

GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of terms used in this document in connection with us and our business. As such, these terms and their meanings may not correspond to standard industry meanings or usages of these terms.

"AI"	artificial intelligence
"API"	application programming interface, a set of clearly defined methods of communication between various software components
"digital content marketing"	content marketing activities that rely on online platforms, such as TikTok, Xiaohongshu and Weibo and other internet platforms
"Double Twelve"	an annual online shopping promotion event in China on or around 12 December
"Double 11 Singles' Day"	an annual online shopping promotion event in China on or around 11 November
"event content marketing"	content marketing activities that rely primarily on offline events, such as concerts, marathons, fashion shows and other local events
"H5"	HTML5, a markup language used for structuring and presenting content on web pages, which is the fifth and current major version of the HTML standard
"IP"	creations of the mind, such as literary and artistic works, videos, movies and images used in commerce
"IT"	information technology
"KOL(s)"	key opinion leader(s)
"online private traffic"	customer traffic generated from merchant's website, apps, and social accounts on any social platforms that has traffic and social interaction, such as WeChat and Weibo
"online public traffic"	customer traffic within public marketplaces such as Taobao and JD
"SaaS"	a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted