligent content” and “intelligent livestreaming”, in the PRC. The Group will continue to assess the impacts of its business on the major ESG aspects and include the same in the ESG Report.

## REPORTING BASIS

The ESG Report is prepared in accordance with the ESG Reporting Guide set out in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). The Group has complied with the disclosure requirements of the “comply or explain” provisions set out in the ESG Reporting Guide. During the process of preparation of this ESG Report, we summarised the Group’s performance in corporate and social responsibilities based on the principles of “Materiality, Quantitative, Balance and Consistency”. Please refer to the table below for our understanding and response to such reporting principles.

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Reporting Principles	Definitions	Our Response
Materiality	The issues covered in this ESG Report should reflect the significant impacts of the Group on the economy, environment and society, or the scope of assessments and decisions of stakeholders being affected.	Through continuous communication with stakeholders, combined with the Group’s strategic development and business operations, we can identify current material sustainable development issues.
Quantitative	The ESG Report should disclose key performance indicators (“KPIs”) in a measurable manner.	The Group quantitatively discloses its environmental and social KPIs, and provides textual explanations on quantitative resources.
Balance	The ESG Report should reflect fairly the overall sustainability performance of the Group.	The Group has explained in detail the sustainable development issues that have a significant impact in the business, including the results achieved and the challenges it faces.
Consistency	The Group should use consistent disclosure principles for the preparation of the ESG Report.	The Group will ensure that the disclosure scope and reporting methods of the ESG Report are generally consistent every year.

## SOURCES OF INFORMATION

The information disclosed in this ESG Report is derived from the Group’s formal documents, statistics or public information. The Board is responsible for the truthfulness, accuracy and completeness of its contents.

## ACCESS TO THIS ESG REPORT

The ESG Report is available in Chinese and English versions. In case of any discrepancy between the Chinese and English versions of the ESG Report, the English version shall prevail. You may access the Group’s official website at [www.btomorrow.cn](http://www.btomorrow.cn) or the website of the Stock Exchange at [www.hkex.com.hk](http://www.hkex.com.hk) for an electronic copy of the ESG Report.

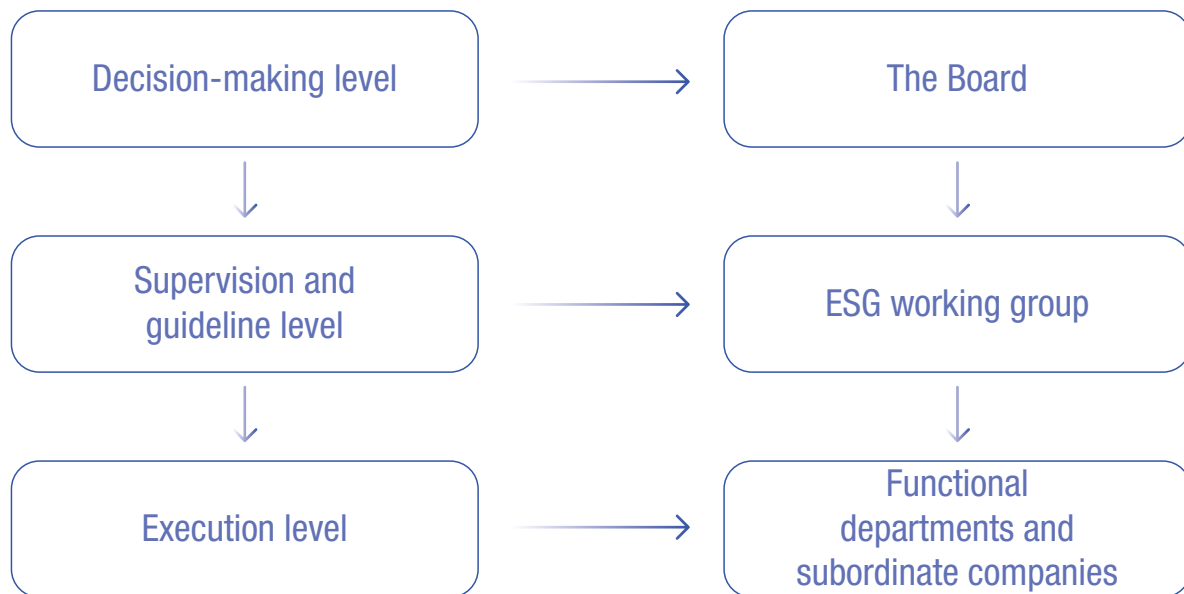
## CONTACT INFORMATION

The Group welcomes your feedback on the ESG Report for our sustainability initiatives. Please contact us through the Company’s website at [www.btomorrow.cn](http://www.btomorrow.cn).

