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## GLOSSARY OF TECHNICAL TERMS

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*This glossary contains explanations of certain technical terms used in this document. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.*

“active marketer”	marketers who have accepted task(s) via our digitalised tool at least once during a given year
“Agency Scope”	biennial research on trends within the advertiser-agency relationships and the perception and image of the agencies conducted by Scopen, who offers an unique strategic vision to drive businesses within the creative economy, inspiring people and projects based on their research, rigorous analysis and the numerous correlations derived from its comprehensive database, and R3 Worldwide, a leading global independent consultancy that helps companies improve their marketing efficiency and effectiveness
“AI”	artificial intelligence
“BI”	business intelligence, which combines business analytics, data mining, data visualisation, data tools and infrastructure and best practices to help enterprises make data-driven decisions
“big data” or “data assets”	advanced analytic techniques against massive, diverse data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful information that can help organisations make more-informed business and risk management decisions
“brand owners”	refer to those who own the intellectual property rights or brand labels of the merchandise, who may be a manufacturer or retailer
“consumers”	refer to end consumers of our customers’ merchandise who indirectly benefit from our digitalised tools
“data analytics”	the process of examining data sets in order to find trends and draw conclusions about the information they contain
“data tags”	non-hierarchical keywords or terms assigned to data which helps describe an item and allows it to be found or processed automatically
“distributors”	refer to those who buy merchandise from brand owners and sell the merchandise to points of sale
“employee marketers”	refer to our marketers who have employment relationships with us and are assigned to work for our customers under customised marketing solution or marketers assignment service
“FMCG”	fast-moving consumer goods, including non-durable household goods such as foods, beverages, cosmetics, tobacco, and other consumables

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“FMES” or “FMES platform”	field marketing ecology system, a digitalised system, on which all of our digitalised tools are located
“ISO”	International Organisation for Standardisation, an independent non-governmental international organisation based in Geneva, Switzerland that develops and publishes international standards required by business, government and society around the world
“ISO 9001:2015”	a standard published by ISO which specifies requirements for a quality management system where an organisation needs to demonstrate its ability to consistently provide products that meet its requisite standards and aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and assurance of conformity to customer and applicable requisite requirements
“ISO/IEC 27001:2013”	a standard published by ISO that specifies requirements for establishing, implementing, operating, monitoring, reviewing, maintaining and improving a documented information security management system within the context of the organisation’s overall business risks and specifies requirements for the implementation of security controls customised to the needs of individual organisations or parts thereof
“IT”	information technology
“marketers”	mainly refer to persons who directly interact with consumers and perform on-site implementation of sales and marketing activities, such as salespersons, frontline staff, etc; in the context of our business operations, we categorise our marketers into employee marketers and third-party marketers
“market-leading companies”	companies and/or their subsidiaries that have been Fortune Global 500 companies, Top 500 Enterprises of China companies and/or otherwise market-leading FMCG brand owners in the PRC and/or have global presence
“points of sale” or “offline retail stores”	refer to the places where retail transaction takes place, such as supermarkets, grocery stores, convenience shops, department stores, outdoor promotional campaigns and other retailers
“R&D”	research and development
“SaaS”	software as a service, a cloud-based software licensing and delivery model in which software and associated data are centrally hosted
“sales drive” or “drive the sales”	promoting sales of a particular merchandise at the points of sale by special effort, such as a series of sales and marketing events or activities
“SMEs”	small and medium-sized enterprises

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“third-party marketers” refer to marketers who do not have any employment or contractual relationship with us and are supplied to us by labour service suppliers; they are assigned by us to work for our customers under customised marketing solution or tasks and marketers matching service

“users” refer to users (which can be the employees, service providers or agencies of brand owners, distributors or points of sale or marketers) who have registered with us for the use of our digitalised tools