

Weimob 微盟

WEIMOB INC.
微盟集團*

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

Stock Code 股份代號 : 2013

Environmental, Social and Governance Report 環境、社會及管治報告 2021



*For identification purpose only 僅供識別



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ABOUT THE REPORT

Weimob Inc. (stock code: 2013, the “Company”) hereby issues the fourth Environmental, Social and Governance Report (the “Report”) of the Company and its subsidiaries (collectively the “Group”, “Weimob” or “we”) to demonstrate our practices and performances regarding environmental, social and governance (“ESG”) areas to all stakeholders.

REPORTING SCOPE

The Report covers the Company and its subsidiaries. The reporting period is from 1 January 2021 to 31 December 2021 (the “Reporting Period”). The key performance indicators (“KPIs”) in environmental area disclosed in the Report are applied to our main offices in Shanghai, Hefei and Beijing. Apart from this, the performance of Shanghai Heading Information Engineering Co., Ltd. (“Heading Information”) has been included in the reporting scope of this Report compared with that of the 2020 ESG Report released on 11 April 2021.

REPORTING PRINCIPLES

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

The Report is presented according to the following reporting principles:

- **Materiality:** The Group identified key ESG issues through stakeholder engagement and materiality assessment, which have been disclosed in this Report;
- **Quantitative:** Information on the standards, methodologies and source of conversion factors used for the reporting of emission and energy consumption have been disclosed in this Report;
- **Consistency:** The statistical methodologies and KPIs are consistent with those in 2020.

REPORT AVAILABILITY

The Report is available in electronic version, which can be viewed or downloaded on the Company’s official website (<https://www.weimob.com>) and the HKEXnews website (<http://www.hkexnews.hk>).



SOCIAL RECOGNITION IN 2021

In 2021, we received numbers of awards granted by the industry in recognition of our constant exploration and innovation in smart commerce, including:

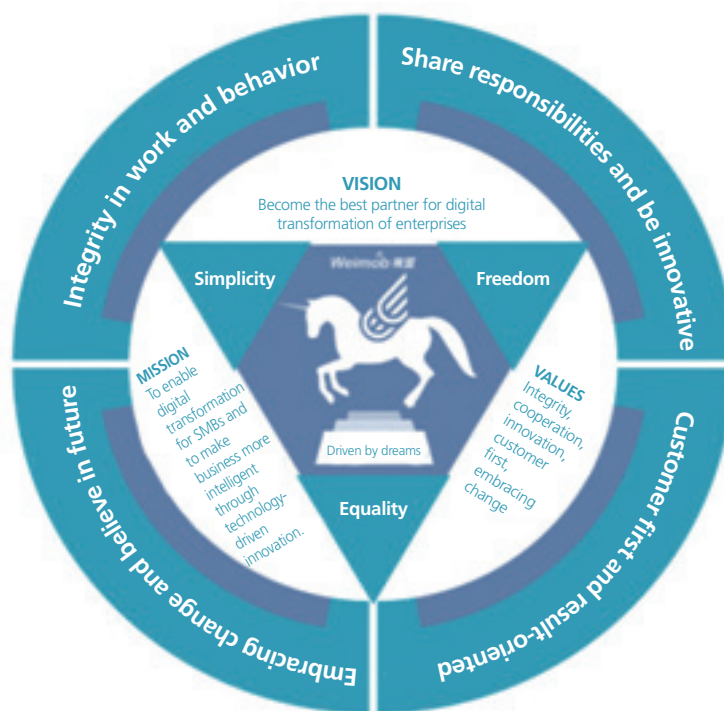
- “2021 Excellence in Practice Award for Outstanding Digital Upgrading of Listed Companies in China” by JRJ.com – Gold Smart Award
- “Best Listed Company of New Economy” by Sina Finance’s Golden Kirin
- “WISE 2021 King of New Economy” by 36Kr – Hardcore Enterprise of the Year
- “2021 Global Business Innovation Award – Gold & Silver Award” by TopTouch
- “Best Listed Company of the Year in Greater China” by Guru Club
- “Innovation Marketing Award, Social Marketing Award, Video Marketing Award, Annual Special Award” by TopDigital
- “Strategic Pioneer” by Tencent Advertising Channel Partner Summit
- “Regional Business Force of the Year” by Tencent Advertising Channel Partner Summit
- “Award for Smart Catering Innovative Solutions” by the 10th China Smart Food & Beverage Innovation Summit
- “Industry Leading Brand Award at 2020 New Industry Economic Summit” by Zn Finance
- “Best Company of New Economy” by Zhitongcaijing

1 IMPLEMENTING ESG GOVERNANCE

1.1 COMPANY PROFILE

Weimob Inc. was founded in April 2013, and successfully listed on the main board of HKEX in 2019. Currently Weimob has over 8,500 employees, 1,600 channel partners, and 3 million registered merchants. Weimob is the leading provider of cloud-based commerce and marketing solutions and targeted marketing services on Tencent's social networking service platforms for SMBs in China.

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



Weimob Corporate Culture Model



1 IMPLEMENTING ESG GOVERNANCE

In 2021, we continued to implement the strategy of moving up-market, ecosystem build-up and globalisation. In terms of moving up-market, we have established partnerships with many well-known domestic enterprises and gotten ahead in gaining market shares among the Top 100 corporations in fashion retail, commercial real estate, chain convenience stores, catering and other industries. At present, our smart retail products are becoming the preferred choice of many group-based retail enterprises, and the proportion of revenue from key accounts is further increased. In terms of ecosystem build-up, our Weimob Cloud PaaS platform has attracted a number of outstanding eco-partners and launched numerous applications after it connected developers to merchants, which enables partners to achieve revenue growth. Also, initial success has been achieved in reaching globalisation. For example, ShopExpress, a full-chain digital offshore solution for cross-border e-commerce (“CBEC”) rolled out by us in 2021, has served more than 1,000 stores and reached cooperation with many CBEC industrial partners at home and abroad, including PayPal, Stripe, 4PX Express and Aftership.

In 2021, we continued to deploy vertical segments around the SaaS industry chain, and acquired 51.89% equity of Shanghai Xiangxinyun Network Technology Co., Ltd. (“Xiangxinyun”) to strengthen our digital shopping guide capacities and solidify our leadership position in smart retail. Beyond that, we set up the WeiSmart Digital-Technology Industry Fund in Beijing in February 2021 to invest in frontier sectors (e.g., Cloud computing, AI and big data). Up to now, we have invested in several outstanding projects such as Shuyun, Haizhi and Meichuang. We believe that digital technology and private-domain operations provide strong support for enterprises in decreasing cost, improving efficiency and optimising business models, as evidenced by the growing number of enterprises choosing to place loyal customers in the “private domain” for long-term management. Being deeply engaged in the SaaS market, Weimob has continued to invest in private domains and is confident that the SaaS market will usher in a golden era for development.

However time flies and night goes by, we have been forging ahead and exploring all along. In China, SaaS is still in its infancy and growth stage, and its road ahead might not be all smooth sailing, but we firmly believe that its prospect is surely promising. Against the backdrop that the COVID-19 epidemic has accelerated the digitalisation process of Chinese enterprises, Weimob has made ample product reserves, technical reserves, talent reserves and capital reserves, in an endeavour to lay a solid foundation for development in the next five years. Looking forward to 2022, we will continue to strive forward, never forget why we started and accomplish our mission with persistence to help our clients grow in wisdom, and create greater value for our shareholders.



1 IMPLEMENTING ESG GOVERNANCE

1.2 ESG GOVERNANCE STRUCTURE

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

We established an ESG management system with clarified management functions and responsibilities at all levels. We carry out specific work through the ESG working group composed of relevant leaders of each functional department and help the board of directors of the Company (the “Board”) understand our ESG risks and performance in a timely manner, to better incorporate ESG factors into company planning and daily operations.

Board of Directors

- The highest decision-making body;
- Supervising the Group’s ESG issues and taking full responsibility for ESG strategies and reporting;
- Formulating ESG management approach and strategy, including evaluating, prioritizing, and managing material ESG-related issues and their risks to the Company’s business;
- Reviewing the Group’s ESG performance and implementation progress in a regular manner; and
- Regularly supervising the Group’s ESG performance and approving annual ESG report.

Management

- Assigning specific work to ESG Working Group based on the approach and strategy formulated by the Board;
- Reporting ESG-related risks and opportunities; and
- Submitting the Group’s annual ESG performance and annual ESG report to the Board.

ESG Working Group

- Designating specific person to perform daily ESG work and prepare annual ESG report;
- Reporting daily ESG performance to the Management; and
- Collecting information and data to complete and submit annual ESG report to the Management.