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## SUSTAINABILITY GOVERNANCE

The Group has established an ESG framework to promote and implement the Group's sustainability strategy. To ensure effective ESG management, our ESG governance structure, composed of the Board, ESG working group, respective functional departments and subordinate companies, was established to promote ESG management and disclosure. The Board, the ultimate decision-making body of the Group, is responsible for the Group's ESG governance. The Board steers the Group's sustainable development forward and bears the overall responsibility of its ESG efforts. In the future, the Board will continue to strengthen ESG risk management and improve ESG working mechanism and regulatory processes to enhance its ESG governance standard. The ESG working group, serving on the supervision and coordination level, is responsible for implementing ESG governance strategy, coordinating ESG matters, compiling ESG reports, and reporting relevant work progress to the Board on a regular basis. Each functional department and subordinate company, serving on the execution level, is responsible for rolling out initiatives set up by the ESG working group and reporting relevant work progress and data.



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## STAKEHOLDERS ENGAGEMENT

We identified the key stakeholders of our business operations and interacted with our stakeholders regularly through various communication channels. The following table illustrates the issues of concern of our major stakeholders and the ways we communicate with them:

Stakeholder	Expectation	Engagement channel	Measures
Government	<ul style="list-style-type: none"> <li>- To comply with the laws</li> <li>- Proper tax payment</li> <li>- Promote regional economic development and employment</li> </ul>	<ul style="list-style-type: none"> <li>- On-site inspections and checks by different government departments</li> <li>- Discussion through work conferences</li> <li>- Work reports preparation and submission for approval</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthened safety management</li> <li>- Cooperated with the government's supervision, inspection and evaluation</li> <li>- Operated, managed and paid taxes according to laws and regulations</li> <li>- Actively undertook social responsibilities</li> </ul>
Shareholders and Investors	<ul style="list-style-type: none"> <li>- Risk control and assessment</li> <li>- Return on the investment</li> <li>- Information disclosure and transparency</li> <li>- Protection of interests and fair treatment of shareholders</li> <li>- Adequate investor relations and shareholders communication</li> </ul>	<ul style="list-style-type: none"> <li>- Annual General Meeting ("AGM")</li> <li>- Online results conferences</li> <li>- Online brokerage seminars</li> <li>- Investor conference calls</li> <li>- Interim Reports and Annual Reports</li> <li>- Website</li> <li>- WeChat official account</li> <li>- Email</li> <li>- Announcements</li> <li>- Investor relations personnel</li> <li>- Maintained direct line of communication with media reporters, securities analysts, fund managers and investors</li> </ul>	<ul style="list-style-type: none"> <li>- Issued notices of general meeting and proposed resolutions according to regulations</li> <li>- Disclosed the Company's information by holding AGM, and publishing Interim Reports and Annual Reports</li> <li>- Disclosed the Company's contact details on website and in reports to ensure all communication channels are available and effective</li> <li>- Founded investor relations position to actively and timely communicate with investors</li> <li>- Established shareholders communication policy, with regular reviews to ensure effectiveness</li> <li>- Media coverage, multi-channel information disclosure and dissemination</li> </ul>

