GLOSSARY

This glossary of technical terms contains terms used in this [**REDACTED**] *as they relate to our business. As such, these terms and their meanings may not always correspond to standard industry meaning or usage of these terms.*

"AI"	artificial intelligence
"AIoT"	the combination of artificial intelligence (AI) technologies with the internet of things (IoT) infrastructure
"all-channel"	the online and offline channels between enterprises and their customers for the purpose of products and services distribution or delivery
"aPaaS"	application platform as a service
"API"	application programming interface
"CAGR"	compound annual growth rate
"cloud-based"	applications, services or resources made available to users on demand via the internet from a cloud computing provider's server with access to shared pools of configurable resources
"cPaaS"	communication platform as a service
"CRM"	customer relationship management
"clients' retention rate"	the retention rate of a certain group of client for a given period is calculated by dividing the number of clients for the same period in the previous year who remain our clients in the current period by the total number of clients for the same period in the previous year
"DMS"	distributor management system
"DI"	data intelligence, all the analytical tools and methods a company employs to form a better understanding of and get insights from the information
"Government-related industry"	in the context of describing our clients, denotes public utility entities and government organisations
"ICC"	integrated communication centre

GLOSSARY

"ICP"   internet content provider

"IoT"   internet of things

"module"   in the context of describing our technology infrastructure, a module refers to a part of a system or application that can operate to support specific functionality or use cases such as call, message and management, and a module is usually comprised of multiple functions

"MOS"   message operating system

"multi-touch"   a net containing various forms of connection, such as, online, offline, business (unified management of marketing and operational communications) and social (integrating contact information of users over various telecom channels and mainstream social media channels) which facilitates the interaction between enterprises and their customers

"PaaS"   Platform as a Service

"PMM"   promoter merchandiser management

"RMS"   retail management system

"SaaS"   software as a service

"SDK"   software development kit

"SFA"   sales forces automation

"SMS"   short message service

"SP"   service provider (excluding internet content)

"TAM"   total addressable market

"TPM"   trade promotion management

"UMP"   universal message platform (統一消息溝通平台)