1 IMPLEMENTING ESG GOVERNANCE

1.3 STAKEHOLDER ENGAGEMENT

Through different communication mechanisms, we established close relationship with key stakeholders including government, shareholders, employees, consumers, business partners, environment and community, actively responding to their expectations and requirements for Weimob.

Stakeholders	Expectations and Requirements	Communication Mechanism
Government	<ul style="list-style-type: none">• Law and discipline observation• Tax payment in accordance with laws• Support for local development	<ul style="list-style-type: none">• Daily management• Conferences• Supervision and inspection
Shareholders	<ul style="list-style-type: none">• Return to shareholders• Information disclosure• Investor relations• Corporate governance• Risk control	<ul style="list-style-type: none">• General meeting of shareholders• Information disclosure• Activities promoting investor relations
Employees	<ul style="list-style-type: none">• Salaries and welfare protection• Good working environment and development platform• Fair opportunity for promotion and development	<ul style="list-style-type: none">• Two-channel career development system• Performance appraisal management measures• Employee activities• Weimob College• Healthy and safe working environment
Consumers	<ul style="list-style-type: none">• High quality products• Quality services• Protection of consumer rights and interests	<ul style="list-style-type: none">• Contract performance• Customer service center specifications• Customer satisfaction survey
Business partners	<ul style="list-style-type: none">• Fulfilment of promises• Procurement in an equal, open and fair manner• Win-win development	<ul style="list-style-type: none">• Compliant procurement• Contract fulfilment
Environment	<ul style="list-style-type: none">• Environmental protection• Protect ecological balance• Response to climate change	<ul style="list-style-type: none">• Reduction in emissions and wastes• Energy conservation and waste reduction• Risk identification
Community	<ul style="list-style-type: none">• Improvement of community environment• Support for community welfare	<ul style="list-style-type: none">• Voluntary blood donation

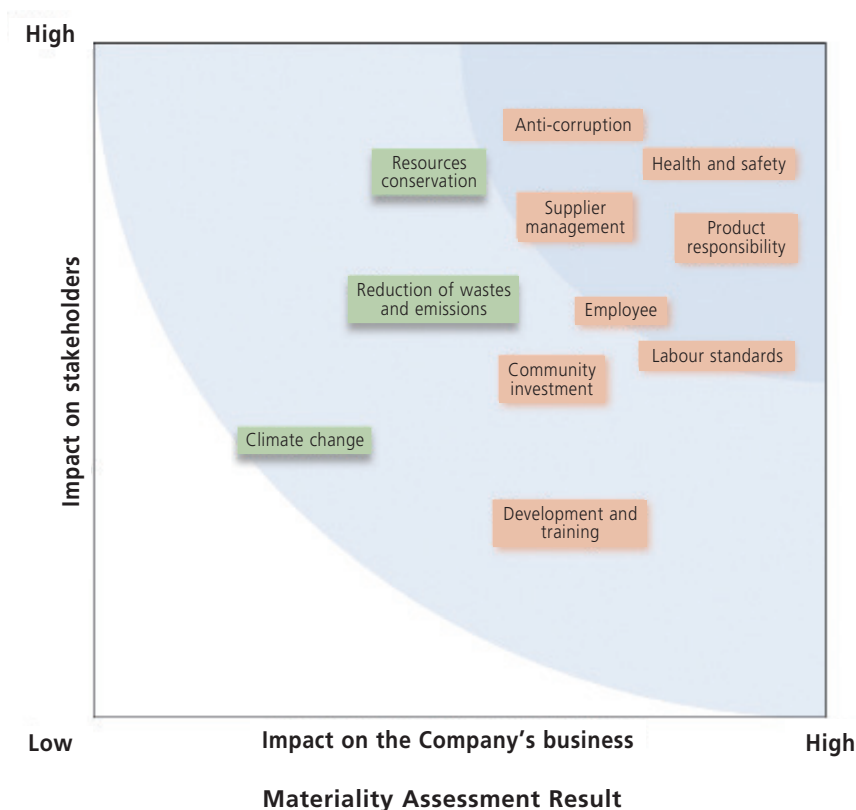
1 IMPLEMENTING ESG GOVERNANCE

1.4 MATERIALITY ASSESSMENT

In 2021, we carried out materiality assessment and identified material ESG issues through the following steps, which were used to guide our ESG work:

1. Identification of ESG issues: Identified 11 ESG issues related to the Group according to the requirements of the ESG Guide and combined with our business development strategy, industry trends and concerns of internal and external stakeholders;
2. Scoring and prioritisation: Evaluated and adjusted the identified ESG issues in the dimensions of “Impact on the Company’s businesses” and “Impact on stakeholders” based on the scoring and prioritising results, and generated the materiality assessment matrix accordingly;
3. Results assessment: The Group’s management and ESG working group discussed and confirmed the preliminary results, finalised the material ESG topics and presented key disclosures in this Report.

In 2021, our senior management discussed the materiality assessment results of 2020 again and decided to continue with these results considering that there was no significant change in our business and operating environment.



2 CREATING EXCELLENT PRODUCTS

2.1 PRODUCT ITERATION AND UPGRADE

In 2021, under the guidance of the “moving up-market”, “ecosystem build-up” and “globalisation” strategy, we continued to invest in products and industries and put more efforts in construction of private domains, in an effort to provide our clients with TSO full-chain digital business solutions and services. Besides, in virtue of our strong R&D strength and outstanding technical R&D team, we kept working hard to offer more diversified and efficient products and services, striving to deepen the connection with merchants, advertisers and partners.

> Subscription Solutions

The Commerce Cloud segment of our subscription solutions mainly provides SaaS-related software for e-commerce retail, catering, local life and other industries, empowering merchants to carry out private traffic management:

- **Wei Mall:** Being commonly used in our e-commerce retail segment, Wei Mall is a Mini Program-based e-commerce solution for omni-channel operations, with the core of helping merchants open online stores on WeChat, TikTok and other platforms. In today’s interconnected world, we helped our merchants further improve their omni-channel distribution capabilities in 2021. To be specific, we broke down the barriers between merchants’ WeChat Mini Programs and external traffic contacts, allowing users to directly jump from Mini Program stores to the live broadcasting of WeChat Video Channel, so as to help merchants convert traffic effectively. According to the Service Provider List officially published by the WeChat Video Channel team, we stayed on top regarding the “Weekly Most Popular Service Provider”. At the moment, users can skip to WeChat Mini Programs via external links and SMS, email as well as WeChat Extranet, thus enabling merchants to broaden the marketing scenarios of their Mini Programs. In addition, we have cooperated with TikTok Store, Kuaishou Store, Xiaohongshu and other platforms, and our Wei Mall and smart retail solutions have been applied in various traffic-attracting portals, such as WeChat, TikTok, Kuaishou, Alipay, Baidu, QQ, QQ browser, WeChat Video Channel, Xiaohongshu, etc., which help us realise unified management and all-round layout in private domains. Moreover, our Wei Mall and smart retail solutions have been connected to Tencent Huiju platform and accessed to public-traffic platforms of WeChat, providing a new way to increase traffic for brand transformation.
- **Smart Retail:** In 2021, our smart retail solutions continued to empower enterprises to develop their digital businesses. Through business and product integration with Heading Information” acquired earlier, we have successfully entered into retailing formats, including shopping malls and department stores, which significantly strengthened our competitive advantages of smart retail solutions. By acquiring Xiangxinyun, our digital shopping guide capacities have been improved, our leading position in smart retail has been further consolidated, and therefore, we are widely recognised by the market. After connecting to the middle-end of Baison, we have helped our merchants enhanced their operation efficiency of managing omni-channel members, both online and offline. In December 2021, we launched the “Weimob Super Salesperson Competition”, with nearly 100 famous retail brands actively participating in. We hope this event can activate the value of shopping assistants (the key connection point between merchants and users) and boost the overall ecosystem development of smart retail.



