

# 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 2022**



\*For identification purpose only 僅供識別

# Contents



<b>ABOUT THE REPORT</b>	<b>2</b>
REPORTING SCOPE	2
BASIS OF COMPILATION OF THE REPORT	2
REPORT AVAILABILITY	2
DATA RELIABILITY ASSURANCE	2
<b>BOARD STATEMENT</b>	<b>3</b>
DUTIES OF THE BOARD	3
ESG MANAGEMENT POLICY	3
<b>HONOURS IN 2022</b>	<b>4</b>
<b>1. ABOUT US</b>	<b>5</b>
1.1 COMPANY PROFILE	5
1.2 STRATEGIC LAYOUT	6
1.3 ESG MANAGEMENT	7
<b>2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT</b>	<b>10</b>
2.1 CORPORATE GOVERNANCE	10
2.2 BUSINESS ETHICS AND COMPLIANCE OPERATION	11
2.3 MANAGEMENT AND PROTECTION OF INTELLECTUAL PROPERTY	13
2.4 RESPONSIBLE MARKETING	14
<b>3. VALUE CREATION AND DIGITAL INTEGRATION</b>	<b>15</b>
3.1 CREATING EXCELLENT PRODUCTS	15
3.2 PROTECTING INFORMATION SECURITY	18
3.3 PROVIDING CUSTOMER-CENTRED SERVICES	20
3.4 SUPPLIER MANAGEMENT	22
<b>4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT</b>	<b>24</b>
4.1 EMPLOYMENT MANAGEMENT	24
4.2 EMPOWERING EMPLOYEE DEVELOPMENT	27
4.3 SAFEGUARDING OCCUPATIONAL HEALTH	29
4.4 CARING FOR EMPLOYEES' LIFE	31
<b>5. CARING FOR COMMUNITIES THROUGH SHARING</b>	<b>32</b>
5.1 SUPPORTING INDUSTRIAL DEVELOPMENT	32
5.2 CONTRIBUTING TO COMMUNITIES AND NEIGHBOURHOOD	33
<b>6. GREEN OPERATION, ENVIRONMENTALLY FRIENDLY</b>	<b>35</b>
6.1 ENHANCING RESOURCE MANAGEMENT	35
6.2 PRACTICING GREEN OPERATION	36
6.3 RESPONDING TO CLIMATE CHANGE	37
<b>ESG GUIDE INDEX</b>	<b>38</b>
<b>READERS FEEDBACK FORM</b>	<b>45</b>



## ABOUT THE REPORT

This report is the annual Environmental, Social and Governance (“ESG”) Report (the “Report”) issued by Weimob Inc. (the “Company”) and the fifth ESG report we have published to disclose the environmental, social and governance practices and performance of the Company and its subsidiaries (collectively the “Group”, “Weimob” or “we”).

### REPORTING SCOPE

The Report covers the Company and its subsidiaries. The reporting period is from 1 January 2022 to 31 December 2022 (the “Reporting Period”). The key performance indicators (“KPIs”) in environmental areas disclosed in the Report are applied to our main offices in Shanghai, Hefei and Beijing.

### BASIS OF COMPILATION OF THE REPORT

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 the *ESG Guide* and explains the inapplicable disclosure provisions.

The Report is presented according to the following reporting principles in the *ESG Guide*:

**“Materiality” Principle:** The Report identified and ranked ESG issues that are important or relevant to stakeholders and the Company through stakeholder communication and materiality assessment.

**“Quantitative” Principle:** The Report presents the KPIs at the environmental and social levels with quantitative information, with accompanying descriptions to illustrate their purpose and impact.

**“Balance” Principle:** The Report follows the balance principle and reflects the ESG performance of Weimob objectively.

**“Consistency” Principle:** The Report was prepared in consistent with the methodologies of previous years. Where there are changes or any other relevant factors which may affect meaningful comparison with previous reports, these changes are described in the corresponding sections.

### 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>).

### DATA RELIABILITY ASSURANCE

The data and cases cited herein mainly come from statistical reports and relevant documents of the Group. The Board of Directors (the “Board”) of the Group pledges that the report does not contain any false records or misleading statements, and is responsible for the truthfulness, accuracy and completeness of the report.



## BOARD STATEMENT

Pursuant to the requirements in the ESG Guide, the Board keeps improving the ESG management structure and policy system, and enhancing the Board's supervision and participation in the Group's ESG management, creating value for stakeholders, such as clients, shareholders, employees, the community and environment.

### **DUTIES OF THE BOARD**

The Board assumes the ultimate responsibility for Weimob ESG report. The Board is responsible for continuously overseeing the commitment & performance of key ESG issues of the Group, working with management and ESG working group to check the ESG management status of the Group, forming final decisions on ESG matters and promoting the integration of ESG concepts into the Group's strategies, major decisions and business practices.

### **ESG MANAGEMENT POLICY**

The Board continuously monitors ESG development trends and peer performance and discusses and confirms the Group's ESG related risks & opportunities in combination with the Group's strategic development and the key concerns of stakeholders. In addition, the Board clarifies the working focuses of ESG management of the Group and updates management policies & strategies where necessary to ensure that ESG work is up to date.

The Report, in which the progress and results of our ESG work in 2022 were disclosed, was approved by the Board on 30 March 2023.



## HONOURS IN 2022

### Honours of Weimob in 2022

2021 China's Top 500 New Economy Enterprises  
100 digital trade innovation enterprises in Shanghai  
Shanghai Enterprise Technology Center  
Gelonghui "Annual Growth Value Award"  
CIs.cn "Annual Most Investment Value Award"  
Zhitongcaijing "Best Hong Kong Stock Connect Company"  
"2022 Kuaishou Magnetic Taurus Million Gold Championship" Gold for Talent and Excellent for Brand

# 1. ABOUT US

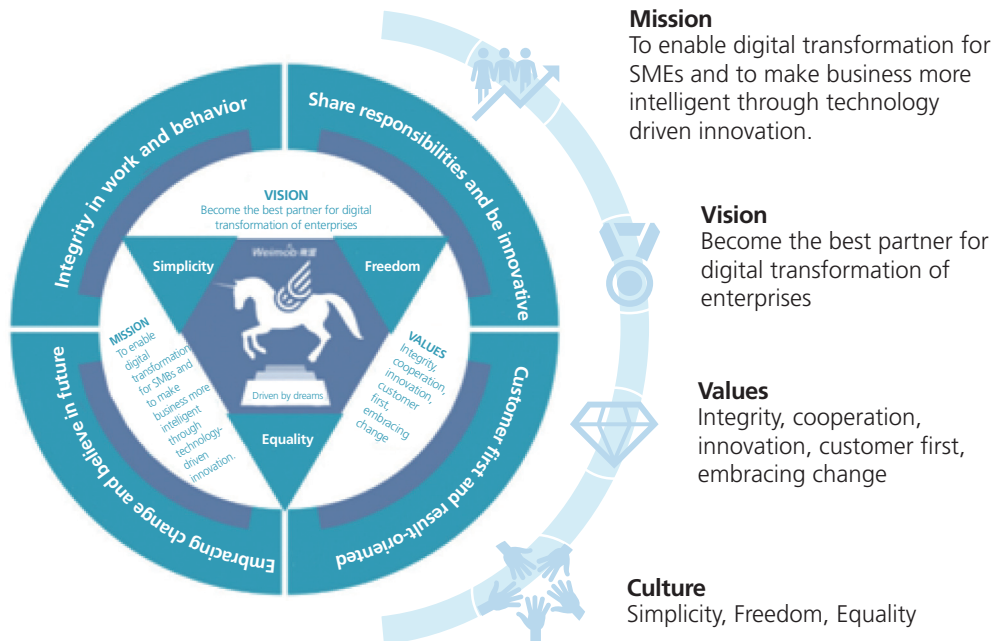
## 1.1 COMPANY PROFILE

Weimob Group was founded in April 2013, and successfully listed on the main board of the HKEX in 2019. By the end of the Reporting Period, the Group had over 6,200 employees. Weimob is a leading provider of cloud-based commerce and marketing solutions for SMEs in China. The Group offers integrated digital commerce services to merchants and digital upgrade solutions to E-tailing, fresh markets, catering, cross-border, beauty and other sectors.

The Group, based on nearly 10 years of business practices, developed a new commercial operating system “WOS”, which creates a set of decentralised business infrastructure for enterprises’ digital transformation. The WOS enables merchants to operate business intelligently via multi-terminal integrated product service matrix. In addition, Weimob provides a powerful PaaS platform for developers and shares our core product technical capacities with third-party eco-partners and developers. In doing so, we work together for the cloud business service ecosystem to realise joint contribution and sharing of enterprise service value.

In 2022, we continued to enrich products and service categories and deepen industry cooperation. Forging ahead in China’s SaaS industry, we kept enhancing technical strength and innovation ability to improve product practicality and service quality. We will stay true to our original aspiration and mission in the future, support sustainable development of clients and the industry, and create more value for shareholders and investors.

### Corporate Culture





## 1. ABOUT US

### 1.2 STRATEGIC LAYOUT

Upholding the vision of “Become the best partner for digital transformation of enterprises”, the Group continued to implement the three major strategies of “moving up-market”, “ecosystem build-up” and “globalisation” in 2022.

In terms of “moving up-market”, Weimob Smart Retail is becoming the preferred choice of many brands. Weimob has become the official service provider of WeChat Video. Our SaaS business is linked to Wechat Video accounts, which enables Smart Retail and Wei Mall to be accessed from “Livestreaming Room Share” and promotes growth of livestreaming performance. In addition, we keep improving “video commercialisation” and refining operation services at the livestreaming end, including investment attracting, agency operation, training and supply.