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Stakeholder	Expectation	Engagement channel	Measures
Employees	<ul style="list-style-type: none"> <li>– Safeguard the rights and interests of employees</li> <li>– Healthy and safe working environment</li> <li>– Career development opportunities</li> <li>– Self-actualisation</li> <li>– Health and safety</li> </ul>	<ul style="list-style-type: none"> <li>– Conferences</li> <li>– Training, seminars, briefing sessions</li> <li>– Cultural and sport activities</li> <li>– Emails</li> <li>– Face to face meeting/discussion/communication when needed</li> <li>– Special email account for whistleblowing/complaint reporting</li> <li>– Special internal training programs</li> <li>– External training programs</li> </ul>	<ul style="list-style-type: none"> <li>– Provided information, instruction, training and supervision to safeguard employee’s interests and safety</li> <li>– Fostered safe working environment by its whistleblowing policy which encourages reporting of violations such as discrimination and sexual harassment at the workplace in a secure and confidential manner</li> <li>– Cultivated a healthy working environment that bolsters physical and mental wellness</li> <li>– Developed a fair performance appraisal mechanism for promotion</li> <li>– Provided help to employees where needed and organising employee activities</li> <li>– Aimed at keeping employees grievance/complaint at a low</li> <li>– Absence of legal dispute over employee relations</li> <li>– Strived to lower employee turnover to retain sufficient talent pool for the Group’s development</li> <li>– Launched special training programs such as “Internal Instructor Certification Activities” (內部講師認證活動) and “Talent Gathering Program” (聚能計劃)</li> <li>– Encourage employees to participate in external training programs organised by the Group’s in-depth partners</li> </ul>

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Stakeholder	Expectation	Engagement channel	Measures
Customers	<ul style="list-style-type: none"> <li>- Quality holistic client-oriented services</li> <li>- Marketing budgets/costs</li> <li>- Campaign visibility</li> <li>- Quantifiable results</li> <li>- Low cost, self-service option</li> <li>- Stable relationship and reliable services</li> <li>- Information transparency</li> <li>- Latest marketing technology, trend awareness and content capabilities</li> <li>- Sales generation</li> <li>- Integrity</li> <li>- Business ethics</li> </ul>	<ul style="list-style-type: none"> <li>- Customer feedback forms</li> <li>- Site visits</li> <li>- Reports</li> <li>- Email</li> <li>- Regular meetings</li> <li>- By phone</li> <li>- Cloud-based SaaS product</li> <li>- Wuhan short-video base</li> <li>- Cloud repository AI management system (雲素材庫AI管理系統)</li> <li>- E-commerce livestreaming sessions</li> </ul>	<ul style="list-style-type: none"> <li>- One-stop tailored intelligent marketing solutions</li> <li>- Customised marketing campaigns by seasoned advertising optimisers</li> <li>- Flexible and adaptable ad placement strategies</li> <li>- Rich channel network and media resources</li> <li>- Post-publication real-time marketing effects monitoring</li> <li>- Marketing and technological trend monitoring and awareness</li> <li>- Promotion by various online and offline marketing activities</li> <li>- Organised meetings and site visits according to clients' needs</li> <li>- Flexible subscription SaaS model with nominal upfront costs</li> <li>- Established content capabilities with the Group having its own in-house short-video production crew in Wuhan</li> <li>- Content effectiveness attained through enhanced trending predictions generated through data feedback</li> <li>- Traffic generation for e-commerce livestreaming sessions (直播引流)</li> </ul>
Suppliers/Partners	<ul style="list-style-type: none"> <li>- Long-term partnership</li> <li>- Honest cooperation</li> <li>- Fair and open attitude</li> <li>- Information resources sharing</li> </ul>	<ul style="list-style-type: none"> <li>- Business meetings, supplier conferences, phone calls, interviews</li> <li>- Reviews and assessment</li> <li>- Training programs offered by media publishers</li> </ul>	<ul style="list-style-type: none"> <li>- Maintained stable cooperation and solid partnerships with media publishers/platforms</li> <li>- Performed contracts according to agreements</li> <li>- Enhanced daily communication, and established long-term cooperation with quality suppliers</li> <li>- Received awards and recognition from the Group's business partners</li> <li>- Broadened access to media resources as strategic partner or core service provider of media publishers/platforms</li> <li>- Actively participated in training programs offered by media publishers/platforms</li> </ul>



