
GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain terms used in this listing document in connection with us and our business. Some of these may not correspond to standard industry definitions.

“AI”	artificial intelligence
“MAUs”	monthly active users, which are calculated using internal company data, treating each distinguishable user account or device as a separate MAU even though some users may access our services using more than one user account or device and multiple users may access our services using the same user account or device
“mobile MAUs”	for a given month, (i) with respect to each of our products (except <i>WeSing</i>) is measured as the number of unique mobile devices, as the case may be, through which such product is accessed at least once in that month; and (ii) with respect to <i>WeSing</i> , is measured as the number of user accounts through which <i>WeSing</i> is accessed at least once in that month. The mobile MAUs for any given period refers to the monthly average of the sum of the mobile MAUs for that period
“monthly ARPPU”	with respect to each of our online music services and social entertainment services for any given period, refers to the monthly average of (i) the revenues of the respective services for that period divided by (ii) the number of paying users of the respective services for that period. The monthly ARPPU of social entertainment services is calculated based on revenue from social entertainment and others, including advertising services provided on our social entertainment platforms
“online music mobile MAUs”	for a given month, refers to the sum of mobile MAUs of our music products, including <i>QQ Music</i> , <i>Kugou Music</i> and <i>Kuwo Music</i> , for that month, duplicate access of different services by the same device is not eliminated from the calculation
“paying ratio”	for a given period, is measured by the number of paying users as a percentage of the mobile MAUs for that period
“paying users”	with respect to our online music services, (i) for any given quarter refers to the average of the number of users whose subscription packages remain active as of the last day of each month of that quarter; and (ii) for any given year refers to the average of the total number of paying users of the four quarters in that year. The number of paying users for our online music services for any given period excludes the number of users who only purchase digital music singles and albums during such period because these purchasing patterns tend to reflect specific releases, which may fluctuate from period to period

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with respect to our social entertainment services, (i) for any given quarter refers to the average of the number of paying users for each month in that quarter; (ii) for any given year refers to the average of the total number of paying users of the four quarters in that year. The number of paying users of our social entertainment services for a given month refers to the number of users who contribute revenues to our social entertainment services (primarily through purchases of virtual gifts or premium memberships) during that month

“publishing rights”

refers to the copyrights of music and non-music works for the purpose of this listing document

“social entertainment mobile MAUs”

for a given month, refers to the sum of mobile MAUs that have accessed the social entertainment services offered by (i) *WeSing*; (ii) *Kugou’s Live Streaming* services; (iii) *Kuwo’s Live Streaming* services; (iv) *Kugou Changchang*; and (v) *QQ Music’s Live Streaming* services; duplicate access of different services by the same user account or device is not eliminated from the calculation. The social entertainment mobile MAUs for any given period refers to the monthly average of the sum of the social entertainment mobile MAUs for that period