2 CREATING EXCELLENT PRODUCTS

- **Smart Catering:** In 2021, we completed the deployment of the technology and operating system – “Three-Store Integration, All-domain Operations”, and made further progress in the composite solutions. To be precise, the richer product portfolio we rendered could cover the front-end operation scenarios in the catering industry, and our software products & services have brought success to a series of customers and made them become the industry benchmark. During the Reporting Period, among the catering customers we served, the numbers of takeaway merchants, merchant members, and mall merchants all witnessed a significant increase. We also go further in moving up-market, as we have served a lot of well-known catering brands, such as Tang Palace, Din Tai Fung, Li Shang Huang, Zuo Ting You Yuan, Bianyifang, Mr. Lu, Yer-Shari, Green Pepper Fish, New Discovery, Grandpa Xu, etc. As a result, the overall revenue of our smart catering business line also observes a sustained growth.
- **Smart Supermarket and Smart Fresh:** We joined hands with Heading Information to launch solutions for two innovation industries – Smart Supermarket and Smart Fresh. The solutions deeply integrate the advantages of Weimob Smart Retail in front-end marketing, chain-store operations and membership management, and Heading Information’s digital capabilities in logistics, warehousing and other supply chains. In a nutshell, Smart Supermarket and Smart Fresh are full-chain integrated digital solutions targeted at supermarkets and fresh industries.
- **ShopExpress:** To better layout our international business, we launched our independent CEBC website-building product, ShopExpress, in July 2021 to help Chinese brands open markets abroad in the DTC era with full-chain offshore digital solutions. ShopExpress has been continuously upgraded in 5 months since its launch with over 350 product functions iterated, and also connected with third-party services such as payment, logistics, and ERP to build an integrative ecosystem. By 2021, ShopExpress has served more than 1,000 stores in total, and helped brand customers from different industries successfully exploit the overseas market. Based on the global needs of our existing customers, we have created a closed loop for cross-border operations, and our independent CEBC website-building has formed its unique differentiated advantages. Due to the CEBC SaaS opportunities brought by enterprises going abroad, ShopExpress will be an important engine of our future growth.
- **Marketing Cloud:** Based on Enterprise WeChat, we have developed a solution for private-domain operations – “Weimob Enterprise WeChat Assistant”, which can access WeChat customer service. Specifically, it can support merchants to upgrade their original customer service to “WeChat customer service” of their Enterprise WeChat in their Mini Program stores, so as to provide customers with more powerful and dedicated customer services. Bidirectionally connecting with WeChat Video Channel, it has also further connected video marketing content with the traffic centre of Enterprise WeChat and helped merchants improve the efficiency of acquiring and operating private domain traffic. At present, Weimob Enterprise WeChat Assistant is already mature and all of our products, including Wei Mall, Smart Retail, Smart Catering, Smart Marketing and Xiaoke, have been connected to it, reaching tens of millions of end consumers and making us maintain the leading position in the industry. To further help brands upgrade their private domain operations, we have reached a strategic cooperation with Tencent Security to establish the “Private Domain Security Lab” and launch the “Marketing Guarantee”. Such products allow merchants to successfully build a security-centred defensive system for private domains, resist cyber attacks existing in the Internet environment, and help brands improve the security of their private domain operations.

2 CREATING EXCELLENT PRODUCTS

- **Sales Cloud:** Our incubated Sales Cloud product, Xiaoke, is positioned as a smart CRM leader. In 2021, Xiaoke's products were iterated over 80 times with more than 700 newly-added product features. By releasing B2C industry solutions, intensifying the capacity of Enterprise WeChat in private domains, deepening the L2C sales full-chain, and opening the underlying data interface, Xiaoke's products have been further upgraded and obtained even more market recognition. In the future, we will continue to strengthen our technical force, improve product power and provide better services to give enterprises new impetus for growth with digital intelligence technology.

➤ Merchant Solutions

Our merchant solutions provide merchants with integrated service solutions that combine traffic, tools and operation, as well as a one-stop operation closed-loop covering user targeting, demand matching, creativity and shooting, targeted placement, data analysis and post-SaaS link conversion, helping them upgrade their integrated marketing capabilities constantly. Meanwhile, we have made a major breakthrough in promoting the "TSO" (SaaS + Traffic + Operation) full-chain smart marketing and realised a collaborative upgrade of brand customers in both public domains and private domains. At present, the "TSO" full-chain marketing strategy has involved a variety of industries, including finance, web services, education, D2C, local life, wedding photography, food and beverage, Japan-style cosmetics, etc., and has been applied by brands in different digital scenarios, so as to help such brands achieve growth in the private domains. Shanghai Team Pro Information Technology Co., Ltd. ("TEAM PRO"), established in April 2021, aims to integrate precision marketing and digital operation capabilities through Weimob's SaaS system, expand multi-channel ecological operation services, such as TikTok and Xiaohongshu, so as to help enterprises achieve synergistic growth of brand and transaction, and further deepen the layout of full-chain marketing services. Currently, TEAM PRO has applied the full-chain marketing strategy to Tsingtao Beer, ETAT PUR and other brands, helping them expand influence while boosting sales.

➤ Weimob Cloud platform

Our Weimob Cloud PaaS platform currently has five sub-ecosystems, namely content ecology, traffic ecology, service ecology, application ecology and overseas ecology. In 2021, more than 50 high-quality eco-partners settled in the Weimob Cloud platform and more than 400 Cloud applications were launched, which brought these partners multiple revenue growths.

In 2021, we developed a new commercial operating system "WOS", which has the following functions: generating a rich product matrix to cater to the digital needs of customers in different industries and creating consistent user experience through application integration; adapting to complex and changing business organisation forms with highly flexible and customised nodes; providing a scientific basis for business decisions through multi-scenario data integration; fully upgrading opening capacity to help merchants and third-party developers better meet business requirements; and building an independent and powerful PaaS platform to help developers achieve low-code, low-cost and efficient development. At present, WOS has been fully developed and is being tested by internal customers. In 2022, we will continue to enhance the product power of WOS, empower our eco-partners to better serve customers through Weimob Cloud, and use technology to drive the growth of both product power and commercial force, so as to achieve faster product development, bring better product experience and services, and deliver more ecological applications and services.



2 CREATING EXCELLENT PRODUCTS

2.2 OPTIMISING SERVICE QUALITY

Regarding customers as the foundation of our business, we continue to provide services and create value for them, seeking to achieve a win-win result. We make constant efforts to strengthen the consumptive power of our existing customers and continuously benefit from our large customer base. We have realised the monetisation of subscription solutions and merchant solutions through cross-marketing and cross-selling between different products and services as well as their iterative upgrading. We have been serving our customers in an open, flat and equitable manner all along, providing a range of smart business solutions, and continuously creating value for our customers, in an attempt to help enterprises achieve digital transformation and make their businesses smarter.

In 2021, we upgraded the organisational structure of e-commerce retail business, put merchants' operations and customers' success at a higher strategic level, and provided a more industrialised, systematic and refined sales and operation service system to satisfy merchants' growing business needs in private domains. This time we fully integrated the sales and operating system of the Group's e-commerce retail business and elevated the customer success system to a new level, striving to become the industry leader in products, operations and sales.

We, based on the core values of mobile social network, have realised a strategic integration of software development, advertising and marketing, e-commerce, finance, investment and big data in cross-functional field to create an intelligent business service ecosystem, forming a sales network all over the country and possessing a huge and rapidly growing customer base. We continuously build our service capabilities to become the ideal partner of our clients. We took the following measures to enhance the customer service:

- ✓ *Specifications on Weimob Customer Service Centre* was in place to manage service attitude, language courtesy, customer waiting, expression ability, understanding and listening, etc., requires every employee at the Customer Service Centre to serve the customers with enthusiasm and business skills to gain customer satisfaction;
- ✓ *Specifications on Weimob Customer Success Department* was put into effect. It requires that employees should record customers' product requirements, service complaints, and BUG feedbacks within stipulated time, submit relevant work orders, follow up and feedback to customers the progress of the work orders, and notify them of the updated content and whatever they should pay attention to;
- ✓ *Customer Satisfaction Sampling Policy* was instituted, which demands that employees should track customers' requirements in real time, throughout the closed cycle from pre-sales to after-sales, to ensure timely response to customers' feedbacks;
- ✓ Special teams are designated to deal with customer complaints in accordance with the standard procedure for customer complaint handling; and
- ✓ Monthly surveys on customer satisfaction for after-sales services in accordance with the *Weimob Standards for After-Sales Satisfaction Survey* was conducted, and corresponding measures to improve customer satisfaction based on the survey results were taken.

2 CREATING EXCELLENT PRODUCTS

Our goal is to improve customer satisfaction, and there is special customer service personnel on the official website responsible for verifying customer complaint information and recording customer demands. After receiving any complaint, the Demand Management Department determines the responsible department for the complaint as well as the treatment plans, and urges the responsible department to contact the customer to solve the problem within one workday, so as to make sure the complaint can be solved properly and constantly improve the quality and level of customer service. During the Reporting Period, the Group received 1,839 complaints from customers, and the complaint resolution rate was 98.3%. Our customer satisfaction rate was 99% in 2021. In addition, due to our operating characteristics, the key performance indicators B6.1 (percentage of total products sold or shipped subject to recalls for safety and health reasons) and B6.4 (description of quality assurance process and recall procedures) were not applicable, about which we did not make any disclosure.