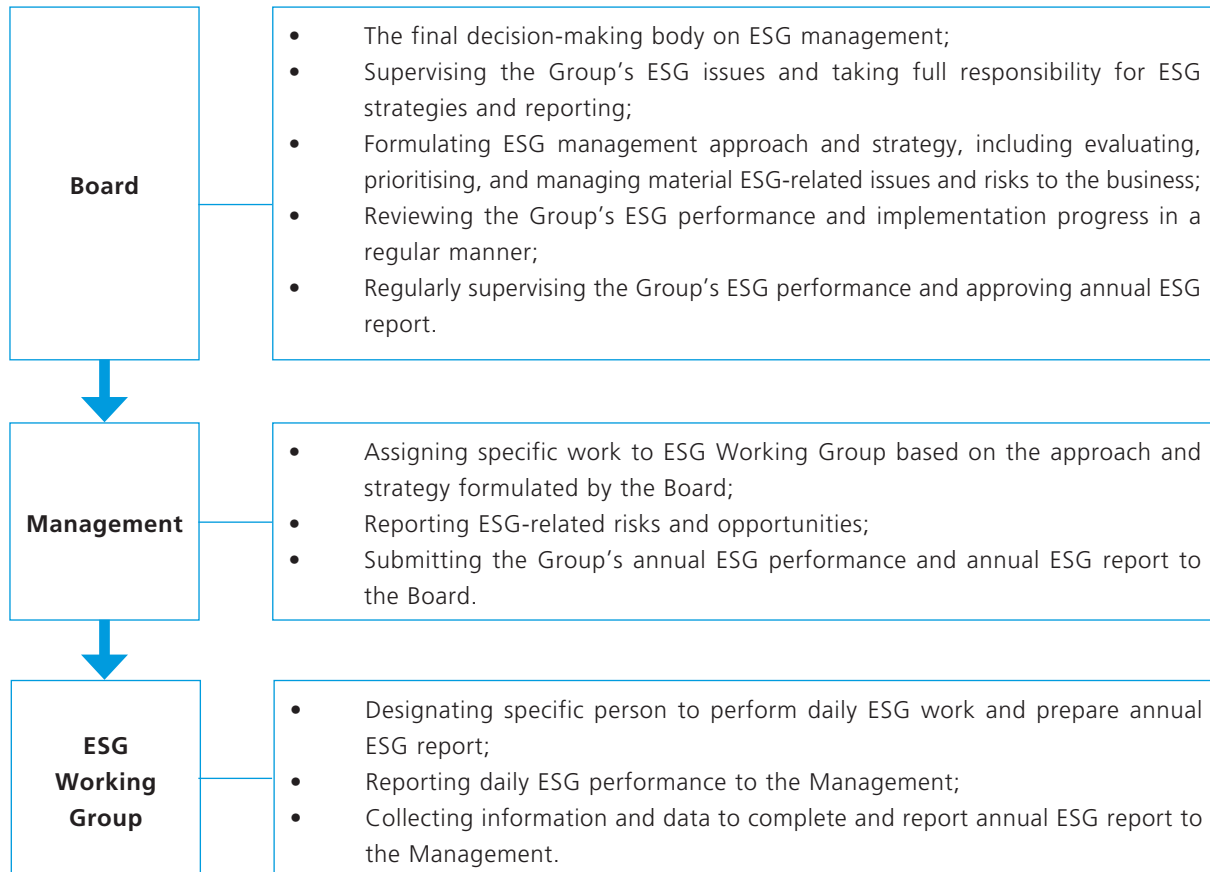
In terms of “ecosystem build-up”, Weimob released WOS, a new business operating system for decentralization, to create a digital business infrastructure that has “rapid iteration, high integration, expandability and flexible customization” for enterprises. The WOS offers an all-round upgrade of the strength in product, technology and ecology. It helps create digital assets and unleashes their potential by assisting enterprises and brands realise multi-system integration. Meanwhile, it attracts and retains an increasing number of eco-partners, which promotes the eco-development and upgrading of China’s commercial service industry. By the end of the Reporting Period, the WOS had launched key products and solutions for customers in e-tailing, including WeiMall, OneCRM and WeCom Assistant and a number of industry solutions for e-commerce retail had been in the pipeline, with 60,275 merchants enrolled in the system.

In terms of “globalisation”, Weimob extends the full-link marketing strategy of TSO (Traffic SaaS Operation) to overseas markets, and cooperates with Google, Facebook, TikTok and other foreign mainstream media platforms. Weimob ShopExpress launches a full-chain digitalization solution for B2B industries such as machinery, lighting, auto and motorcycle parts, electronic components and so on, effectively enabling Chinese enterprises to explore overseas markets.

### 1.3 ESG MANAGEMENT

#### ESG Governance Structure

We keep improving the ESG governance structure, clarify the management functions and responsibilities at all levels, and integrate ESG management into our governance system to better incorporate ESG factors into strategy planning and daily operations.





# 1. ABOUT US

## Stakeholder Engagement

The stakeholders of the Group include government, shareholders, employees, consumers, business partners, environment and community. We attach much importance to communication with stakeholders, understand their expectations and requirements on ESG via various channels and incorporate them in the Group's ESG management. In the Report, we respond to their concerns.

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

## Materiality Assessment

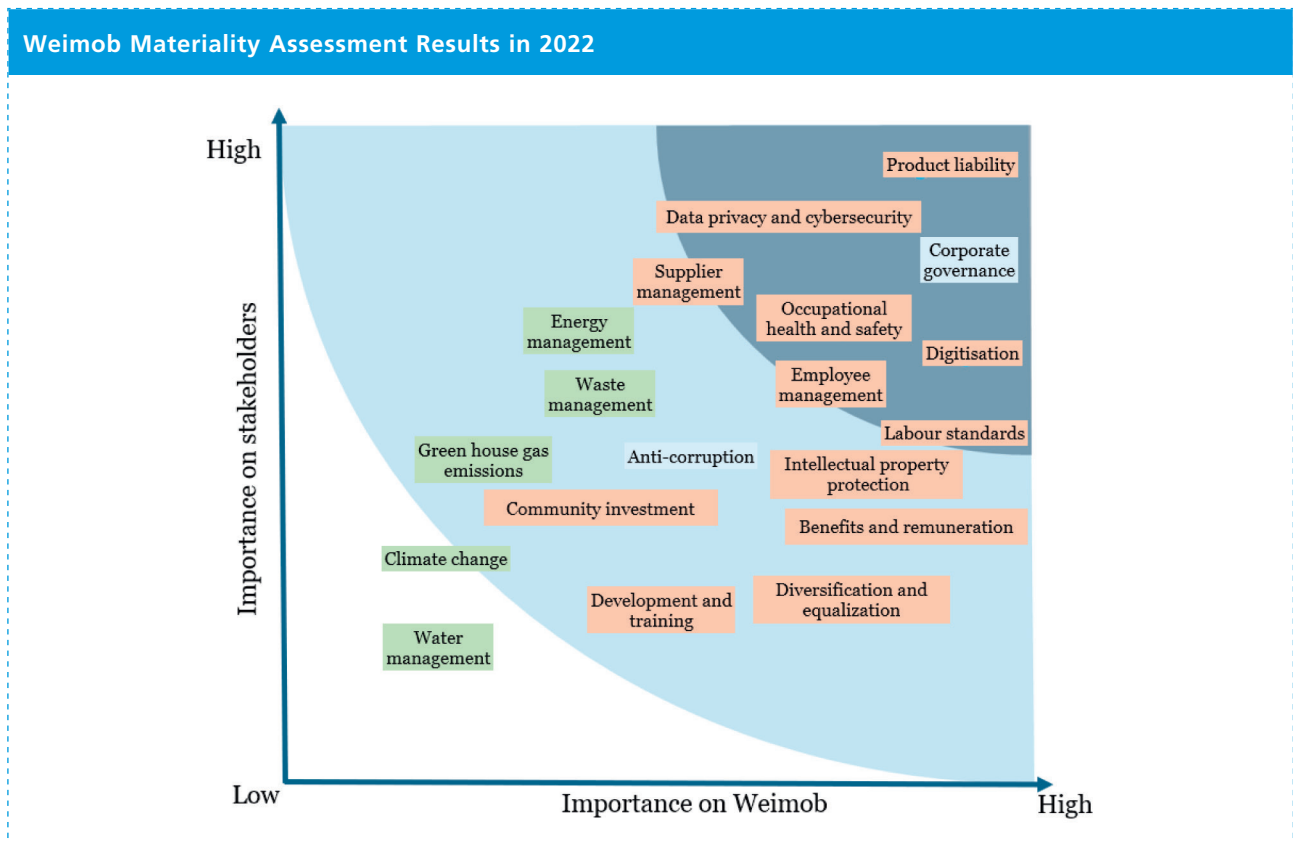
In 2022, taking into account approaches such as industry dynamics analysis, ESG concerns from peers and stakeholder communication, we carried out a materiality assessment through the following steps and used it to guide the Group’s ESG work in order to clarify the key areas of focus for the Group’s ESG work.

**Step 1 – Identification of ESG issues:** Identify key ESG issues according to the requirements of the *ESG Guide* and in view of our business development strategy, feedback from stakeholders, industry focuses & good practices and key considerations in ESG ratings.

**Step 2 – Prioritisation of material issues:** Prioritised the material ESG issues identified in the dimensions of “Importance on Weimob” and “Importance on stakeholders” via visiting external stakeholders, interviewing internal stakeholders and benchmarking results of peers, and formed the materiality assessment matrix accordingly.

**Step 3 – Assessment of material issues:** The Board, management and ESG working group reviewed and confirmed the assessment results, and presented key disclosures in the Report.