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Stakeholder	Expectation	Engagement channel	Measures
Peer/Industry associations	<ul style="list-style-type: none"> <li>– Experience sharing</li> <li>– Corporations</li> <li>– Fair competition</li> </ul>	<ul style="list-style-type: none"> <li>– Seminars and courses</li> <li>– Site visits</li> </ul>	<ul style="list-style-type: none"> <li>– Stuck to fair play, cooperated with peers to realise win-win</li> </ul>
Financial Institution	<ul style="list-style-type: none"> <li>– Compliance with laws and regulations</li> <li>– Disclosure information</li> </ul>	<ul style="list-style-type: none"> <li>– Consulting</li> <li>– Information disclosure</li> <li>– Reports</li> </ul>	<ul style="list-style-type: none"> <li>– Complied with regulatory requirements in a strict manner</li> <li>– Disclosed and reported true information in a timely and accurate manner according to laws and regulations</li> </ul>
Banks	<ul style="list-style-type: none"> <li>– Timely repayment of loan</li> <li>– Honest cooperation</li> </ul>	<ul style="list-style-type: none"> <li>– Meeting</li> <li>– Site visit</li> <li>– Routine communication</li> </ul>	<ul style="list-style-type: none"> <li>– Settled repayment of loan and interest according to contracts terms</li> <li>– Comply with debt covenants</li> </ul>
Public and communities	<ul style="list-style-type: none"> <li>– Community involvement</li> <li>– Social responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>– Charity</li> <li>– Visits</li> </ul>	<ul style="list-style-type: none"> <li>– Gave priority to local people seeking jobs from the Company so as to promote community building and development</li> <li>– Supported local brands and local industries through co-hosting of brand awareness campaigns and consumer engagement events</li> <li>– Supported traditional industries in their digitisation efforts</li> </ul>

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## MATERIALITY ASSESSMENT

The Group attaches importance to the materiality assessment of ESG issues for the purpose of timely and comprehensive understanding of the materiality of each ESG issue to the business development of the Group and the expectation of stakeholders, in order to facilitate the Group’s effective disclosure of ESG information and continuous improvement in the management level of relevant issues. The materiality assessment on ESG issues of the Group during the year covers the following steps:

- Step 1** The Group identified the following 21 issues in accordance with the disclosure requirements set out in the ESG Reporting Guide and based on the business characteristics and daily operation of the Group. These issues are considered to have impacts on the environment and the society during our operation.
- Step 2** Based on the understanding of the demands and expectations of stakeholder during the daily operation, the Group determined the materiality of ESG issues by benchmarking the key points and the trend of ESG works of industry peers.
- Step 3** Based on the result of the materiality assessment, the Group discussed and determined the key disclosure of the Report for the year and the key points for improvement in the future ESG work of the Group.

Social Aspects			Environmental Aspects		
1. Equal opportunity	5. Prevention of child labor and forced labor	<b>9. Complaint handling</b>	13. Community investment	14. Exhaust emissions	18. Water consumption
<b>2. Employment and employee benefits</b>	<b>6. Selection and evaluation of suppliers</b>	<b>10. Protection of intellectual property rights</b>		15. Greenhouse gas emissions	19. Paper consumption
<b>3. Occupational health and safety</b>	7. Control and management on environmental and social risks along the supply chain	<b>11. Customer data privacy and data security</b>		16. Waste management	<b>20. Management of risks associated with Environmental and Natural Resources</b>
4. Employee development and training		<b>12. Anti-corruption and money laundering</b>		17. Energy consumption	21. Climate change
	<b>8. Service quality</b>				

According to the results of materiality assessment, 9 material topics (note) are regarded as the most concerned issues of stakeholder and the Group. While taking into account environmental and social responsibilities, the Group will pay more attention to the above areas, and strive to achieve continuous improvement and sustainable business development.

Note: Presented in bold.

## A. ENVIRONMENTAL ASPECTS

### Aspect A1: Emissions

Given the nature of the operations, the Group poses less negative impact on the environment than most traditional industries, the Group is not aware of any material environmental liability risk or compliance costs. However, in order to demonstrate the Group's commitment to sustainable development and compliance with laws and regulations relating to environmental protection, the Group endeavours to minimise the environmental impact of the business activities and maintain green operations and green office practices. In striving to do the right thing as a company, the Group recognises that it has a responsibility to reduce the negative impact of the operations and take account of the resources and materials it uses each day.

The Group's businesses are mostly carried out locally in offices. The Group has encompassed the general approach towards controlling environmental impacts of office activities. The Group's most significant environmental impacts are greenhouse gas ("GHG") emissions from electricity consumption, the sources of which mainly include computer equipment, the air-conditioning systems and the lighting systems. Generally, the Group's GHG emission mainly includes carbon dioxide (" $\text{CO}_2$ ").