Weimob products and services have been undergoing rapid updates and iterations. To help new customer service staff better understand products and services, we provide regular trainings on product and service knowledge, to improve their business capabilities of providing customers with the latest and most complete product and service information. In 2021, the Customer Service Centre provided the customer service staff with 276 trainings, which involved 1,447 participants.



Trainings on the functions of “Smart Hotel”

Functional operation and explanation of Smart Hotel

On 28 October 2021, the Customer Service Centre conducted functional operation and explanation of “Smart Hotel” for on-the-job employees to help them get familiar with the operation of functions of Smart Hotel.

Learning about the operation solutions of high-quality merchants

On 17 October 2021, the Customer Service Centre organised on-the-job employees to learn high-quality operation solutions, and introduced their advantages to the employees with specific cases to enhance their ability to develop operation solutions.



Organising employees to learn high-quality operation solutions

2 CREATING EXCELLENT PRODUCTS

2.3 BUILDING COMPLIANCE OPERATION

➤ Responsible Marketing

We stipulate that logos, colours, combination of logos should be in line with the requirements in *Weimob Visual Identity System Handbook* to ensure the consistency of brand identity.

While undertaking advertising business, subsidiaries of Weimob strictly comply with relevant laws and regulations, including but not limited to the *Advertising Law of the People's Republic of China*, *Detailed Implementing Rules for the Regulation on Advertising and Provisions on the Administration of Advertisement Publishing Registration*. They review their services on advertising consulting, advertising planning, advertising production and advertising management, etc. in accordance with the requirements on verification of advertisers' qualification, advertisement content and double-check mechanism stipulated in the *Weimob Advertising Compliance Guidelines*. We also formulated the Standards for Risk Control Review, which includes various Internet banned words, and organised relevant trainings to strengthen the identification ability of risk control reviewers.

➤ Intellectual Property

As a knowledge-driven enterprise, we attach great importance to intellectual property protection, while respecting intellectual property achievements of others. In compliance with relevant laws and regulations, including but not limited to the *Trademark Law of the People's Republic of China*, the *Patent Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China* and the *Anti-Unfair Competition Law of the People's Republic of China*. We established the *Weimob Intellectual Property Management Policy*, including the *Patent Management Policy*, the *Trademark Management Policy* and the *Computing Software Copyright Management Policy*, etc., to effectively manage intellectual property. We properly record work relating to intellectual property, identify the attribution of results of intellectual property creation activities, implement the confidentiality, protection and commitment systems of intellectual property, to safeguard our legitimate rights and interests in intangible assets. As at the end of 2021, Weimob owned 227 trademarks and 377 software copyrights.



Online training on advertising content risk

SMG business risk control training – advertising content risk

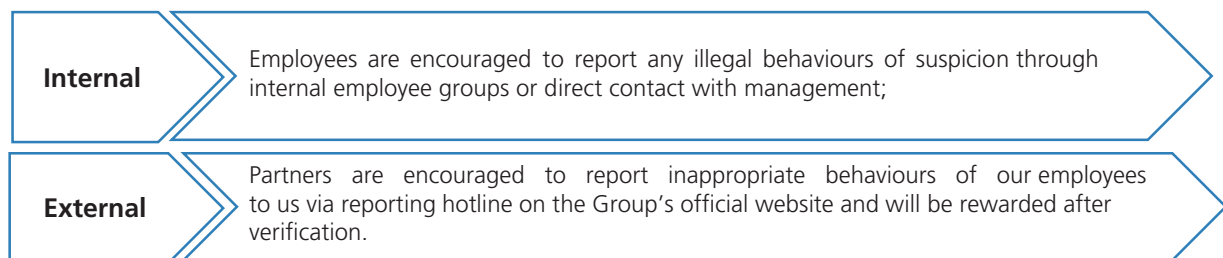
In 2021, we conducted online trainings on advertising content risk to remind employees to perform well in advertising publicity in daily activities, and raise employees' awareness of risk prevention of advertising content.

2 CREATING EXCELLENT PRODUCTS

➤ Business Ethics

In strict compliance with relevant laws and regulations, including but not limited to the *Company Law of the People's Republic of China* and the *Anti-Money Laundering Law of the People's Republic of China*, we have formulated the *Weimob Integrity Management Policy*. We implemented a commitment system to prevent commercial bribery, strictly adhere to fair competition rules, guide employees and stakeholders of Weimob to follow laws, act with honesty and integrity, and consciously resist negative and corrupt behaviours, such as disregarding moral principles in pursuit of profit, benefiting oneself at the expense of public interest, and cheating. Meanwhile, in the *Employee Handbook*, Weimob insists that employees should be strict and honest with themselves and never ask for kickbacks or receive gifts from clients or external parties by any means, so as to further build up employees' awareness of integrity.

Internally and externally, we encourage reporting violations and illegal activities, for which, we set up unimpeded reporting channels and strictly keep confidential the personal information of the informer:



Moreover, the Group continues to give regular and irregular anti-corruption trainings to reinforce the integrity of employees and ensure its compliance operation. In 2021, we conducted online trainings related to kickbacks and duty encroachment, in which employees were required to adhere to the cultural values of "integrity, cooperation and innovation, customer first, and embracing changes", as well as the operational concept honouring rule of law and integrity with high-quality services, so as to enhance their legal awareness and build a clean and upright workforce. We also provided online anti-corruption trainings for directors of the Company, and required them to study relevant requirements of business ethics such as the *Practical Guide to Directors' Integrity* to improve their own quality.

During the Reporting Period, neither the Group nor any of our employees was involved in any corruption case that's already filed and concluded.

2 CREATING EXCELLENT PRODUCTS

2.4 PROTECTING INFORMATION SECURITY

We regard the data privacy of merchants and their consumers as confidential information of the Company. Weimob strictly abides by relevant laws and regulations on information security and personal privacy protection, including but not limited to the *Cybersecurity Law of the People's Republic of China* and GB/T 22239-2019: *Information Security Technology – Baseline for Classified Protection of Cybersecurity*. We have formulated internal policies such as the *Security Management Policy*, the *Personal Information Protection Management*, the *Guidelines on Disposal of Security Hazards in Weimob's Information Systems*, and the *Management Measures for System Database Backup and Recovery*.

In 2021, the Group newly developed the *Weimob Data Security Management Standards*, the *Guidelines on Disposal of Security Hazards in Weimob's Information Systems* and other information security systems and procedures to strengthen the Group's information system management and data backup, and actively protect users' personal privacy and data security. Accredited Grade Three of the Graded Protection of National Network Security, we boast reliable information and infrastructure security capabilities and strive to protect user privacy to the full extent. In 2021, the Group established an information security management system and passed third party certification.



Certificate of information security management system

In terms of management, we established an independent information security department to manage user data. We signed the user registration and data authorization agreements with our merchants in compliance with applicable laws and regulations in the People's Republic of China, and informed them about the purpose, scope and methods of information collection and use, with which we always conform. We have not sold or illegally provided such personal information we have accumulated to any third parties. In terms of technology, we have adopted a range of security measures, including but not limited to enforcing encrypted data transmission and storage, conducting data classification management, applying strict management policies on user data access and usage, to safeguard the data we have accumulated and stored.

Departments of the Group have established sound network security operation systems, and network administrators are designated to monitor and inspect network security operations on a daily basis. In case of security issues, the departments will make reports without delay, proactively communicate with the security department, and ensure that security issues are dealt with in accordance with the "4 Promptness" standard, which is prompt identification, prompt response, prompt resolution, and prompt conclusion. In an emergency, the department may "disconnect from the Internet first and dispose of the issues later" upon approval of the head of the corresponding department, to ensure the safety of the Company's network and resume normal operation in a timely manner.

2 CREATING EXCELLENT PRODUCTS

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

In 2021, in order to strengthen employees' understanding of the importance of information security and data assets, Weimob carried out annual training, new joiner training, training examination, legal knowledge training, distribution of information security awareness manuals and other activities to enhance employees' awareness of information security in an all-round way. At the same time, the Group incorporated information security violations into the *Employee Handbook*, and formulated corresponding reward and punishment mechanisms to promote R&D employees to deeply understand the importance of information security to the Company. In the future, we will continue to enhance data security governance to provide customers with more secure and stable system services.



On 26 September 2021, the Group conducted information security awareness training and assessment for all on-the-job employees in the R&D centre. In addition to the previous two major training modules including safety awareness and security skills, a special phishing drill was added to explain the generation process of phishing emails to employees, further enhancing their information security awareness and skills, and improving the prevention against phishing emails.