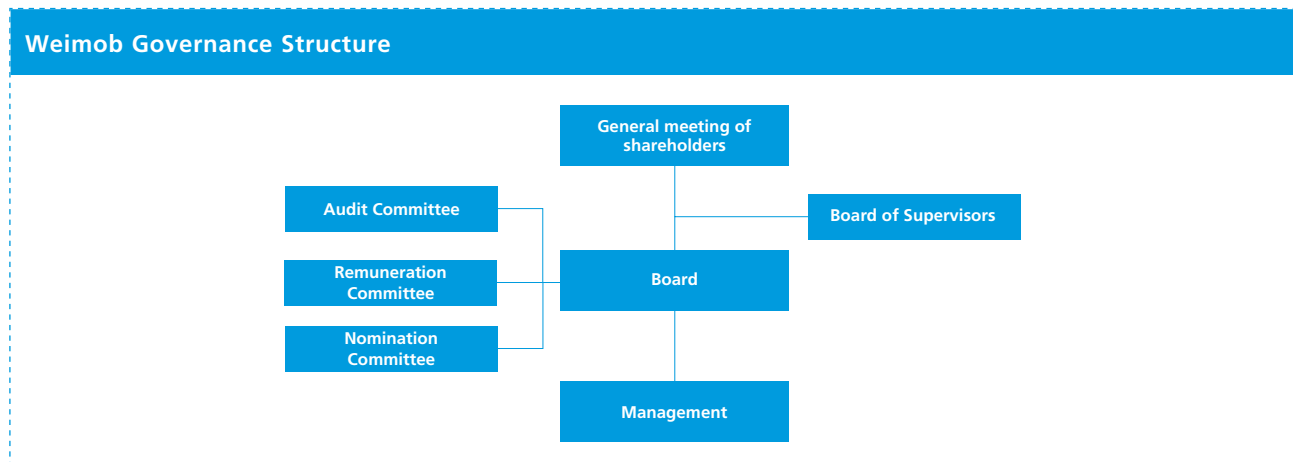
This year, the Group identified 19 material ESG issues, six of which are of high materiality, including product liability, data privacy and cybersecurity, corporate governance, digitisation and occupational health and safety. We will disclose the issues of high materiality to respond concerns of stakeholders in the relevant sections of the Report.



## 2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT

### 2.1 CORPORATE GOVERNANCE

The Group strictly abides by the *Company Law of the People's Republic of China*, the *Securities Law of the People's Republic of China*, the *Code of Corporate Governance for Listed Companies in China* and other laws & regulations and normative documents and has developed and implemented the *Articles of Association* and rules & policies in line with our development. Moreover, the Group has established a sound corporate governance structure and harnessed the roles of the general meeting of shareholders, Board and board of supervisors in decision-making, operation and supervision, to protect shareholders' rights and interests.



The Board directs or assigns committees to direct management by developing strategies and overseeing their implementation, supervises the operation and financial performance of the Group and ensures the establishment of sound policies for internal control and risk management. The Board of Directors of the Group consists of 7 members, including 3 independent directors. All directors are equipped with balanced knowledge and skill portfolios and experienced in general management, strategy development, quality assurance and control, finance and accounting, corporate governance and SaaS fields. The Nomination Committee is responsible for forming a diversified board and checking the diversity policy from time to time for effectiveness.

During the Reporting Period, the Group held 1 annual general meeting and 6 Board meetings.

## 2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT

### 2.2 BUSINESS ETHICS AND COMPLIANCE OPERATION

Adhering to the value of integrity, we strictly observe the *Company Law of the People's Republic of China* and the *Anti-Money Laundering Law of the People's Republic of China* and other laws & regulations and establish a sound risk control mechanism. Moreover, we require all employees and business partners to follow strict compliance policies and practice high ethics standards.

During the Reporting Period, we formulated *Weimob Management System on Conflict of Interest* and *Administrative Measures for Disposal of Gifts* and enhanced *Weimob Code of Business Conduct* to protect the rights & interests of the Group and employees and build a culture of integrity, diligence and dedication. These policies & systems are included in the *Employee Manual* and made public to all employees. Employees are required to abide by basic principles and norms related to business ethics, and employees and stakeholders are guided to consciously resist negative and corrupt behaviours such as profiteering, cheating and fraud.

To tighten oversight over personnel at key positions that are prone to corruption, we implemented a commitment system to prevent commercial bribery. Such personnel are required to sign the *Letter of Commitment to Integrity* to prevent acts that may infringe upon the interests of the Group, such as improper related party transactions and transactions based on internal information. In terms of honesty in procurement, we require all suppliers to sign the *Integrity Agreement* to ensure that transactions with us are in line with the principles of good faith and fair trade.

In 2022, the Group joined the "Enterprise Anti-fraud Alliance" and the "Trust and Integrity Enterprise Alliance", working with industry partners to promote the healthy development of the industry and create a business environment of integrity and trust.



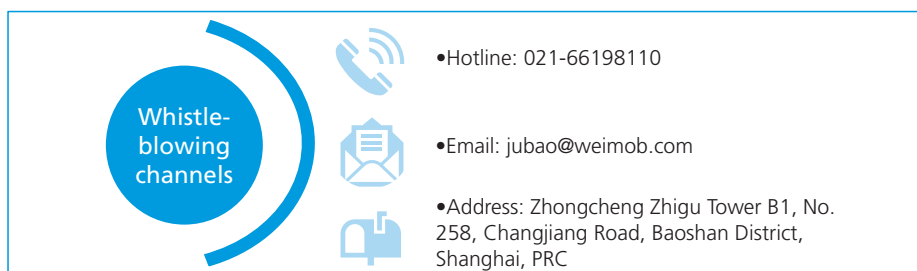
Weimob becomes a member of "Enterprise Anti-fraud Alliance"



Weimob becomes a member of "Trust and Integrity Enterprise Alliance"

## 2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT

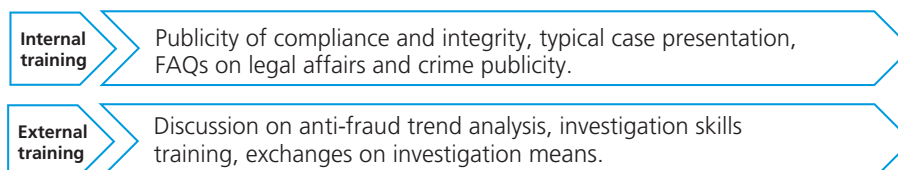
We encourage internal and external stakeholders to supervise our compliance with business ethics. Therefore, we have set up special reporting channels and processing procedures and disclosed relevant information in the *Weimob Whistleblowing Management System*. The Integrity Supervision Department, as the sole department to deal with whistleblowing cases, takes charge of investigating according to specific matters. Once a case is verified, we will process the case seriously by laws & regulations, issue a special investigation report to propose rectification opinions on process vulnerabilities and systemic risks involved in the investigation and follow up on corrective actions. For whistleblowers, we will protect their privacy, offer rewards, legal rights and interests from infringement and prohibit obstructing or suppressing the whistleblowing or retaliating against whistleblowers under any pretext.



The graphic features a central blue circle with the text "Whistleblowing channels" inside. To the right of the circle are three icons: a hand holding a phone receiver, an envelope, and a location pin. To the right of these icons are three bullet points providing contact information.

- Hotline: 021-66198110
- Email: jubao@weimob.com
- Address: Zhongcheng Zhigu Tower B1, No. 258, Changjiang Road, Baoshan District, Shanghai, PRC

The Group focuses on cultivating a culture of integrity. We strive to raise employee's legal awareness and to build a business philosophy with law-abiding, honesty and quality service at its core. By the end of the Reporting Period, with joint efforts of multiple departments through multiple channels, we had continuously provided specialized training on compliance and anti-corruption for management, employees and directors. More than 1,000 employees participated in the training.



The graphic consists of two horizontal arrow-shaped boxes pointing to the right. Each box has a label on the left and a description of the training activity on the right.

- Internal training**: Publicity of compliance and integrity, typical case presentation, FAQs on legal affairs and crime publicity.
- External training**: Discussion on anti-fraud trend analysis, investigation skills training, exchanges on investigation means.

By the end of the Reporting Period, the Group had no whistleblowing cases and violations related to corruption, bribery, blackmail, fraud or money laundering.

## 2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT

### 2.3 MANAGEMENT AND PROTECTION OF INTELLECTUAL PROPERTY

We attach great importance to intellectual property (IP) protection and strictly abide by 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*, the *Anti-Unfair Competition Law of the People's Republic of China* and other laws & regulations.

In order to protect our market competitiveness and avoid infringement incidents, we have formulated a series of normative documents, including *Weimob Intellectual Property Management Policy*, the *Patent Management Policy*, the *Trademark Management Policy* and the *Computing Software Copyright Management Policy*. With improved intellectual property management policies, we have built a team of internal and external intellectual property professionals, and set standards for IP identification, review, writing, reply and authorisation throughout the lifecycle of IP. We have also carried out IP training for R&D personnel to raise employees' awareness of IP protection. Additionally, we have established the *Patent Award Policy* to introduce IP related incentives, thereby empowering IP strategy of the Group.

#### Weimob IP Training

In 2022, we organised a specialized training with nearly 100 employees attended themed on "Patent Mining and Writing of Technical Disclosure" for employees of Weimob R&D Centre and invited external patent agents to make presentation centring on the theme and other major problems existing in our Technical Disclosure.

Over the years, we have enriched professional knowledge and experience in technology development, and obtained many patents related to technology development. By the end of the Reporting Period, the Group had received a total of 23 patents.

Category of Patents	Accumulative Total (Unit: pcs)	Increase in the Current Year (Unit: pcs)
Patent for invention	12	11
Utility model patent	3	1
Design patent	8	7
Total	23	19



## 2. COMPLIANCE GOVERNANCE AND STEADY DEVELOPMENT

### 2.4 RESPONSIBLE MARKETING

Pursuant to the *Advertising Law of the People's Republic of China*, the *Law of the People's Republic of China on Protection of Consumer Rights and Interests*, the *Rules for the Regulation on Advertising*, the *Provisions on the Administration of Advertisement Publishing Registration* and other laws & regulations, we formulated the *Weimob Advertising Compliance Guidelines* to specify advertising process including placement, production and release and conduct internal audit. We also formulated the *Standards for Risk Control Review* to strengthen the risk identification ability of risk control reviewers and ensure advertising in compliance with laws & regulations.