During the Reporting Period, the Group has no significant discharge into water and land, or generation of hazardous waste and packaging materials due to its business nature. In line with the aim to minimise emissions, the Group has implemented energy saving practices which are mentioned in the section headed "Use of Resources" to reduce the GHG emissions. During the Reporting Period, there was no material breach of or non-compliance with the applicable laws and regulations related to environmental protection.

## Aspect A2: Use of Resources

The Group places high priority on the efficient use of resources. The major resources used by the Group are fuel for vehicles and electricity. For usage of water, the Group did not encounter any problems in sourcing water that is fit for purpose. The Group strives to improve the efficient use of natural resources, such as minimising waste/emissions and implementing effective recycling program. Practical measures are implemented as follows.

- switching off lights and turning off unnecessary energy-consuming devices such as air-conditioning system when staff leaves the office;
- adopting LED lighting in offices;
- promoting environmental protection such as saving water and electricity by slogan or poster in offices;
- encouraging the use of paper by printing or photocopying on both sides of paper, where applicable;
- encouraging the employee to use suitable font size/shrinkage mode to minimise pages, if possible;
- using online office system to minimise the use of paper;
- utilising materials that facilitate clean production environment to effectively reduce the consumption of detergents and running water;
- bringing our own cups to avoid using paper cups;
- collection of paper box for recycling purpose;
- using air-conditioning system only for temperature over 25°C;
- regular maintenance of office equipment and vehicle with good condition for operational efficiency;
- strictly following the procurement plan in order to avoid duplication of purchase and idle resources; and
- preference will be given to office equipment with relatively high energy efficiency.

In view of our continuous effort, we target to maintain zero substantial non-compliance case in relation to the emission of exhaust gases, GHG and energy consumption in coming five years.

## Aspect A3: The Environment and Natural Resources

The Group raises staff's awareness on environmental issues through education and training; enlists employees' support in improving the Group's performance; promotes environmental awareness amongst the customers, business partners and shareholders; supports community activities in relation to environmental protection and sustainability; and evaluates regularly and monitor past and present business activities impacting upon health, safety and environmental matters. With the integration of policies mentioned in the sections "Emissions" and "Use of Resources", the Group strives to minimise the impacts to the environment and natural resources.

## Aspect A4: Climate Change

The Group is committed to mitigating the climate change and enhancing its resilience to adapt to the increasing threat of climate-related consequences.

The Audit Committee and senior management monitor the implementation of the risk management policies across the Group on an ongoing basis to ensure that the internal control system is effective in identifying, managing and mitigating risks (including significant climate-related issues) involved in the operations.

As a result of risk management process, physical risk and transitions risks arising from climate change may not bring significant impacts to the Group's business. As a supporter of the recommendations of the Taskforce on Climate-Related Financial Disclosure (TCFD), the Group has assessed the potential climate related risks and identified the rising mean temperature and increasing severity and likelihood of extreme weather events such as rainstorms as major physical risks impacting our daily operation.

The ESG working group is responsible for identifying and assessing any climate-related risks to which the Group's operations are exposed, and updating the Board with the latest news and developments on climate regulations and industry benchmark. In order to cope with climate-related risk, the Group implemented various emergency response mechanism and purchased adequate social security benefits against natural disasters for our employee during working hour in order to cope with extreme weather.

In the future, we will continue to identify potential business activities impacting the environment and develop corresponding improvement measures, so as to further prevent the possible negative impacts of our operation on climate change.

## B. SOCIAL ASPECTS

### Aspect B1: Employment

The Group believes that a key to our success depends on our ability to attract, retain and motivate qualified personnel. We endeavour to attract and retain appropriate and suitable personnel to serve the Group. The Group assesses the available human resources on a continuous basis and will determine whether additional personnel are required to cope with the business development of the Group. The Group's employment handbook sets out our standards for compensation and dismissal, recruitment, working hours, rest periods, equal opportunity, anti-discrimination, and other benefits and welfare.

The Group entered into separate labour contracts with each of our employees in accordance with the applicable labour laws of the PRC. The package includes basic wages, over-time work allowances, performance based cash bonuses and employee social security plans that are organised by applicable local municipal and provincial governments, including housing, pension, medical, work-related injury, maternity and unemployment benefit plans. We are required under PRC laws to make contributions to employee benefit plans at specified percentages of the salaries. Bonuses are generally discretionary and based in part on employee performance and in part on the overall performance of our business.