Employee information security awareness training and assessment

2 CREATING EXCELLENT PRODUCTS

Topic: Information security assurance for significant events

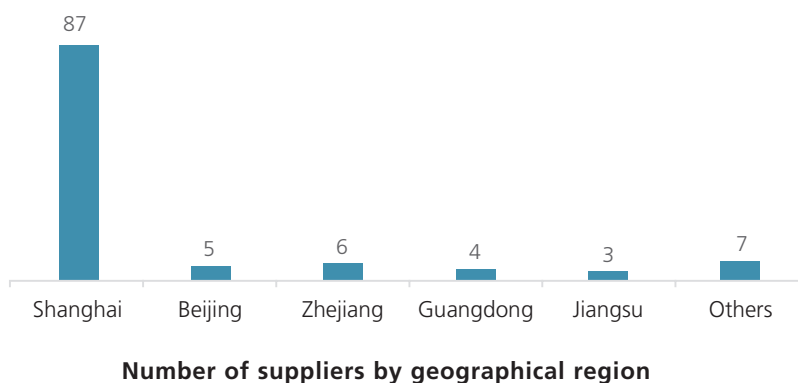
The year 2021 marks the 100th anniversary of the founding of the Communist Party of China ("CPC") and the launching of China International Import Expo ("CIIE") in Shanghai. Weimob is deeply aware of its importance. During the period for ensuring the safety of the 100th anniversary of the founding of the CPC and CIIE, Weimob Information Security Department, together with the Operation and Maintenance Department and the Information Technology Department, jointly set up a security team, established a normalised security mechanism and implemented shift work to ensure that the risks related to information security can be handled and identified in time, so as to deal with emergencies quickly, and effectively ensure the safe celebration of the 100th anniversary of the founding of the CPC and the smooth development of CIIE.

2.5 SUPPLIER MANAGEMENT

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

We strictly comply with and require suppliers to comply with relevant laws and regulations, including but not limited to the *Bidding Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China* and the *Interim Provisions on Banning Commercial Bribery*. Conventional terms of anti-commercial bribery are attached in our contracts with suppliers. We sign the *Commitment Letter of Anti-commercial Bribery* with suppliers, banning any commercial bribes and safeguarding the legitimate rights of both parties.

Our major suppliers include 11 types of suppliers in respect of air conditioning, fire protection, software and hardware services, logistics services and others. During the Reporting Period, the number of the Group's suppliers by geographical region was as follows:



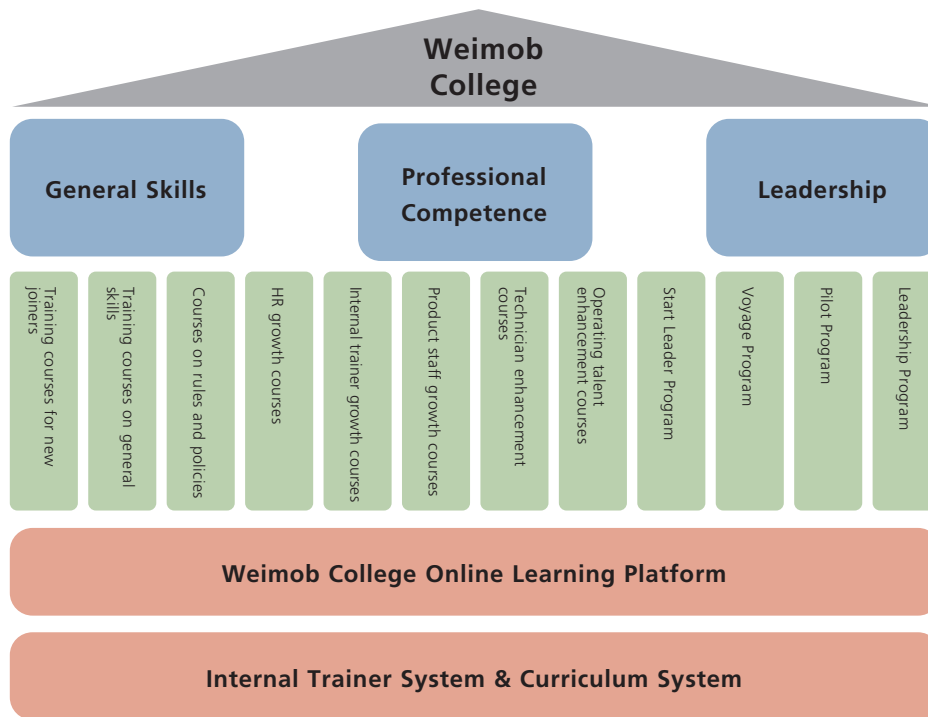
3 PAYING ATTENTION TO EMPLOYEE CARE

We regard our employees as the most valuable assets. While providing a good working environment and incentive mechanism, we continuously optimise the employee development system, and provide different career development channels to guide each employee's growth path and enable them to develop together with the Company and enjoy the happiness of their development and success. We fully respect and trust employees and strictly protect the rights and interests of each employee.

3.1 TALENT CULTIVATION

Weimob values the growth and development of each talent and organises a regular review of talents annually, so as to make comprehensive assessment from their performance, ability, potential and other aspects and develop growth plans for talents. Through talents review, the Group has discovered and trained a large number of key managers and technical experts, laying an important cornerstone for driving Weimob's business growth and team development.

Our training centre – “Weimob College”, also provides employees with a career development platform, helping them grow from new joiners to key employees and embark on different development channels. We provide comprehensive training for employees through courses about general skills, professional competence and leadership.



“Weimob College” training centre model

3 PAYING ATTENTION TO EMPLOYEE CARE

In addition, Weimob has independently developed an online learning platform for employees – Weimob Class. Through the platform, the Group summarises the best practices of internal employees in their daily work, and employees can learn these best practices in a flexible manner. At the same time, internal employees can access the latest learning resources via the platform to speed up the expansion of their horizons.



Online learning platform – Weimob Class

3 PAYING ATTENTION TO EMPLOYEE CARE

In accordance with the *Employee Training Policy*, we have launched general skill, professional competence and leadership training curriculum, such as “Start Leader Programme”, “Voyage Programme” and “Pilot Programme” under vertical and horizontal training modes to improve comprehensive competitiveness of employees and build a high-quality talent team, thereby creating more benefits for the development of the Company.



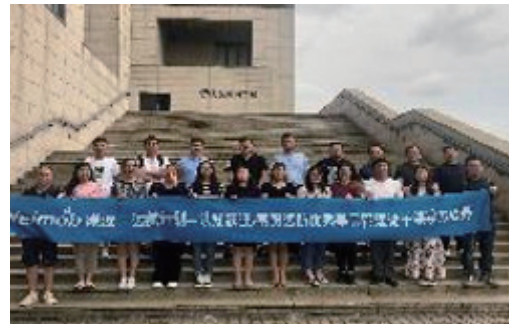
“Start Leader Programme” training

Start Leader Programme

In 2021, Weimob continued to provide “Start Leader Programme” training for on-the-job grassroots cadres, improved the participation of management, employees and HRBP through systematic management training and the creation of project IP, and assisted grassroots employees in obtaining necessary management knowledge, so as to promote the improvement of management ability, management efficiency and leadership of management personnel.

Voyage Programme

In 2021, Weimob launched the Voyage Programme for outstanding key management, completed the flipped curriculum through the combination of online and offline methods, achieved mixed training, and comprehensively enhanced employees’ knowledge and skills, helping employees improve their management and team communication capabilities.



“Voyage Programme” training for key management



“Pilot Programme” training for middle and senior

Pilot Programme

In 2021, Weimob launched the Pilot Programme for middle and senior managers, “Pilot Programme”, with the aim to establish a leadership growth and sharing platform for middle and senior managers and improve the leadership level of senior managers to develop and reserve talents.

3 PAYING ATTENTION TO EMPLOYEE CARE

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

	Types	Percentage of employees trained	Average training hours completed per employee (Hours/Person)
By gender	Male	45.9%	13.0
	Female	54.1%	11.1
By employee category	Senior management	1.2%	15.5
	Middle management	4.9%	10.5
	Employees	93.9%	10.8

3.2 EMPLOYEE MANAGEMENT PRACTICE

In compliance with relevant laws and regulations, including but not limited to the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China* and the *Provision on the Prohibition of Using Child Labor*, we effectively protect the legitimate rights and interests of our employees.

❖ Recruitment and dismissal

We keep on looking for like-minded talents pursuing common development and expect them to grow into core and key employees of each department of Weimob. We formulated the *Recruitment Management Policy* to hire qualified employees following the principle of "Open recruitment, equal competition, merit-based recruitment, and giving priority to internal candidates over external ones". In 2021, the Group newly formulated the *Re-employment Management Policy for Weimob's Employees* to encourage the recruitment of resigned employees, and reduce the process of employees' familiarity with the environment and systems, improving the stability of employees.