By the end of the Reporting Period, the Group has established a new compliance group to systematically carry out compliance marketing related work, including arranging and updating internal business norms such as channel management and marketing management, and training on external policies such as national code for advertising language. With these efforts, the Group aimed to further enhance management on compliance marketing and ensure the accuracy and authenticity of advertising contents.

We thrive to implement the standardized management requirements of Weimob's compliance marketing and raise employees' awareness of the risk prevention of advertising content, and launched "Advertising Law – Prohibited Words Training" course in June 2022 in "Weimob class", our internal knowledge sharing community, over 380 employees attended by the end of the Reporting Period.

## 3. VALUE CREATION AND DIGITAL INTEGRATION

### 3.1 CREATING EXCELLENT PRODUCTS

Weimob unwaveringly adheres to its three major strategies in “moving up-market”, “ecosystem build-up” and “globalisation”, and continues to upgrade digital infrastructure and private-domain operations, further deepening the innovation and development on TSO full-chain marketing services. Through these efforts, Weimob constantly discover a way for high-quality growth and technological upgrade.

- **Subscription Solutions:** We provide SaaS software products for e-commerce retail, catering, local life and other industries, empowering merchants’ private traffic management.
- **Smart Retail:** Through a series of services such as digital store, digital channel, digital shopping guide, digital marketing and digital membership, Weimob helps enterprises to set up digital infrastructures so as to realise full-time and all-domain operations and achieve digital business growth in a sustainable way. In 2022, we launched the “Weimob Salesperson Competition”, which use “digital shopping guide” as the fulcrum, and aimed to enable retail enterprises to break the deadlock and realise resilient growth in an era of low traffic growth. In addition, it also helped enterprises increase sales, reduce inventory, enhance operation efficiency and improve customer service capability. Over 200 thousand frontline shopping guides and nearly 100 famous brands actively participated in the competition.
- **WeChat Video Channel Marketing Assistant:** Weimob explores the commercial path of the WeChat Video Channel in a comprehensive way. In December 2022, Weimob released a business solution named “WeChat Video Channel Marketing Assistant”. The solution aimed to enhance customers’ full-chain marketing service capabilities based on “WeChat Video Channel”. It helps customers form a marketing closed-loop from live streaming sales in the public domain to customer increasing in the private domain, further strengthen the Group’s core competitiveness in the industry.
- **Smart Catering:** By adjusting the strategy on product operation services and under the principle of the “Three-store integration and private domain operation”, we have made much effort in developing large formal Chinese dinner parties and introduced the cash flow and new customers multiplication plan. The plan aims to help catering enterprises enlarge cash flows, increase the number of new customers and pace up digitalisation. In 2022, Weimob continued to deepen customer resources and established good cooperation relationships with well-known large Chinese catering enterprises and chain brand owners such as Din Tai Fung, Bi Feng Tang, Gutian Daoxiang and ZhiWeiGuan.





### 3. VALUE CREATION AND DIGITAL INTEGRATION

- **Smart Hotel & Tourism:** By providing customers in the hotel industry with an integrated smart hotel solution of “Mini Programme + Official Account”, we help them realise precise marketing and enhance management efficiency. In addition, we also provide customers in the tourism industry with smart tourism solutions of online booking, SCRM customer management and other functions. In 2022, Weimob cooperates with high-end hotels in multiple area such as South China, East China and Southwest China, actively assisted enterprises of hotel and tourism industry with digital marketing and development of private-domain traffic ecosystem.
  - **Weimob Enterprise WeChat Assistant:** With the full-chain private-domain growth solution available on Enterprise WeChat, Weimob empowers private-domain refined operation of enterprises and promotes high-efficiency conversion of customers through its four major core capabilities including all-domain customer acquisition, private-domain retention, repeat purchases and data analysis. In 2022, according to actual situation of the consumer market after the COVID-19 pandemic, Weimob conducted application upgrade for the Weimob WeCom Assistant by centring on the three major private-domain operation strategies of accumulation, activation and retention. The upgraded Assistant helped merchants quickly restore their businesses after the pandemic and achieved overall growth both online and offline. By now, it has achieved significant success in the industries of garments & household supplies, makeup & skin care products, food & fast consumables.
  - **Sales Cloud:** We have successfully made the Sales Cloud product, “Xiaoke”, with core capability of intelligent outbound calling. Besides, the product also integrates multiple private-domain operation functions such as contact & communication tools, mini programme store and Weimob WeCom Assistant. The product can help customers realise intelligent and automatic human-machine coordination during the processes of customer contact, marketing and sales. In 2022, Weimob further integrated communication resources and deepened its customer service capabilities to provide SaaS full-chain solutions to B2B and B2C enterprises on customer acquisition via marketing, customer contacting, customer service and sales process management. In addition, Weimob also established cooperation with multiple leading brands in the industries of education, life services, consumer goods and retail.
- **Merchant Solutions:** with a integral solution based on combination of traffic, tools and operations, we provide merchants of food, apparel, beauty, 3C and home furnishings industries with one-stop operation closed-loop support covering user identification, demand matching, creativity and photography, targeted placement, data analysis and post-SaaS link conversion.
- **Deepen Cooperation:** Weimob continues deepening cooperation with Tencent in advertisement. In addition, Weimob cooperates comprehensively with domestic and foreign mainstream media channels such as Kuaishou, Xiaohongshu, Oceanengine, Google, Meta and TikTok to actively broaden the traffic in the public domain.

### 3. VALUE CREATION AND DIGITAL INTEGRATION

- **Resource Integration:** Weimob brings out full potential of its advantages in SaaS technology and digital operation capability and makes full use of its products such as WeiMall, Weimob WeCom Assistant and WeChat Video Channel Marketing Assistant. In this way, Weimob builds a complete digital marketing ecology for merchants to integrate marketing services and data technology empowering into one-stop private-domain operations, realising high traffic conversion rate for merchants.
  - **Base Investment:** To respond to diversified marketing demands of customers both domestically or abroad, Weimob actively builds short video live streaming centre integrating short video shooting, ideal generation, live streaming operation service and advertising. By now, Weimob has finished building such centres in Shanghai and Changsha, so as to further upgrade the quality of video number operation services.
  - **Expanding Overseas Market:** Weimob accelerates internationalization strategy to help Chinese merchants acquire new growth in overseas markets and drives its own international business development. In 2022, Weimob ShopExpress launched the “Sailing overseas to obtain global orders” initiative. By providing merchants with detailed and professional agent operation services, the initiative further helped enterprises with cross-border businesses grab overseas purchase orders.
- **Weimob Cloud:** Weimob focuses on building a cloud ecosystem, relying on the Weimob Cloud to build a technology centre, and fully open up for SaaS application, operation service, content production, custom development, traffic and other high-quality ecological partners. The cloud ecosystem incubates and export diverse, specialized and industry-specific business solutions and services for merchants in operations, consumer connectivity and new business SaaS applications.
- **Forming Cloud Ecology:** In 2022, Weimob Cloud launched the “Beidou Star Service Provider Selection Program” with ecological partner, selected 21 of which to become Beidou Star Service Providers, and opened up its own platform and business innovation opportunities to them. During the Reporting Period, we have included 115 high-quality ecological partners to our cloud platform, developed and released more than 1,700 new cloud market applications and services, put 2,541 applications and services online, and realized a revenue of more than RMB15 million, realizing the sharing of technical capabilities and business experience, and creating a win-win cooperative development platform through the effects of ecological convergence and synergy.

### 3. VALUE CREATION AND DIGITAL INTEGRATION

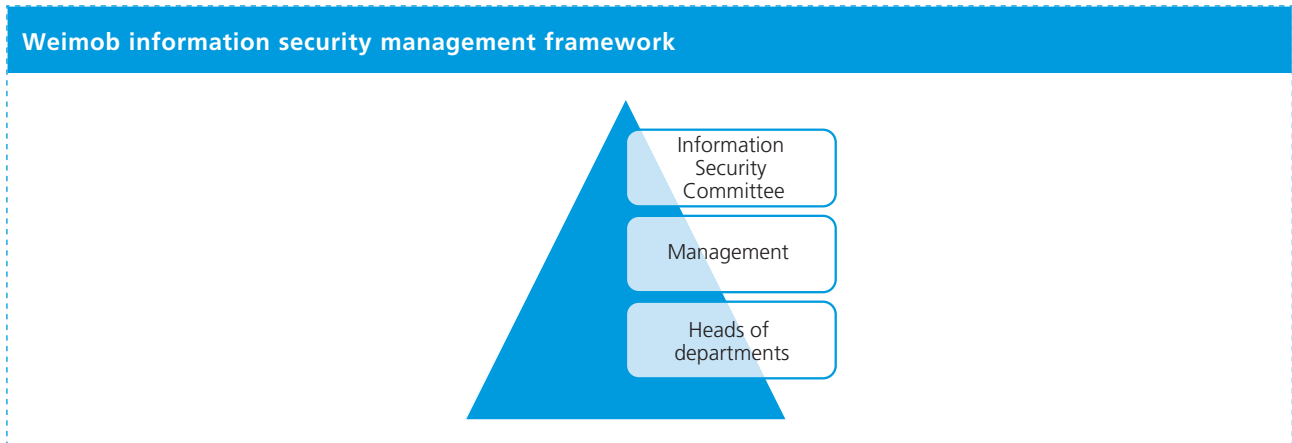
#### 3.2 PROTECTING INFORMATION SECURITY

We believe that protecting information security and customer’s privacy is prerequisite for creating quality customer experience. The Group strictly abides by the *Cybersecurity Law of the People’s Republic of China* and the *Information Security Technology – Baseline for Classified Protection of Cybersecurity (GB/T 22239-2019)*. Moreover, the Group has formulated internal policies such as the *Weimob Data Security Management Standards*, the *Guidelines on Disposal of Security Hazards in Weimob’s Information Systems* and the *Weimob Source Code Security Management Standards* to keep improving the Group’s policies on information security management and privacy protection. By the end of the Reporting Period, we had passed ISO/IEC 27001:2013 information security management system certification and ISO/IEC 27701:2019 privacy information management system certification, obtained the SaaS security capability inspection certificate of CAICT, and passed the communication network security protection management classification as Level 3.