We aim to foster an amicable and motivating environment to enhance our employees' incentives and loyalty to the Group. We primarily recruit our employees in the PRC through recruitment agencies, on campus job fairs and online recruiting channels, including our corporate website, job search websites and social networking platforms. We believe in maintaining good relationship with our employees as we see our employees as valuable assets to the Group

During the Reporting Period, there was no material non-compliance regarding employment brought against the Group or its employees.

### Aspect B2: Health and Safety

The Group strives to provide and maintain a safe, healthy and hygienic workplace for our employees and protect them from occupational hazards. Besides, as required under PRC regulations, we participate in various employee social security plans that are organised by applicable local municipal and provincial governments, including housing, pension, medical, work-related injury, maternity and unemployment benefit plans. We are required under PRC laws to make contributions to employee benefit plans at specified percentages of the salaries.

During the Reporting Period, there was no work related injuries case. There were no non-compliance cases noted in relation to laws and regulations for health and safety.

## Aspect B3: Development and Training

The Group recognises the importance of training for the development of our employees as well as the Group. We have adopted a training protocol, pursuant to which we provide pre-employment and regular continuing management and technical training to our employees. Through skill-based training programs offered by us or externally by our business partners, we also strive to encourage personal and professional development among our employees. We believe thorough consideration of business goals and how the needs of employees could dovetail to produce a mutually beneficial training experience makes us a win-win approach for achieving both employee and corporate goals as a whole.

## Aspect B4: Labour Standards

The Group is fully aware that child labour and forced labour violate fundamental human rights and also pose threat to sustainable social and economic development. The Group strictly complies with relevant labour laws in the PRC and prohibits the use of child labour and forced labour. Employment contracts and other records documenting all relevant details of the employees (including age) are properly maintained for verification by relevant statutory body upon request. During the Reporting Period, we did not identify any issue related to child labour or forced labour within the Group.

## Aspect B5: Supply Chain Management

The Group works closely with its customers and suppliers who are committed to high quality, environmental, health and safety standards.

Our suppliers are ultimately media publishers (i.e. app developers and technology companies which offer advertisement inventories through their proprietary media). To become the core advertising service provider of these media publishers, we have to go through the selection procedures and to meet the criteria set by them. For media publishers which do not recognise us as their core advertising service provider, we procure the advertisement inventories from such media publishers through their core advertising service provider or other advertising agents with access to the advertisement inventories. We procure, from our pool of available resources, advertisement inventories of these media publishers pursuant to our customers' requests. Taking into account, among others, (i) our difficulties in meeting transaction amount targets, which would entitle us to progressive discounts offered by schemes reserved for core advertising agents or service providers of the various media publishers due to limitation on our working capital; and (ii) the flat discount rate to virtual tokens consumed offered by advertising agents of the media publishers could prove more favourable to us if we fail to attain the respective transaction amount targets and thus not eligible for the aforementioned discount schemes. Thus, based on our customers' varying needs and goals, and with cost-effectiveness in mind, we might decide to procure advertisement inventories through advertising agents rather than trying to attain the status of core advertising service provider of media publishers.

Regarding the precision advertising services we offered as part of our intelligent marketing services, we utilise resources from various advertising agents responsible for arranging advertisements to be published on various long to medium tailed media, which possess a broader variety of traffic sources and are considered by us to be more suitable for this aspect of our services. We select suppliers for our precision advertising services based on their reputation, historical performances and verified effective results recorded during the course of businesses.

Thus, we believe there are no significant environmental and social risks for our management decision on supply chain management during the Reporting Period.

## Aspect B6: Product Responsibility

### Quality control

As an advertising operator in the PRC, we are subject to criminal, administrative and civil liabilities pursuant to the Advertising Law. In particular, we may face liabilities shall the advertisements we arranged to be published contravene with the provisions of the Advertising Law. We take adequate precautions to ensure that the advertising content delivered by us is not false, fraudulent, misleading, or otherwise illegal, so as not to prejudice our established business relationships with our suppliers and the media publishers. For example, we impose contractual obligations on our customers to ensure that their advertising content, including but not limited to advertising design and production, complies with relevant laws and regulations. We also conduct review of advertisers for their proper qualifications. In addition, for advertising content related to certain types of products and services, such as alcohol, we have established internal review policies to confirm that the advertisers have obtained requisite government approvals, including operating qualifications, proof of quality inspection for the advertised products, government pre-approval of the content of the advertisements and filings with the local authorities.