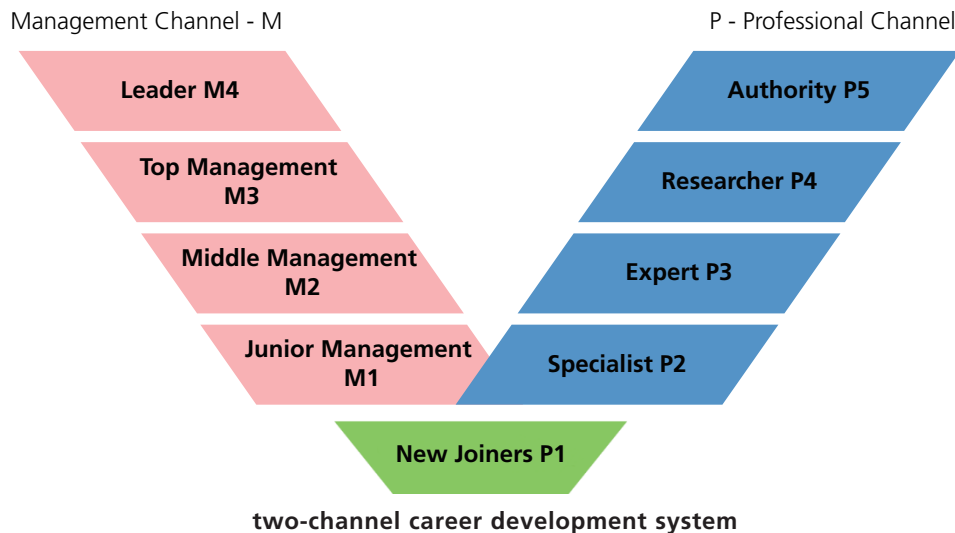
In the *Labour Contract* and *Employee Handbook*, we set out the specific conditions and procedures to be met and followed when terminating the labour contract with employees. Arbitrary dismissal is not allowed.

❖ Promotion and remuneration

We built a two-channel career development system where employees can choose management career path or professional one depending on their individual conditions. In the case of job vacancies, we give priority to internal candidates in selection to fully explore outstanding internal staff.

3 PAYING ATTENTION TO EMPLOYEE CARE

In 2021, the Group newly formulated the *Position Transfer Management Policy for Weimob's Employees*, which allows employees to actively change their departments and positions due to personal career development within the Group, and encourages employees to give full play to their strengths, so as to realise the best use of talents and make them suitable for their positions.



We formulated the *Weimob Performance Appraisal Management Policy* and took the results of performance appraisal as an important basis for employees' personal growth and development, such as promotion, encouragement, training, etc. We established promotion review committees both at the department level and company level to evaluate employees based on the work requirements, employees' performance, working competence, relevant job knowledge and experience, and promote or transfer employees to new positions according to the evaluation results. In 2021, a total of 1,212 employees were promoted after the nomination of each business unit, the review of the Promotion Review Committee at business unit level/corporate level, and the evaluation of the Human Resource Department and CEO Office.

We formulated the *Remuneration Management Policy* and signed *Labour Contracts* with formal employees, providing them with a well-established compensation system. The remuneration of employees consists of basic salary, performance salary, annual bonus and welfare subsidies. We set multiple pay grades in line with different job responsibilities and comprehensively determine the annual bonus amount according to various factors, including the operation condition, the employees' work nature, work quality, performance and contributions to the Company, etc. We offer employees competitive salaries, performance-based cash bonuses and other incentives, so as to attract, retain and motivate eligible employees.

❖ Working hours, holidays, other benefits and welfare

Adopting a 40-hour-a-week working system, we work 5 days every week (Monday to Friday). We encourage our people to finish their work with required quality and quantity during normal working hours and discourage them from working overtime. If employees need to work overtime on national holidays or weekends, they should fill out the *Overtime Application Form* and get approval. In such cases, they are entitled to paid leave or overtime compensation in accordance with relevant regulations. Employees enjoy a variety of holidays such as national holidays, paid annual leave, marriage leave, pregnancy leave, maternity leave, sick leave and funeral leave, etc.

3 PAYING ATTENTION TO EMPLOYEE CARE

We pay social insurance premiums for our staff in accordance with national and local policies and regulations, and provide lots of benefits for employees comprising meal subsidies, communication subsidies, transportation subsidies, etc. In our daily work, we not only provide 24-hour gym, nursing room, billiard room, self-service café, leisure bar, reading room and other spaces for our people in the office, but also provide them with a rich variety of fruits, afternoon tea and other treats.

❖ Equal opportunity, diversity and anti-discrimination

We strictly comply with national and local laws and regulations and avoid discrimination against any employee based on personal characteristics such as race, gender, colour, age, family background, ethnic tradition, religion, physical fitness and original nationality, etc. We ensure that all employees are equally treated in compensation and dismissal, recruitment and promotion, working hours, holidays, other benefits and welfare.

As at the end of 2021, we had a total of 8,562 employees. The number and turnover rate of employees by gender, age group, geographical region and employment type were as follows:

	Types	Number of employees	Employee turnover rate*
By gender	Male	4,922	26.9%
	Female	3,640	26.8%
By age group	Below 30	5,528	27.2%
	30-39	2,829	26.4%
	40-49	192	15.4%
	50 and above	13	6.5%
By geographical region	Shanghai	4,952	21.1%
	Hefei	448	27.5%
	Other regions	3,162	33.2%
By employment type	Full-time	8,482	/
	Part-time	80	/

* Note: Employee turnover rate = Number of employees lost during the Reporting Period in the category / (Total number of employees during the Reporting Period in the category + Number of employees lost during the Reporting Period in the category + Number of employees joined during the Reporting Period in the category) * 100%

❖ Labour Standards

In compliance with relevant laws and regulations, we stipulate in our *Employee Handbook* that people under the age of 18 are not allowed to be employed, and there is no child labour in the Group. In addition, we adopt statutory working hours where employees need to apply and get approval for overtime, and there is no forced labour.

3 PAYING ATTENTION TO EMPLOYEE CARE

3.3 CARING FOR EMPLOYEES' LIVES

The Group focuses on the physical and mental health and well-being of its employees, and undertakes various activities to continuously enhance employees' sense of belonging. We have set up Weimob Club, a club for cultural activities, which regularly holds six club activities, including fitness, basketball, football and badminton, as well as important festival activities such as Women's Day and Children's Day, to enrich employees' lives, enhance the Company's internal cohesion, and create a harmonious team atmosphere.



Women's Day



"Weimob Cup" sports league



Children's Day

3.4 ENSURING HEALTH AND SAFETY

Putting employees' health and safety first, we strictly abide by relevant laws and regulations, including but not limited to the *Fire Protection Law of the People's Republic of China*, and take a series of measures to ensure employees' health and safety, including:

- The Group has formulated non-smoking management regulations, which stipulate that no employee is allowed to smoke and use electronic cigarettes in all indoor areas, and has set up a non-smoking supervision and inspection team to organise regular inspections, so as to create a healthy and civilised office environment;
- Check the firefighting equipment in the office building monthly to ensure fire safety in the workplace;
- Put up fire prevention signs in the office area to improve employees' fire safety awareness; and
- Irregularly organise employees to participate in the fire drills initiated by the fire detachment in the park, so as to improve employees' capabilities of self-rescue and response to fire and other hazards;

In 2021, for purpose of systematic improvement of personnel defense, technical defense and physical defense of the Company's fire safety, we set up a voluntary firefighting team of employees, who were selected from volunteer employees recommended by various departments of the Company. The firefighting team actively performed fire safety publicity work within the Company, including daily fire safety inspection, regular internal fire protection trainings, and familiarity with the use of firefighting equipment, to fully improve the internal fire safety of the Company, set an example and play a leading role among the employees.



Fire safety poster

3 PAYING ATTENTION TO EMPLOYEE CARE

On 15 January 2021, the Group conducted fire drills to improve the emergency response and disposal capabilities of safety personnel in response to safety production accidents, and enhance their ability to effectively deal with sudden fire accidents.



Fire drills



Fire security knowledge training

In 2021, the Group provided fire safety knowledge trainings for the Company's employees and invited the fire rescue detachment of Baoshan District to conduct fire safety knowledge and skill training for employees to further enhance their fire safety awareness.