The Group attaches much importance to information security management and has established an information security management framework, in which the confidential information is subject to security and confidentiality accountability. In addition, the Group audits the information security management system periodically and checks whether the information security management is well implemented. For non-conformance cases discovered in the audit, the Group will develop corrective measures and follow up the implementation for a better guidance on the business development. In daily management, we require all employee to undertake the due obligations to stop and report all kinds of violation of confidentiality discipline and disclosure of secrets to the security department, so as to eliminate major security risks. Once the violation or disclosure is verified, the whistleblower will be awarded. For employees who violate the information security-related policies, we have adopted measures such as internal informed criticism, economic punishment and disciplinary sanctions.

### 3. VALUE CREATION AND DIGITAL INTEGRATION



We constantly enhance the privacy protection management of customers and users. We have established an independent information security department to manage customer data normatively and adopted a series of security measures such as data transmission and storage encryption, data systematic management and restrictions on customer data access to protect customer data privacy. Pursuant to applicable laws & regulations in China, we entered into data authorisation agreements with merchants, who will be clearly notified of the purpose, scope and methods of their information collected. We have stuck to the agreement and have never sold or unlawfully provide personal data of customers to any third party. By the end of the Reporting Period, we have added the function of personal information authority management and information desensitisation in the security centre module of our Applet based on the business demand of customers and made clear the specification of personal information use by pop-up windows, thereby helping customers protect user privacy.

Network security plays an increasingly important role in enterprise operation and maintenance. Therefore, we have established a sound network security operation system, intensified daily inspection and operation maintenance of the network, and worked with various departments to establish a standardised management of emergency. These efforts have allowed us to identify, respond, solve and draw lessons from network security events in a timely manner. In 2022, we actively participated in the Cybersecurity Drill to purify the online environment and assisted in maintenance of cybersecurity, thus safeguarding the security and stability of local network before the convening of the 20th CPC National Congress.

In 2022, we organised a lot of internal specialized training and invited external lecturers to make presentation on the compliance with personal information protection. Moreover, we published many articles related to information security in the "Weimob Security Journal". With these activities, we strived to provide employees with a comprehensive understanding of information security and the importance of data assets in a multi-channel and multi-dimensional manner. The Group included information security violations into the *Employee Handbook* and formulated a reward and punishment policy to help R&D employees get a profound understanding of the importance of information security. In the future, we will continue to promote data security and privacy protection governance, so as to provide customers with more secure and stable services.

## 3. VALUE CREATION AND DIGITAL INTEGRATION

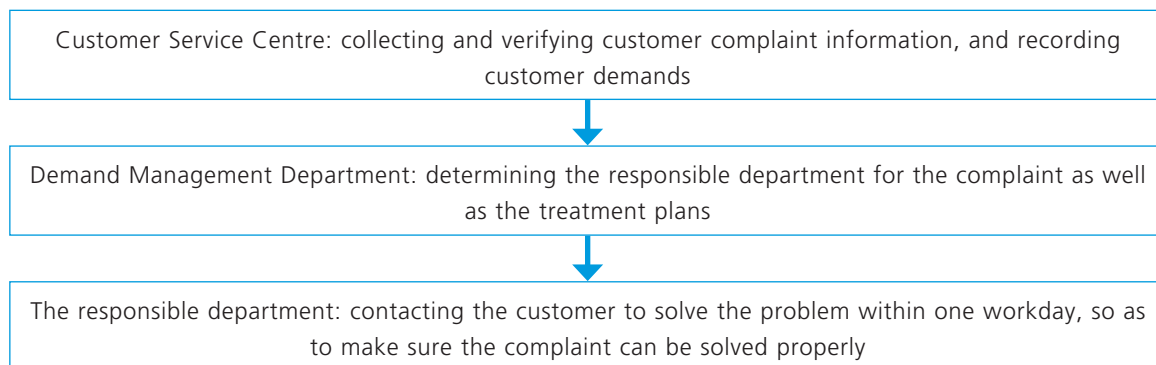
### 3.3 PROVIDING CUSTOMER-CENTRED SERVICES

Upholding the vision of “Become the best digital transformation partner of enterprises”, the Group continued to implement the strategy of “moving up-market”, “ecosystem build-up” and “globalisation”. We firmly believe that helping “customer success” is the cornerstone to implement our strategy. Therefore, we keep improving the customer rights and interests’ protection policy, refining the quality of service and increasing customer satisfaction of digital transformation business.

In strict accordance with the *Law of the People’s Republic of China on Protection of Consumer Rights and Interests*, we have established the *Weimob Specification on Customer Service Centre* and the *Weimob Specification for Customer Success Department* and other regulations and policies, in which verbal expressions, demand understanding, feedback time limit and progress of customer services are clearly specified, to create a procedure-based and sophisticated customer service system.

We always serve our customers in an open, streamlined and equal way. In 2022, we further upgraded the service channel for more efficient customer communication. Our main services, which had been previously featured by telephone communication first with individuals as a supporting approach, evolved to those focusing on corporate WeChat-based communication with telephone calling as an assistance, enabling us to respond to customer needs within 5 minutes. Aiming at a quick response and solution to customer demands, we continuously optimise the customer service processing flow and diffuse customer responsibilities to all links and departments. By the end of the Reporting Period, the Group had received a total of 2,068 customer complaints with a settlement rate of 99%. In addition, due to our operating characteristics, the key performance indicator (KPI) B6.1 (percentage of total products sold or shipped subject to recall for safety and health reasons) and KPI B6.4 (description of quality assurance process and product recall procedures) were not applicable, about which we did not make any disclosure.

#### Weimob Customer Service Procedures



### 3. VALUE CREATION AND DIGITAL INTEGRATION

Customer feedback on our products and services is an important driving force for our improvement. Therefore, the Group formulated the *Customer Satisfaction Sampling Policy* and the *Weimob Standards for After-Sales Satisfaction Survey* to assess the real result of customer satisfaction. By the end of the Reporting Period, we had actively collected customer feedbacks on product feedback, further product demand, timeliness and quality of customer service through online platform and telephone interview. Based on these opinions, we optimised product functions and increased our customer service capacity.

#### Customer Satisfaction Survey of Weimob in 2022

<b>Customer Service Department</b>	To all merchants using Weimob software, we collected 77,339 questionnaires with a result of 96% of satisfaction.
<b>Customer Success Department</b>	To all merchants within the service package period of Weimob, we collected 16,570 questionnaires with a result of 98.5% of satisfaction.

With more and more customers facing new challenges from the private-domain marketing in the process of digital transformation, we set up a digital growth training centre in 2022. As customers might encounter difficulties in private domain development, operation strategy, tool using, etc. in their actual business operation processes, the training centre conducted in-depth discussions and method analysis according to customers' business operation status and demands. Through Weimob's professional training and 1V1 face-to-face communication, we helped customers rapidly increase their private-domain operation capability. By the end of the Reporting Period, we had already delivered 4 training sessions on private-domain operation in Shanghai, Hangzhou and Nanjing, with 288 participants.

#### Weimob conducted training camp on digital growth of enterprises



### 3. VALUE CREATION AND DIGITAL INTEGRATION

We regularly provide training on the relevant products and services for further improvement in service quality and enhance customer service personnel’s understanding of the products and services. By the end of the Reporting Period, we had introduced new training programmes including monthly circular online classes, training videos and reverse investigation & research on the effectiveness of training. In addition, we had improved the quality of customer service training to empower the competency of customer service personnel, so that they could help customers understand our products and respond to service requirements more efficiently.

#### Customer Service

##### Training Types

##### Training Description

##### Pre-job Training

We provided new customer service staff with a four-week long off-job training. The content covered backstage business explanation, practical operation and analysis of questions frequently asked by customers via online channel, trainees of the program are assessed by periodic tests.

##### On-the-job Training

We provided existing customer service staff with a variety of conventional training on business enhancement, including “Product Demands and Bug Solutions”. In addition, we provided internal training such as “Product Backstage Functions” and “Differences between Functions of New and Old Products” within departments to respond to the business demand on Weimob product upgrade and iteration.

### 3.4 SUPPLIER MANAGEMENT

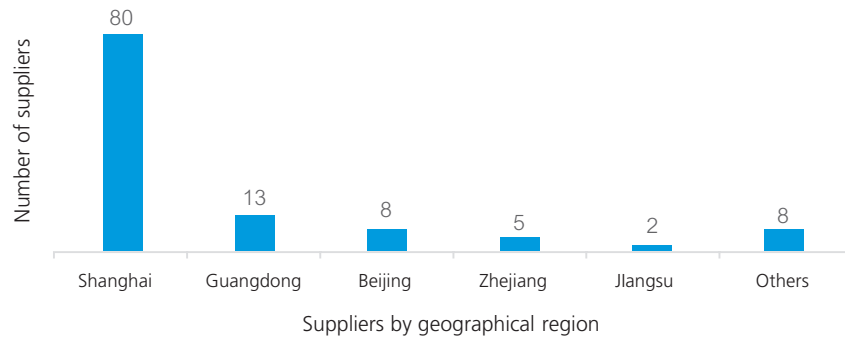
Weimob adheres to the principles of fairness, openness, justice, integrity and trustworthiness. By strictly following the *Bidding Law of the People’s Republic of China* and the *Interim Provisions on Banning Commercial Bribery*, and formulated internal regulations such as the *Supply Management System* to standardize full-process management for suppliers from admittance to rating and assessment.

As for the supplier admittance stage, we have formulated the *Standard for Admittance and Evaluation of Suppliers* and further defined the relevant indicators via documents such as the *Supplier Evaluation Form*, *Supplier Survey Form* and *Supplier Review Record Form*. Based on a comprehensive evaluation on operation status, production capacity, quality management systems, product quality, service capabilities, etc., we give priority to suppliers with qualifications on environmental protection, quality, etc. and require them to submit complete certification documents for inspection.