We have an experienced management team with complementary backgrounds. Members of our senior management team have led our Group to continually drive innovation and achieve market leadership in China. We are confident that our senior management will further lead to the growth of our Company and pave the way for us to achieve our mission.

### Intellectual property

Intellectual property rights are fundamental to our business, and we devote significant time and resources to their development and protection. We protect our intellectual property rights through registering copyright for our self-developed software. We also enter into confidentiality agreements with our employees, as well as including confidentiality provisions in the contracts with our suppliers and customers. In general, all of our employees must enter into a standard confidentiality agreement acknowledging that all inventions, trade secrets, developments and other processes generated by them on our behalf are our property, and assigning to us any ownership rights that they may claim in those works. Despite our precautions, third parties may obtain and use intellectual property that we own or licence without our consent. Regarding domain names, we generally renew our domain name registrations once every year and applications for their renewal are usually approximately made no later than one month prior to their expiration. Under normal circumstances, the domain name registrations take effect immediately after the payment of renewal fees. If any of our domain name registrations cannot be renewed for any reason, the domain name registrar may deregister the relevant domain name.



## Data privacy and security

During our ordinary course of business, we do not collect any personally identifiable information with our Data Management Platform (“DMP”) or self-developed software which usually obtains advertising related information. For data as accessed by us through the advertisement placement systems operated by the media publishers, the media publishers possess the database which may include personally identifiable information of users. However, the relevant information is subject to data privacy protection, and we do not have the authority to access or collect it from their advertisement placement systems. The anonymised non-identifiable data we received, which are open to the public and only related to the advertisements themselves, do not constitute as “personal information” under the applicable PRC privacy laws and regulations per the view of our lawyer. We also enter into confidentiality agreements with our employees who have access to any privacy information. The confidentiality agreements provide that, among others, these employees are legally obligated not to misuse the confidential information while in office, to surrender all confidential information in possession while resigning, and to retain their confidential obligations after they leave office. The employees bear compensation liability if they breach their confidential obligations or otherwise commit misconduct resulting in leakage of our confidential information. We take safety precautions in information storage and processing. Our information technology network is configured with multiple layers of protection to secure our databases and servers. We back up user data on a daily basis in separate secured data back-up system to minimise the risk of user data loss or leakage. We have also implemented a variety of protocols and procedures, such as regular system checks, password policy, server access logging, network access authentication, user authorisation review and approval and data back-up, as well as data recovery test, to safeguard our data assets and prevent unauthorised access to our network. We continue to improve and enhance our data and system security through timely upgrades and maintenance to ensure the proper management of our operational data.

During the Reporting Period, there were no disputes between the Group and our customers in respect of the quality of services provided by us and there were no cases of non-compliance against laws and regulations related to products responsibilities.

## Aspect B7: Anti-Corruption

To ensure operation efficiency and employees’ development in a fair and honest working environment, the Group has formulated whistleblowing policy to promote business ethics and integrity so as to avoid suspected corruption, extortion and money laundering. Anonymous channels of reporting such as by letter, meeting or phone call for employees to report suspected corruption are provided. If there are any suspected case of corruption or related practices, employees are encouraged to report the related cases through the mentioned channels. All these practical actions not only enabled us to win over the trust of our customers, but also enhance the sense of belonging and fair play among our employees.

The Group has been in strict compliance with laws and regulations related to anti-corruption. During the Reporting Period, there was no legal case regarding corrupt practices, extortion and money laundering brought against the Group or its employees. Training related to anti-corruption is not available in the Reporting Period due to first time adoption, the Group will continue to improve on the progress of such and would duly and fully disclose details regarding the implementation of the same, once available.

### Aspect B8: Community Investment

As a socially responsible company, the Group is committed to understanding the needs of the communities in which we operate. The Group strives to develop long-term relationship with our stakeholders and seek to make contributions to programmes that have a positive impact on community development such as the co-hosting of local brand awareness programmes and our continuous efforts in promoting and facilitating digitisation of local businesses.

