GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain terms used in this document in connection with our Company and our business. The terms and their meanings may not correspond to standard industry meaning or usage of these terms.

"5G"	the 5th generation mobile network, a new global wireless standard after 1G, 2G, 3G, and 4G networks
"advertising customer(s)"	advertising customers include advertisers and their agents
"AI"	artificial intelligence
"Android"	an operating system developed and maintained by Google Inc. which is used in touchscreen technology including smartphones and tablets
"aPaaS"	application platform as a service, a service model that provides a platform and environment to allow developers to build applications over the Internet
"API"	application programming interface, a set of routines, protocols, and tools for building software applications
"app"	mobile application
"AR"	augmented reality, an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information
"CAGR"	compound annual growth rate
"CPA"	cost per action, a pricing model where an advertising customer is charged on the basis of each action of the end user such as download, installation or registration
"CPC"	cost per click, a pricing model where an advertising customer is charged on the basis of each click
"CPM"	cost per mille, a pricing model where an advertising customer is charged on the basis of thousand impressions

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"CPT"	cost per time, a time-based pricing model where advertising is paid on a fixed price for a given period
"CRM"	customer relationship management, a strategy for managing an organization's relationships and interactions with customers and potential customers
"DAU(s)"	daily active users, which refers to the number of users who log in to our AR/VR SaaS platform at least once during the day
"HTML"	hyper text markup language
"H5"	a mark-up language used for structuring and presenting content on the World Wide Web, the fifth and current major version of the HTML standard
"IEEE"	the Institute of Electrical and Electronic Engineers
"impression(s)"	the number of times the advertisement or content has been displayed
"iOS"	a mobile operating system developed and maintained by Apple Inc. used exclusively in Apple touchscreen technology including iPhones, iPods and iPads
"IoT"	Internet of things, which refers to the Internet working of physical devices, smart devices, and other items embedded with electronics, sensors, actuators, and network connectivity which enable these devices or items to collect and exchange data
"IP"	intellectual property
"M&A"	merger and acquisition
"MAU(s)"	monthly active users, which refers to the number of users who log in to our AR/VR SaaS platform in the relevant calendar month
"Metaverse"	a virtual universe with a sustainable existence based on the real world through AR/VR and other technologies

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"PBR"	physically based rendering
"PGC"	professionally generated content
"QR code"	a machine-readable optical label that contains information about the item to which it is attached
"R&D"	research and development
"recurring customer(s)"	for a particular year/period, being customer(s) who had transacted with us during the preceding financial year
"SaaS"	software as a service, a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted
"UGC"	user-generated content
"VR"	virtual reality, the computer generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way
"Wi-Fi"	a wireless local area network certified by the Wi-Fi Alliance for wireless local area network products based on the IEEE 802.11 standards, and a common IoT communication protocol which is available in home and business environments
"Wi-Fi 6"	the IEEE 802.11ax-2021 standard for wireless local area networks, an iteration of the Wi-Fi network protocol approved by the IEEE on 9 February, 2021