For existing suppliers, we adopt hierarchic management, combine business demands and conduct quarterly or yearly assessment for them on pricing structure, quality management, management system, safety management, communication and coordination, periodic control, character and integrity, contract performance status and emergency handling according to the *Scoring Form for Supervision and Evaluation of Suppliers*. For unqualified suppliers, we put forward rectification suggestions and assist them in making improvement to ensure that they conform to the management requirements.

### 3. VALUE CREATION AND DIGITAL INTEGRATION

The number of the Group's suppliers by geographical region by the end of the Reporting Period is as follows:







## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### 4.1 EMPLOYMENT MANAGEMENT

Weimob believes that employees are the driving force for enterprise development. We strictly comply with the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China* and other laws and regulations in places of operation. In addition, we have formulated management policies such as the *Employee Handbook* and the *Sales Management Policy of Weimob Group* to standardise employment management and safeguard the rights and interests of our employees.

We encourage employees to finish their work within normal working hours instead of working overtime and conduct eight-hour work schedule, *Overtime Application Form* is required when working overtime. In such case, the Group will provide time off in lieu (TOIL) or pay overtime compensation in accordance with relevant regulations. Employees are entitled to national statutory holidays, paid annual leave, marriage leave, maternity leave, sick leave, bereavement leave, etc. and to provide more convenience for employees, our online parental leave application system had gone live by the end of the Reporting Period, employees can apply for the leave according to relevant regulations.

We strive to create an equal and diversified workplace, discrimination against any employee based on race, gender, colour, age, family background, ethnic tradition and religion is strictly forbidden.

We strictly abide by the *Provisions on the Prohibition of Using Child Labour* and the international labour standards. By adding the relevant provisions in the *Employee Handbook*, we strictly prohibit child labour and forced labour of any form. In case of any violation, we would immediately carry out investigations and take measures accordingly. By the end of the Reporting Period, no cases of child labour or forced labour had occurred.

#### Employment

Taking talents as the cornerstone of enterprise development, we continuously optimise the recruitment system, enhance the recruitment efficiency and attract excellent talents. In 2022, we continued to follow the employment principle of "Open recruitment, equal competition, merit-based recruitment, and giving priority to internal candidates over external ones". In addition, we optimised the *Re-employment Management Policy for Weimob's Employees* to encourage the recruitment of former employees, so as to improve the efficiency of recruitment and the retention of employees. We formulated the *Operation Management System of Weimob WT System* to facilitate the Group's recruitment data online and standardise the interview process in order to further clarify the recruitment and dismissal procedures, effectively protect the rights and interests of both employees and the Group.

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### Recruitment Channel

By the end of the Reporting Period, we had recruited marketing and operation talents to serve the “moving up-market” strategy, employed technical and functional talents to assist the “ecosystem build-up” strategy and attracted talents with overseas working experience to implement the “globalisation” strategy. In 2022, we recruited a total of nearly 3,000 talents via online platform, offline career talk, internal recommendation, re-recruitment of former employees, flexible employment, etc.

### Highlights of Recruitment Work

---

#### Internal recommendation

We encouraged existing employees to recommend talents to Weimob, and 628 employees were recruited via the internal recommendation in 2022, accounting for 22% of the total number of employees employed. This effectively increased the quality and efficiency of recruitment.

#### Campus recruitment

We carried out online campus recruitment via career talk live streaming for the R&D centre, we recruited a total of over 40 fresh graduates with excellent skills for the posts of testing, front-end, Java, etc.

#### Flexible employment

We cooperated with three outsourcing suppliers, from which R&D technicians were introduced as required. In 2022, 2 of the 19 leased R&D technicians became our regular employees.

### Employee Engagement

The Group pays attention to direct dialogues and communication with employees. Through a variety of meetings, discussions and activities, we have broadened the direct communication channels with employees and set up communication scenarios with Weimob characteristics like the “Weimob Talk”. By the end of the Reporting Period, multiple senior management members including the Weimob CEO had participated in discussions and exchanges to help employees understand the corporate strategy and business trends. Through these discussions and exchanges, employees could also express opinions and ideas to the management.



## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

We attach great importance to the voice of every employee and hope to create value together. Therefore, we invited a third party to conduct surveys on employees' organising ability and dedication annually, and provided valuable information to departments at all levels.

### Employee employment

	Types	Number of employees	Employee turnover rate
<b>By gender</b>	Male	3,568	46.2%
	Female	2,710	44.5%
<b>By age group</b>	Below 30	3,456	51.4%
	30-39	2,591	36.7%
	40-49	210	27.8%
	50 and above	21	4.5%
<b>By geographical region</b>	Shanghai	3,666	41.0%
	Hefei	389	43.9%
	Other regions	2,223	51.8%
<b>By employment type</b>	Full-time	6,277	/
	Part-time	1	/

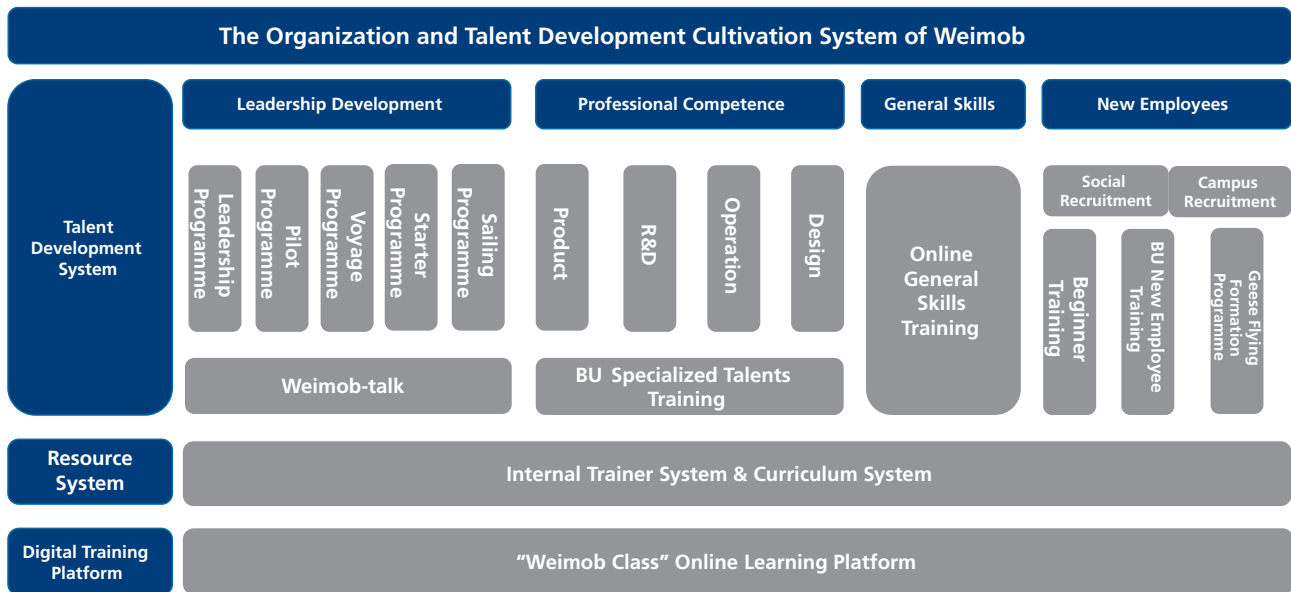
*Note:*

The calculation formula for employee turnover rate of the year is as follows: Employee turnover rate = Number of employees lost during the Reporting Period in the category / (Total number of employees at the end of the year + Number of employees lost during the Reporting Period in the category) \* 100%. Due to the Group's staff optimization, the employee turnover rate was high this year.

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### 4.2 EMPOWERING EMPLOYEE DEVELOPMENT

Weimob values the growth and development of employees and keeps optimising our talent cultivation system according to diverse needs of different positions and ranks of employees. Through our training centre – “Weimob University”, we provide employees with a career development platform, helping them transform from new joiners to backbone of each department and embark on different development channels. We also provide full-chain training for employees through courses about new employees, general skills, professional competence and leadership.



**The Organisation and Talent Development Cultivation System of Weimob**

#### Weimob Class

We have been optimising our self-developed online learning platform – “Weimob Class” and updated the training curriculum catalogue. By classifying the curriculum into growth ability, professional competence, management skill and general skill according to employees’ onboarding cycles, posts and ranks, we provide sufficient resources in supporting employees’ development.

#### Leadership Programme

We value employees’ leadership and professional competence and formed our leadership development system. The system was upgraded in 2022 and developed “Sailing Programme”, “Starter Programme”, “Voyage Programme”, “Pilot Programme” and “Leadership Programme” so as to build a multi-layer management capacity building and promotion system to strengthen the talent team.

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### Geese Flying Formation Programme

We have set up the “Geese Flying Formation Programme” for new employees recruited via the campus recruitment channel. The programme aims to train commercial product managers through systematic curriculum and structured training, and help employees build product knowledge hierarchy and quickly become the backbone of the production and research team.

### Employee Promotion and Incentive

We adopt a two-channel career development system and provide employees with maximum possibilities for their career development. In addition, we have continually optimised the *Remuneration Management Policy*, and formulated a remuneration system which consists of basic salary, performance salary, annual bonus and welfare subsidies. We conduct employee performance appraisal, promotion, motivation and other work according to the *Weimob Performance Appraisal Management Policy*. By the end of the Reporting Period, a total of 1,802 employees had been promoted after the nomination of each business unit, review of the Promotion Review Committee at business unit level/corporate level, and evaluation of the Human Resource Department and CEO Office.