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## APPENDIX I OVERVIEW OF KEY PERFORMANCE INDICATORS

### 1. Environmental Aspects<sup>1</sup>

No. of KPIs	KPIs	Unit	2021	2020
<b>A1.1 Emissions</b>	Sulphur Dioxide (SO <sub>x</sub> )	kg	<b>0.19</b>	0.05
	Nitrogen Oxides (NO <sub>x</sub> )	kg	<b>0.37</b>	0.10
	Particulate Matter (PM)	kg	<b>0.13</b>	0.03
<b>A1.2 Greenhouse gas emissions</b>	Scope 1 Direct emissions	kg of equivalent CO <sub>2</sub> emission	<b>5,595.86</b>	1,536.12
	Scope 2 Indirect emissions	kg of equivalent CO <sub>2</sub> emission	<b>62,436.60</b>	44,216.93
	<b>Total</b>	kg of equivalent CO <sub>2</sub> emission	<b>68,032.46</b>	45,753.05
	<b>Intensity</b>	kg of equivalent CO <sub>2</sub> emission/Revenue RMB'000	<b>0.14</b>	0.12
<b>A1.4 Non-hazardous waste</b>	Total non-hazardous waste	tons	<b>3.5</b>	3
	Intensity	tons/Revenue RMB'000	<b>0.0000072</b>	0.0000078
<b>A2.1 Energy consumption</b>	Unleaded petrol	kWh	<b>22,804.67</b>	6,260.10
	Purchased electricity	kWh	<b>92,837.01</b>	65,746.17
	<b>Total</b>	kWh	<b>115,641.68</b>	72,006.27
	<b>Intensity</b>	kWh/Revenue RMB'000	<b>0.24</b>	0.19

Note:

- The calculation of environmental KPIs are with reference to "A Corporate Accounting and Reporting Standard" from The GHG Protocol and the "How to prepare an ESG Report – Appendix 2: Reporting Guidance on Environmental KPIs" issued by the HKEx.

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## 2. Social Aspects

No. of KPIs	KPIs	Unit	2021	2020
<b>B1.1 Total number of employees</b>	<b>By gender</b>			
	Male	person	<b>117</b>	102
	Female	person	<b>144</b>	126
	<b>By employment type</b>			
	Full-time	person	<b>261</b>	228
	Part-time	person	<b>Nil</b>	Nil
	<b>By age group</b>			
	30 or below	person	<b>219</b>	198
	31–40	person	<b>38</b>	26
	41–50	person	<b>Nil</b>	2
	51 or above	person	<b>4</b>	2
	<b>By geographical region</b>			
	PRC	person	<b>261</b>	228
	<b>B1.2 Employee turnover rate</b>	<b>Turnover rate by gender</b>		
Male		%	<b>78</b>	48
Female		%	<b>78</b>	42
<b>Turnover rate by age group</b>				
30 or below		%	<b>85</b>	45
31–40		%	<b>37</b>	46
41–50		%	<b>100</b>	Nil
51 or above		%	<b>Nil</b>	Nil
<b>By geographical region</b>				
PRC		%	<b>78</b>	46
<b>B2.1 Number and rate of work-related fatalities</b>	Number of work-related fatalities	person	<b>Nil</b>	Nil
	Rate of work-related fatalities	%	<b>Nil</b>	Nil
<b>B2.2 Number of working days lost due to work injury</b>	Number of working days lost due to work injury	day	<b>Nil</b>	Nil

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No. of KPIs	KPIs	Unit	2021	2020	
B3.1	The percentage of employee trained by gender and employee category	Note	N/A	N/A	
B3.2	The average training hours completed per employee by gender and employee category	Note	N/A	N/A	
B5.1	Number of suppliers	Number of suppliers by geographical region			
		PRC	supplier	266	317
		Total		266	317
B6.2	Number of complaints about products and services	Number of complaints about products and service received	case	Nil	Nil
B7.1	Legal cases in relation to corruption	Number of legal cases in relation to corruption filed and concluded	case	Nil	Nil
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	Note	N/A	N/A	
B8.2	Resources contributed (e.g. money or time) to the focus area	Note	N/A	N/A	

Note: In light of our result of materiality assessment, such KPIs are considered as not material and thus not disclosed.