In 2021, the Group launched a three-month activity of "Weimob Medical Examination Season", which provided free medical examinations to all employees, as well as two offline sessions to explain medical examination reports. We specially invited several general medical practitioners to the site on a regular basis to provide one-to-one report analysis, popularise health knowledge and improve employees' self-health management capabilities.

In 2021, we arranged professional inspection agencies to monitor the indoor air quality (including formaldehyde and volatile organic pollutants, etc.) of all newly renovated office buildings or exhibition halls, and issued relevant inspection reports. The air quality of all office buildings or exhibition halls under inspection met the requirements of national standards, which continuously ensured the health of employees.

Due to our business characteristics, employees mainly work in the office building and are not exposed to dust, radioactive substances or other toxic and harmful factors, so they are rarely inflicted by occupational diseases. There were not work-related fatalities occurred in each of the past three years in the Group. During the Reporting Period, the number of working days lost of the Group due to work injury was 137.

3 PAYING ATTENTION TO EMPLOYEE CARE

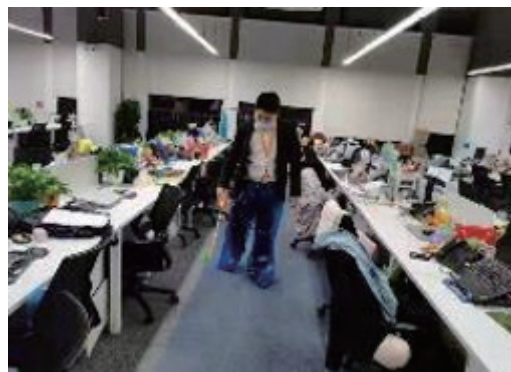
Topic: COVID-19 epidemic prevention and control

As COVID-19 continued in 2021, we insisted on epidemic prevention and control in our routine work, strictly required employees to ensure personal protection, and proposed the following prevention and control measures:

- Require employees to open windows regularly for ventilation and air circulation;
- Provide masks for employees and strictly require them to wear the masks properly in accordance with epidemic prevention requirements;
- Measure each employee's temperature when they enter and exit the Company;
- Require any visitor to provide green QR code and make registration before entering the Company; and
- Disinfect the Company twice a day to ensure the safety of the office environment.



Temperature measurement at time of entry and exit



Disinfection of office areas

4 PRACTISING GREEN DEVELOPMENT

In line with the policy of sustainable development nowadays, the Group actively responds to the national call for energy conservation and emission reduction. We comply with the *Environmental Protection Law of the People's Republic of China* and other relevant environmental laws and regulations, and have internally formulated the *Weimob Environment Protection and Energy Conservation Management Policy* to ensure the smooth implementation of the Group's energy conservation and emission reduction work. We constantly improve environmental management measures, formulate the environmental goal of "promoting Green Office, practising low-carbon life, strictly controlling waste, optimising resource management and reducing greenhouse gas emissions", and adopt a variety of measures and policies for energy conservation, water conservation and emission reduction (including but not limited to greenhouse gas emissions), striving to build a green economic society in which man lives in harmony with nature.

4.1 GREEN OFFICE

We actively advocate the concept of Green Office, and encourage employees to start with small things to gradually enhance their awareness of environmental protection and energy conservation. In 2021, the Group adopted a series of measures for energy conservation and emission reduction:

- ✓ Collect wastes regularly, classify the wastes for better management, focus on recycling reusable wastes, and encourage recycling;
- ✓ Encourage paperless office and call on employees to decrease printing and copying, use double-sided printing, reclaim waste paper, by which we avoid unnecessary use of paper;
- ✓ Lock up air-conditioner controllers in office buildings and maintain temperature in workplace at 26 degrees Celsius by security officers;
- ✓ Strictly abide by the *Regulations of Shanghai Municipality on Municipal Solid Waste Management*, strengthen the publicity of waste classification, accelerate the popularization of waste classification knowledge, paste waste classification logo posters in the office and canteen areas, and uniformly place trash cans on the floors;
- ✓ Promote green meetings by encouraging teleconferences and online meetings; and
- ✓ Adopt LED lamps for the Company's lighting system and make full use of natural light.



Waste classification



Air conditioning cover plate

4 PRACTISING GREEN DEVELOPMENT

Our main hazardous wastes are used toner cartridges, ink cartridges, etc., which are collected by qualified recyclers for reclamation. As we are not involved in hazardous waste discharge and have little impact on the environment, KPI A1.3 (Total hazardous waste produced) is not disclosed in the Report.

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

Emission	2021	2020	2019
NO _x (kg)	102.10	48.40	78.50
SO ₂ (kg)	0.24	0.12	0.25
Particulate matter (kg)	9.78	4.64	7.52
Direct GHG emission (Scope 1) (tCO ₂ e)	34.52	17.40	35.82
Energy indirect GHG emission (Scope 2) (tCO ₂ e)	2,829.59	1,501.98	1,427.16
Total GHG emission (tCO ₂ e)	2,864.11	1,519.38	1,462.98
Greenhouse gas emission intensity (tCO ₂ e per person)	0.49	0.37	0.50
Total non-hazardous waste (tons)	367.47	197.36	205
Non-hazardous waste intensity (tons per person)	0.06	0.05	0.07

Notes:

- Greenhouse gas emissions are presented as CO₂ equivalent. The calculation method and conversion factors come from the *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by the National Development and Reform Commission.
- In 2021, the electricity charges in some cities were no longer borne by the property management companies, but paid by Weimob itself, resulting in higher greenhouse gas emissions compared with previous years.



4 PRACTISING GREEN DEVELOPMENT

4.2 RESOURCES CONSERVATION

China has put forward the target to achieve “carbon peak by 2030 and carbon neutrality by 2060”. Under such context, Weimob, as one of the typical representatives of technology enterprises, has actively implemented the low-carbon concept and established the Weimob environmental education system to promote low-carbon development of the value chain. We implement energy conservation and environmental protection awareness education in our daily work to help all employees improve their awareness of electricity and water conservation. At the same time, we gradually introduce and upgrade energy-saving and water-saving equipment and technologies to meet the national target of “carbon peak and carbon neutrality” and promote green development.

- | | |
|--|--|
| Electrical Lights and Equipment | <ul style="list-style-type: none">• Multiple controls are used in the lighting system, use LED and energy saving lamps for lighting;• Unnecessary lights are turned off during the lunch break and overtime work. Unused computers are shut down or switched to power saving mode. Lights, computers, printers, water dispensers and other appliances are shut down after work;• Lights in conference rooms are switched off in time. Signs are posted at the exit and entrance of conference rooms, reminding employees to turn off lights when leaving; and• When purchasing new electrical appliances, green products that are energy-efficient and environmentally friendly are selected while considering the prices. |
| Ventilator and Air Conditioner | <ul style="list-style-type: none">• Cooling mode of the air conditioner starts operating on working days from June to September at the temperature of 26℃; heating mode is working on the working days from December to March at the temperature of 20℃; natural ventilation is on during the months when the air conditioner is off;• The central air conditioner in conference rooms is switched off in time. Signs are posted at the exit and entrance of the conference rooms, reminding employees to turn it off when leaving;• We conduct timely maintenance and repair on air conditioners in the offices and clear up separation nets of the air conditioners and ventilators to ensure their good operation; and• When the air conditioner is on, we always keep windows, doors and curtains closed for heat preservation and energy saving. |
| Water Conservation | <ul style="list-style-type: none">• We use equipment with high water efficiency;• We properly manage and maintain water equipment so as to find and eliminate failures in time, including water leakage, water dripping and sensor failure;• Turn off the tap after use so as to prevent long-flowing water;• Sprinkling or drip irrigation method is adopted for public green spaces to save water; and• The water valve is closed during holidays. |

4 PRACTISING GREEN DEVELOPMENT

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

Use of Resources	2021	2020	2019
Total direct energy consumption (MWh)	141.19	71.19	146.50
Total indirect energy consumption (MWh)	3,990.15	2,113.22	2,006.26
Total energy consumption (MWh)	4,131.34	2,184.40	2,152.76
Energy consumption intensity (MWh per person)	0.71	0.53	0.74
Total water consumption (tons)	37,261.99	21,669.30	24,464.80
Water consumption intensity (tons per person)	6.38	5.26	8.41

Notes:

1. The energy consumption is presented in MWh (kWh in 000's). The conversion factors come from the default values of relevant parameters of fossil fuels in China in Table 1 and the default values of fuel density in Table 2 in the appendix of *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by the National Development and Reform Commission.
2. In 2021, water and electricity charges in some cities were no longer borne by the property management companies, but paid by Weimob itself, resulting in an increase in total energy consumption and total water consumption compared with previous years.
3. Our water is sourced from municipal water system. Due to the characteristics of our businesses, we do not use any packaging materials, thus KPI A2.5 total packaging material used for finished products is not applicable and is not disclosed in the Report.
4. We have disclosed the emissions and use of resources in 4.1 Green Office and 4.2 Conserving Resources respectively. Due to the characteristics of our businesses, we are not related to other environment and natural resources during operation. Aspect A3 of the ESG Guide The Environment and Natural Resources and KPI A3.1 description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them were not applicable, thus are not disclosed in the Report.