### Employee Training

Types	Unit	2022	2021
<b>Percentage of employees trained</b>			
<b>By gender</b>			
Male	Percentage	56.6%	45.9%
Female	Percentage	43.4%	54.1%
<b>By employee category</b>			
Senior management	Percentage	0.9%	1.2%
Middle management	Percentage	10.4%	4.9%
Employees	Percentage	88.7%	93.0%
<b>Average training hours completed per employee</b>			
<b>By gender</b>			
Male	Hour	13.3	13.0
Female	Hour	11.9	11.1
<b>By employee category</b>			
Senior management	Hour	19.0	15.5
Middle management	Hour	12.0	10.5
Employees	Hour	12.8	10.8

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### 4.3 SAFEGUARDING OCCUPATIONAL HEALTH

Weimob strictly abides by laws and regulations such as the *Work Safety Law of the People's Republic of China*, the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases* and the *Fire Protection Law of the People's Republic of China*. In addition, Weimob has formulated the *Work Procedure for Fire Equipment Maintenance*, the *Non-smoking Management Regulations* and the *Specification on Safely Using Electricity* to guide the safety management. By implementing these health and safety management measures, we provide employees with a healthy and safe working environment.

#### **Non-smoking policy:**

Smoking and vaping are prohibited indoors. Weimob also organises regular inspections, and provides two reporting ways, i.e. the "Weimob Administration" public account and the Administrative Department's supervision hotline so as to create a civilised, healthy and safe office environment.

#### **Safe use of electricity:**

It is prohibited to connect electric carriers and high-power electric appliances to the power supply of the office; irrelevant personnel are prohibited to touch high-voltage equipment such as the power distribution cabinet; it is prohibited to put flammables and explosives near electric wires, or electric wires are not allowed to touch metals like storage shelves; power supplies must be cut off when no one is inside room to ensure "power off when you leave" and to prevent fire accidents.

#### **Conducting patrol inspection for electrical equipment:**

Technicians must conduct regular clearing and inspection for switch lines in the strong current room on a weekly, quarterly and yearly basis. This is to ensure safe operation of power distribution facilities, monitor equipment status and eliminate hidden troubles.

#### **Safeguarding fire safety:**

We continually build up the employees' voluntary firefighting team, and follow the fire prevention system and fire safety requirements. The voluntary firefighting team regularly organises and participates in the fire drills initiated by the fire detachment in the park. Besides, it also organises training on fire safety, conducts fire prevention inspection and maintains firefighting facilities so as to enhance systematic improvement of personnel defense, technical defense and physical defense of the Company's fire safety work.

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### Fire Drill

Weimob carried out a fire drill in August, in which we simulated a firefighting scene and conducted fire extinguishers using dry powder fire extinguisher. With the aims of drawing attention to fire safety and improving the capability of fire emergency response, the drill helped the participants master in how to put out fire and use firefighting equipment.



**Fire Safety Training**



**Fire Safety Drill**

Due to the Group's business characteristics, employees mainly work in the office building and are not participating in the production/manufacturing process, and with no exposure to dust, chemicals and other occupational hazards. In addition, we provide medical examinations to all employees annually. By the end of the Reporting Period, we had launched the activity of "Weimob Medical Examination Season" to help employees understand their own health status, raise health awareness and knowledge, assist them in eliminating health hazards as early as possible, and improve their self-health management ability. By the end of the Reporting Period, there were no work-related fatalities occurred in each of the past three years in the Group and the number of working days lost of the Group due to work injury was 231.

## 4. CARING FOR EMPLOYEES, WORKING TOGETHER FOR DEVELOPMENT

### 4.4 CARING FOR EMPLOYEES' LIFE

We pay social insurance premiums for our staff in accordance with national and local laws and regulations, provide employees with comprising meal subsidies, communication subsidies and transportation subsidies. To create a pleasant working environment for employees, we provide 24-hour gym, nursing room, billiard room, self-service café, leisure bar, reading room in the office, and supply fruits, afternoon tea and other treats at times.

Weimob focuses on the physical and mental health of its employees, created a positive and harmonious corporate atmosphere. We carried out employee theme activities in holidays and set up Weimob Cultural Activity Club which regularly holds activities such as badminton, fitness and yoga to enhance the internal cohesion of our team. In 2022, the club had a total of 898 members and over 1,200 participations.

#### Shanghai Headquarter

Continued to invest in clubs in 2022, badminton, fitness, and yoga clubs took the lead in resuming classes after full resumption of work in June. Helping employees quickly return to the workplace after the medical incident, experiencing care of organization during activities, and expanding the social life.

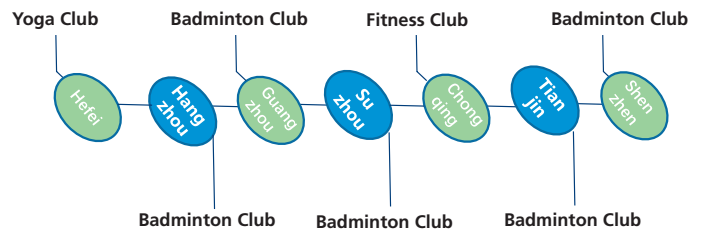
#### Workplaces in China

Cooperate with HRCS in 2022 to create a clubs for 7 workplaces with more than 100 employees, strengthening cultural cohesion. Meanwhile, coordinate with the group's organizational structure adjustment to integrate clubs with fewer than 100 employees in workplaces.

**Badminton Club** 361 members with more than 800 accumulated participations

**Fitness Club** 280 members with more than 200 accumulated participations

**Yoga Club** 257 members with more than 200 accumulated participations



Club Activities



Women's Day



New Year's Day & Christmas



## 5. CARING FOR COMMUNITIES THROUGH SHARING

### 5.1 SUPPORTING INDUSTRIAL DEVELOPMENT

Weimob promotes mutual development with customers. While helping customers in their businesses, Weimob is also seeking for further development of our own industry. This year, we organised the “digital retail competition” with nine leading brands focusing on talents training and exchange for the digitalised business of retail enterprises, the activity provided a platform and specialized training for industry talents in the form of competition and helped retail enterprises with efficiency of digital transformation. In addition, the competition also delivered core competence and training methods of key roles in enterprises digital transformation, which not only attracted over one hundred retail enterprises but also got the endorsement of China Retail Business Association.

In August 2022, we cooperate with leading brands in the home decoration industry to explore a new business mode of private-domain integration. We launched the first Weimob “Smart Home Decoration Festival”. Based on in-depth operation in the smart retail industry, we provided full-path digitalised solutions to business partners and continually exploring the private-domain alliance development mode with other enterprises both online and offline. This new business mode gives brands the chance to share private domain traffic and form a superimposed sharing effect, which opened a broader space and possibilities for private domain traffic sharing in the future.

We actively adapt to and lead the development trend in the industry, constantly carry out industrial research and share our insights and judgements with peers and customers within the industry. We conducted joint research with the China Chain Store & Franchise Association, and officially released the *Report on Digitalised Operation Research and Strategy of Retail Chain Brands 2022* in June 2022, which summarised our experience in serving major domestic retailers. Specifically, we guided enterprises and brand users to focus on differentiated attachment and sophisticated operations of private domain users from “digital infrastructure, headquarters role, shopping guide, key operation indicators”.

In July 2022, Weimob Smart Catering released the *White Paper on Private Domain Operation of the Catering Industry 2022* with the World Federation of Chinese Catering Industry and Canyin88.com. By focusing on the industrial expectation of “enlarge customer resources and maintain long-term growth”, the White Paper put forward a customised “four-force model” for the digital transformation of the catering industry which presents path, difficulties and common mistakes in private domain operation of catering and helps enterprises lower their trial-and-error costs and speed up development.



## 5. CARING FOR COMMUNITIES THROUGH SHARING

### 5.2 CONTRIBUTING TO COMMUNITIES AND NEIGHBOURHOOD

We actively fulfil social responsibilities and commit to social welfare undertakings by using our own resources and advantages, and contribute to society with practical actions.

- We fully support and cooperated with Songnan Town in Shanghai in carrying out nucleic acid testing in the terms of providing human resources and working appliance for the public health incidents. We supplied 120 computers and dispatched 10 R&D technicians of our Company to assist with commissioning equipment at site.
- By using our own social resources, we donated 4,100 sets of medical supplies to Baoshan District and Songnan Government, including 2,180 sets of protective suits, 1,160 masks and 200 disinfectants. Besides, we also donated a total of 3,000 sets of daily supplies and all of them were distributed to residents.
- We actively participate in social welfare and organizes employees as nucleic acid testing volunteers. 266 people were recruited in 2022, and a total of 42,300 nucleic acid tests were performed for employees at Weimob's headquarter.
- By cooperating with the blood donation office of Songnan Town, we called for employees to participate in volunteer service and public blood donation activities for the fourth consecutive year.



Supplies Donation

## 5. CARING FOR COMMUNITIES THROUGH SHARING



**Support Songnan Town in Responding to Public Health Incidents**



**Blood Donation**

## 6. GREEN OPERATION, ENVIRONMENTALLY FRIENDLY

### 6.1 ENHANCING RESOURCE MANAGEMENT

Weimob aligns to the concept of green development and strictly comply with the *Environmental Protection Law of the People's Republic of China*, the *Energy Conservation Law of the People's Republic of China* and other environment-related laws and regulations. We formulated the *Weimob Environment Protection and Energy Conservation Management Policy* to enhance environmental management and facilitate resource conservation.

We are responding to China's strategy on "carbon dioxide emissions and carbon neutrality" objectives and practising the concept of environmental protection. By changing equipment and optimising electricity use measures, we reduce resource consumption and enhance employees' awareness on energy conservation and environment protection.

#### Weimob's Energy Conservation Measures in 2022

---

##### Electrical Lights and Appliances

- Multiple controls are used in the lighting system, use LED and energy saving lamps for lighting;
- Electrical appliances are turned off at rest and after work, or switched to power saving mode;
- Lights in conference rooms are switched off in time. Signs are posted in conference rooms, reminding employees to turn off lights when leaving;
- When purchasing new electrical appliances, energy efficient and environmentally friendly products should be selected as possible;
- Non-office appliances with a power over 300 watts are prohibited.

##### Ventilator and Air Conditioner

- Air conditioning temperature is properly set to avoid wasting electricity;
- Post signs in the conference rooms to remind employees to Switch off central air conditioner in conference rooms in time;
- Conduct maintenance on air conditioners and its separation nets and ventilators in time;
- Keep windows, doors and curtains closed for heat preservation and energy saving when using air conditioner.

##### Water Conservation

- Cultivate water-saving habits, turn off water tap after use and close valves during holidays;
- Strengthen the daily management and maintenance of water equipment, to prevent water leakage, dripping and sensor failure;
- Sprinkling or drip irrigation method is adopted for public green spaces to save water;
- Phosphorus-free detergents and degradable cleaning supplies are preferred in order to protect water resources and reduce pollution.

##### Cultivating consciousness on energy conservation

- Developed Weimob education system on environmental protection;
- Conduct training on environmental protection to enhance all Group's employees' awareness on the matter.

## 6. GREEN OPERATION, ENVIRONMENTALLY FRIENDLY

The resource consumption data by the end of the Reporting Period is set out as below:

### Use of Resources

Types	Unit	2022	2021	2020
Total direct energy consumption	MWh	114.71	141.19	71.19
Total indirect energy consumption	MWh	4,132.36	3,990.15	2,113.22
Total energy consumption	MWh	4,247.07	4,131.34	2,184.40
Energy consumption intensity	MWh per person	0.68	0.71	0.53
Total water consumption	tons	37,674.00	37,261.99	21,669.30
Water consumption intensity	tons per person	6.00	6.38	5.26

Notes:

- 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 the *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by the National Development and Reform Commission.
- In 2021 and 2022, water and electricity charges in some cities were no longer borne by the property, but paid by Weimob itself, resulting in an increase in total energy consumption and total water consumption compared with previous years.
- Our water is sourced from municipal water system. Given 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.

### 6.2 PRACTICING GREEN OPERATION

Weimob strictly abides by laws and regulations such as the *Water Pollution Prevention and Control Law of the People's Republic of China* and the *Law of the People's Republic of China on the Prevention and Control of Environment Pollution Caused by Solid Wastes*. In daily management, Weimob actively advocates green travel and online office for employees to practise low-carbon operation.

The waste generated by the Group in the course of its business operations is mainly domestic waste and a small amount of used toner cartridges and ink cartridges, etc. Therefore, we discharge nearly no hazardous waste and have negligible impact on the environment. We regularly classify and recycle valuable waste to minimal the impact on environment.

### Waste Disposal Measures

#### Hazardous Wastes

- Identify wastes in accordance with the *Directory of National Hazardous Wastes*;
- Any hazardous waste generated will be disposed of by qualified service providers.

#### Non-hazardous Wastes

- Waste is classified according to the *Regulations of Shanghai Municipality on Municipal Solid Waste Management*, and uniformly place trash cans on the floors;
- Domestic waste is collected and transported by the environmental sanitation department.

## 6. GREEN OPERATION, ENVIRONMENTALLY FRIENDLY

### Emission

Types	Unit	2022	2021	2020
NOx emission	kg	84.15	102.10	48.40
SO <sub>2</sub> emission	kg	0.19	0.24	0.12
Particulate matter	kg	8.06	9.78	4.64
Direct GHG emission (Scope 1)	tCO <sub>2</sub> e	28.04	34.52	17.40
Energy indirect GHG emission (Scope 2)	tCO <sub>2</sub> e	2,930.04	2,829.59	1,501.98
Total GHG emission	tCO <sub>2</sub> e	2,958.08	2,864.11	1,519.38
Greenhouse gas emission intensity	tCO <sub>2</sub> e per person	0.47	0.49	0.37
Total non-hazardous waste	tons	275.90	367.47	197.36
Non-hazardous waste intensity	tons per person	0.04	0.06	0.05

#### Notes:

- Greenhouse gas emissions are presented as CO<sub>2</sub> 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 and 2022, the electricity charges in some cities were no longer borne by the property, but paid by Weimob itself, resulting in higher greenhouse gas emissions compared with previous years.

### 6.3 RESPONDING TO CLIMATE CHANGE

Respond to climate change and reduction of greenhouse gas emissions has become a social consensus and Weimob is fully aware that climate change will have a profound impact on the development of enterprises. Given the intense and frequent occurrences of rainstorm, typhoon, drought, flood and other extreme weather condition, we continue to strengthen our awareness of climate change and take active measures to respond to identified risks.

We continue to improve emergency response measures to reduce the risk of extreme weather such as storms and typhoons to our operation. As to corporate assets, we equip the server with the UPS system to avoid power shortage or line damage due to unexpected circumstances. In addition, we place the server at a higher floor or a waterproof location. As to our employees, we send extreme weather warning on time so that they could take precautions against dangers.

# ESG GUIDE INDEX

Aspect	Requirements	Chapter
<b>A1 Emissions</b>	<p>General Disclosure</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <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>	6.2 PRACTICING GREEN OPERATION
KPI A1.1	The types of emissions and respective emissions data.	6.2 PRACTICING GREEN OPERATION
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.2 PRACTICING GREEN OPERATION
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.2 PRACTICING GREEN OPERATION
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.2 PRACTICING GREEN OPERATION
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.	6.2 PRACTICING GREEN OPERATION
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	6.2 PRACTICING GREEN OPERATION

Aspect	Requirements	Chapter
<b>A2</b> <b>Use of Resources</b>	General Disclosure	6.1 ENHANCING RESOURCE MANAGEMENT
	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).	6.1 ENHANCING RESOURCE MANAGEMENT
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	6.1 ENHANCING RESOURCE MANAGEMENT
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	6.1 ENHANCING RESOURCE MANAGEMENT
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	6.1 ENHANCING RESOURCE MANAGEMENT
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not Applicable
<b>A3</b> <b>The Environment and Natural Resources</b>	General Disclosure	6.1 ENHANCING RESOURCE MANAGEMENT
	Policies on minimising the issuer's significant impacts 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.	6.1 ENHANCING RESOURCE MANAGEMENT





## ESG GUIDE INDEX

Aspect	Requirements	Chapter
<b>A4 Climate Change</b>	General Disclosure  Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	6.3 RESPONDING TO CLIMATE CHANGE
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.	6.3 RESPONDING TO CLIMATE CHANGE
<b>B1 Employment</b>	General Disclosure  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.	4.1 EMPLOYMENT MANAGEMENT
B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	4.1 EMPLOYMENT MANAGEMENT
B1.2	Employee turnover rate by gender, age group and geographical region.	4.1 EMPLOYMENT MANAGEMENT

Aspect	Requirements	Chapter
<b>B2 Health and Safety</b>	General Disclosure	4.3 SAFEGUARDING OCCUPATIONAL HEALTH
	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.	4.3 SAFEGUARDING OCCUPATIONAL HEALTH
B2.2	Lost days due to work injury.	4.3 SAFEGUARDING OCCUPATIONAL HEALTH
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	4.3 SAFEGUARDING OCCUPATIONAL HEALTH
<b>B3 Development and Training</b>	General Disclosure	4.2 EMPOWERING EMPLOYEE DEVELOPMENT
	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).	4.2 EMPOWERING EMPLOYEE DEVELOPMENT
B3.2	The average training hours completed per employee by gender and employee category.	4.2 EMPOWERING EMPLOYEE DEVELOPMENT



## ESG GUIDE INDEX

Aspect	Requirements	Chapter
<b>B4 Labour Standards</b>	General Disclosure	4.1 EMPLOYMENT MANAGEMENT
	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.	4.1 EMPLOYMENT MANAGEMENT
B4.2	Description of steps taken to eliminate such practices when discovered.	4.1 EMPLOYMENT MANAGEMENT
<b>B5 Supply Chain Management</b>	General Disclosure	3.4 SUPPLIER MANAGEMENT
	Policies on managing environmental and social risks of the supply chain.	
B5.1	Number of suppliers by geographical region.	3.4 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.	3.4 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.	3.4 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.	3.4 SUPPLIER MANAGEMENT

Aspect	Requirements	Chapter
<b>B6 Product Responsibility</b>	<p>General Disclosure</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.</p>	<p>2.3 MANAGEMENT AND PROTECTION OF INTELLECTUAL PROPERTY</p> <p>2.4 RESPONSIBLE MARKETING</p> <p>3.2 PROTECTING INFORMATION SECURITY</p> <p>3.3 PROVIDING CUSTOMER-CENTRED SERVICES</p>
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not Applicable
B6.2	Number of products and service related complaints received and how they are dealt with.	3.3 PROVIDING CUSTOMER-CENTRED SERVICES
B6.3	Description of practices relating to observing and protecting intellectual property rights.	2.3 MANAGEMENT AND PROTECTION OF INTELLECTUAL PROPERTY
B6.4	Description of quality assurance process and recall procedures.	Not Applicable
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	3.2 PROTECTING INFORMATION SECURITY



## ESG GUIDE INDEX

Aspect	Requirements	Chapter
<b>B7 Anti- corruption</b>	General Disclosure	2.2 BUSINESS ETHICS AND 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.	2.2 BUSINESS ETHICS AND COMPLIANCE OPERATION
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	2.2 BUSINESS ETHICS AND COMPLIANCE OPERATION
B7.3	Description of anti-corruption training provided to directors and staff.	2.2 BUSINESS ETHICS AND COMPLIANCE OPERATION
<b>B8 Community Investment</b>	General Disclosure	5. CARING FOR COMMUNITIES THROUGH SHARING
	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	
B8.2	Resources contributed (e.g. money or time) to the focus area.	5. CARING FOR COMMUNITIES THROUGH SHARING

# READERS FEEDBACK FORM

Thank you for reading the Weimob Inc. 2022 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?

---

微盟集團 Weimob Inc.

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

E-mail address: IR@weimob.com

Telephone: 021-66198866

Website: <http://www.weimob.com>

# WEIMOB INC. 微盟集團