4.3 RESPONDING TO CLIMATE CHANGE

In recent years, climate change has gradually aroused the concern of the whole world. The frequent occurrence of extreme weather such as rainstorm, typhoon and thunderstorm results in a series of chain reactions such as power supply interruption and urban flood, which will cause great security risks and impacts on our data services and online systems. We will actively identify the possible impact of climate change on the Company's business and take corresponding actions to address it.

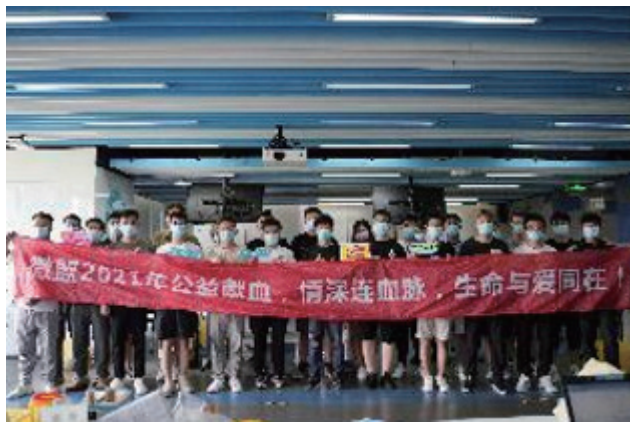
In order to cope with the impact of extreme weather, we have developed emergency measures in response to extreme weather. For example, before the advent of extreme weather such as rainstorm, typhoon and thunderstorm, we will inform employees of weather information in advance and give life tips on response to extreme weather, so as to help the Company improve business continuity and high availability and mitigate the impact of climate change on our business as much as possible.

5 TECHNOLOGY-EMPOWERED PUBLIC WELFARE

We are committed to social welfare undertakings and actively fulfil our social responsibilities. In 2021, we carried out social welfare activities in an orderly manner to contribute to a harmonious socialist society and make the public feel warm and moved. In the future, we will continue to participate in social welfare and philanthropy to build the most influential enterprise.

➤ VOLUNTARY BLOOD DONATION

On 4 August 2021, in an active response to the call of Shanghai Municipal People's Government, we organised employees to carry out voluntary blood donation activities for three consecutive years. With the active participation of employees, the total donated blood amounted to 24,600 cc. The activity was a complete success and contributed to public welfare undertakings.



Voluntary blood donation activity

ESG GUIDE INDEX

Aspect	Requirements	Chapter
A1 Emissions	<p>General Disclosure</p> <p>Information on:</p> <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer <p>relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.</p> <p><i>Note: Air emissions include NOx, SOx, and other pollutants regulated under national laws and regulations.</i></p> <p><i>Greenhouse gases include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride.</i></p> <p><i>Hazardous wastes are those defined by national regulations.</i></p>	4.1 Green Office
KPI A1.1	The types of emissions and respective emissions data.	4.1 Green Office
KPI A1.2	Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	4.1 Green Office
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	4.1 Green Office
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	4.1 Green Office
KPI A1.5	Description of measures to mitigate emissions and results achieved.	4.1 Green Office
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	4.1 Green Office

ESG GUIDE INDEX

Aspect	Requirements	Chapter
A2 Use of Resources	General Disclosure	4.2 Resources Conservation
	Policies on the efficient use of resources, including energy, water and other raw materials.	
	<i>Note: Resources may be used in production, in storage, transportation, in buildings, electronic equipment, etc.</i>	
	KPI A2.1 Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	4.2 Resources Conservation
	KPI A2.2 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	4.2 Resources Conservation
	KPI A2.3 Description of energy use efficiency initiatives and results achieved.	4.2 Resources Conservation
A3 The Environment and Natural Resources	KPI A2.4 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	4.2 Resources Conservation
	KPI A2.5 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	4.2 Resources Conservation
	General Disclosure	4.2 Resources Conservation
	Policies on minimising the issuer's significant impact on the environment and natural resources.	
	KPI A3.1 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	4.2 Resources Conservation

Aspect	Requirements	Chapter
A4 Climate Change	General Disclosure	4.3 Responding to Climate Change
	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	
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.	4.3 Responding to Climate Change
B1 Employment	General Disclosure	3.2 Employee Management Practice
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	
B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	3.2 Employee Management Practice
B1.2	Employee turnover rate by gender, age group and geographical region.	3.2 Employee Management Practice



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Aspect	Requirements	Chapter
B2 Health and Safety	General Disclosure	3.4 Ensuring Health and Safety
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to providing a safe working environment and protecting employees from occupational hazards.	
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	3.4 Ensuring Health and Safety
B2.2	Lost days due to work injury.	3.4 Ensuring Health and Safety
B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	3.4 Ensuring Health and Safety
B3 Development and Training	General Disclosure	3.1 Talent Cultivation
	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	
	<i>Note: Training refers to vocational training. It may include internal and external courses paid by the employer.</i>	
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	3.1 Talent Cultivation
B3.2	The average training hours completed per employee by gender and employee category.	3.1 Talent Cultivation

Aspect	Requirements	Chapter
B4 Labour Standards	General Disclosure	3.2 Employee Management Practice
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to preventing child and forced labour.	
B4.1	Description of measures to review employment practices to avoid child and forced labour.	3.2 Employee Management Practice
B4.2	Description of steps taken to eliminate such practices when discovered.	3.2 Employee Management Practice
B5 Supply Chain Management	General Disclosure	2.5 Supplier Management
	Policies on managing environmental and social risks of the supply chain.	
B5.1	Number of suppliers by geographical region.	2.5 Supplier Management
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.	2.5 Supplier Management
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	2.5 Supplier Management
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	2.5 Supplier Management



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Aspect	Requirements	Chapter
B6 Product Responsibility	General Disclosure	2.2 Optimising Service Quality
	Information on:	2.3 Building Compliance Operation
	(a) the policies; and	2.4 Protecting Information Security
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	2.2 Optimising Service Quality
B6.2	Number of products and service related complaints received and how they are dealt with.	2.2 Optimising Service Quality
B6.3	Description of practices relating to observing and protecting intellectual property rights.	2.3 Building Compliance Operation
B6.4	Description of quality assurance process and recall procedures.	2.2 Optimising Service Quality
B6.5	Description of consumer data protection and privacy policies, how they are implemented and monitored.	2.4 Protecting Information Security

Aspect	Requirements	Chapter
B7 Anti-corruption	General Disclosure	2.3 Building Compliance Operation
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to bribery, extortion, fraud and money laundering.	
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.	2.3 Building Compliance Operation
B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	2.3 Building Compliance Operation
B7.3	Description of anti-corruption training provided to directors and staff.	2.3 Building Compliance Operation
B8 Community Investment	General Disclosure	5 Technology- empowered Public Welfare
	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	5 Technology- empowered Public Welfare
B8.2	Resources contributed (e.g. money or time) to the focus area.	5 Technology- empowered Public Welfare

READERS FEEDBACK FORM

Thank you for reading the Weimob Inc. 2021 Environmental, Social and Governance Report. For the purpose of rendering valuable information to stakeholders in a better way and of improving our capabilities and levels to fulfil ESG responsibilities, we are sincerely expecting your valuable comments and recommendations on the Report.

We cordially invite you to complete the table and return it to us in any of the following approaches:

E-mail address: IR@weimob.com

Address: Weimob Building, No. 258, Changjiang Road, Baoshan District, Shanghai, PRC

1. What do you think of the Report in general?

☐ Excellent ☐ Good ☐ Medium ☐ Low ☐ Poor

2. What do you think of Weimob's fulfilment in social and environmental responsibilities?

Social responsibility	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Environmental responsibility	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor

3. Do you think whether the Report can reflect the impact of practices in social responsibilities by Weimob on the society and the environment?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

4. What do you think of clarity, accuracy and completeness of the disclosed information, data and indicators in the Report?

Clarity	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Accuracy	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor
Completeness	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Low	<input type="checkbox"/> Poor

5. Do you think whether the content and design of the Report is convenient for reading?

☐ Yes ☐ Neutral ☐ No

6. Could you please provide other comments and recommendation on our work and the Report?

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